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1) Articles (see length specifications below) are due the first of the month, two months prior to the month of publication (i.e., June 1 for August issue).
2) Articles should not exceed 3,000 words. Articles containing words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted by mail and fax.
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4) Include a brief abstract (three sentences maximum) emphasizing the most salient points of your article. The abstract will be included in the table of contents.
5) Include a brief biography (three sentences maximum) along with a picture (color or B/W). Please be sure to specify if you would like your photo returned.
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*The Book & The Computer (Hon to Konpyuta)* is a bilingual online journal that explores the future of the printed word. The magazine, which appears on a dual Website (www.honco.net) in Japanese and English, is managed by editorial offices in Tokyo and Berkeley, California. The author has worked as a translator, editor, and inter-staff coordinator for the journal since its inception in 1998.

Planting Mushrooms: Globalizing and Internationalizing Document Production In Japanese Companies
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Taming the Dragon: Handling Complex Sentences in Japanese Patents
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The Application of Mnemonic Devices to Interpreter Training
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Researchers generally agree that memory, especially short-term memory, plays a monumental role in both interpretation and interpreter training, but little research has been available for teaching memory enhancement systematically. This article, based on data derived mainly from two studies (a Taiwan case study and a southwestern U.S. case study I conducted), attempts to bridge the gap by introducing six mnemonic techniques for interpreter training: gist words, charting, pegging, pictorialization, the location method, and absurdity. The article introduces a method for testing the interpreter’s ability to recall information, and offers suggestions to facilitate the teaching of a memory enhancement class.

Translating Semiconductor Equipment Documents: A Growing Demand for Business Opportunities
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n the association/nonprofit world, the buzz for the last year or two has been the dot-com and for-profit challenges to associations and their services. ATA is seeing these challenges particularly with the online Translation Services Directories. (The online searchable TSDs feature the in-depth profiles of more than 3,800 translators, interpreters, and companies.)

While ATA wasn’t the first to offer translation services or help in finding a translator or interpreter online, we can now consider ourselves old-timers in the Internet world by having been online for over a year and a half. There are several sites that offer similar services to ATA’s online Translation Services Directories. Yet, both the individual and corporate TSDs continue to see a growth in visitors to the site. While it is optional for ATA members to have their listings included in the TSDs, it has proven to be one of the most well-received benefits of membership. We have received dozens, if not hundreds, of stories of members getting jobs, or at least offers for jobs, from being included in the TSDs. (To be included in the TSDs, go to www.atanet.org and click on “Find a Translator or Interpreter Online.” From there, you can add/update your profile.)

However, we are not resting on our laurels; the Board and staff continually strive to enhance the value of membership. Recently, the Website was updated to include a Members Only section. It is envisioned that this area will be used by members to post queries on computer-related problems, terminology, and more. The site uses “pull” technology, which means members will not be bombarded with messages as with a list-serve. Members may peruse the various forums as frequently, or infrequently, as they want.

In addition, ATA members will be able to renew their membership, register for the conference (next year’s conference will be October 31-November 3 in Los Angeles.), and purchase publications online. The site will also feature the latest Chronicle in a PDF format. Of course, we will look to fine-tune the Members Only section as we get feedback as it evolves.

With the online TSD listings and the potential in the Members Only section for offering timesaving services such as terminology help and answers to computer-related problems, your ATA membership has never been more valuable.

This value is important because another belief currently held in the association world is that members today want to see what they are getting for their money. I have been in association management for over 19 years, and during that time associations have marketed membership based on a subscription to a monthly magazine and the idea of doing one’s part to support the profession.

While receiving a subscription to the Chronicle and supporting the translation and interpretation professions are still good reasons to join ATA, now more than ever membership in ATA is giving members the opportunities to make money through the online TSDs and the expanded Job Exchange at the ATA Annual Conference. As I have said over the years, just one timesaving tip or one job garnered through the Website, from the Chronicle, or at the Annual Conference more than covers the cost of ATA membership.

Thank you for being an ATA member and a part of this growing organization.
In planning to attend the 2000 International Japanese/English Translation Conference (IJET) organized by the Japanese Association of Translators last May, I decided that I would work up my conversational Japanese. Like most translators and interpreters, I dislike being in a country where I can’t exercise at least minimal politeness. And it’s handy to be able to attach meanings to some of the street names and notices one encounters. Fortunately, Japanese can be written in Latin letters (known as romaji). Though one will have more difficulty with certain elements of pronunciation, for a Westerner pressed for time, romaji seems a reasonable way to begin.

I quickly discovered, however, that Latin letters were not going to get me as far as I would have liked. While “To-kyo” means “Eastern Capital,” the city of “Kyo-to,” which appears in romaji to be made of the same two elements in different order, does not actually mean “capital eastern,” but “capital capital.” The element “to” is written with a different Chinese character in each case to indicate a different meaning, and hapless foreigners are just going to have to lump it.

Well, we knew about the kanji, the Chinese characters, didn’t we? And we knew that the Japanese writing system, which includes four different ways of writing words down, is a challenge even to the Japanese who start to learn it early. My conclusion, after a short visit and a highly stimulating conference, is that Japanese/English translators are even more distinctive, quirky, and diverse than their colleagues working in European languages—who, as any member of the ATA knows, rate high on the “quirky” scale as it is. You don’t succeed at learning this complex writing system without a good perseverance quotient and some pretty deep inner resources. The benefit, for someone whose exposure to non-European languages has been pleasant but limited, is the chance to meet a community of accomplished and fascinating individuals.

The IJET conferences are organized in even-numbered years in Japan by the Japanese Association of Translators (JAT), and in odd-numbered years in an English-speaking country by local Japanese/English translators living in that country. This was the 11th conference, and I had agreed to attend at the request of colleagues in our Japanese Language Division. The JLD, like the JAT, was founded in 1985. It is one of the most productive and well-organized divisions of the ATA, and we felt that colleagues working in Japan might like to learn more about what the JLD offers. ATA Director and Assistant Administrator of the JLD, Izumi Suzuki, was presenting at the conference. She and I took along 200 copies of the JLD Times and the new Introduction to the Professions of Translation and Interpretation, a splendid guide for newcomers (376 pages long, oriented towards those working in Japanese and English).

The JAT differs from the ATA in that membership is limited to individuals. The organization now has well over 350 members, over 40 percent of whom are located outside Japan. JAT has achieved extraordinary efficiency by conducting most of its business electronically. After some e-mail exchanges with Mayumi Nishioka, the energetic conference organizer, I was delighted to be asked to speak at the opening ceremony, and also to participate in a panel on “Translation Markets around the World.”

I started off by mentioning the conclusion of Allied Business Intelligence that “the language translation market, encompassing human translation, machine translation, and software and Website localization, is expected to rise from nearly $13 billion in 2000 to almost $22.7 billion by year-end 2005. Driven by such factors as consolidation and increasing Internet penetration, this industry is experiencing tremendous growth.” We have certainly seen such growth in the U.S., though the effect on individuals has been patchy, and this is the case in the Asian markets also.

Heather Glass from Australia described how the Asian economic crisis has adversely impacted English-to-Japanese work, moving much of it back to Japan. She commented that there has been a shakeout among agencies in Perth and Melbourne, and that many conferences have been cancelled because delegates were, in the end, unable to find the financing to attend. Her informal research has led her to conclude that there is very little business arising from the prospect of the Sydney Olympics. Finally, Australians are facing the imposition of a Goods and Services Tax this
summer, which will certainly affect billing, and possibly revenues.

Edward Lipsett is based in Kyushu, the southern-most island of Japan. In preliminary exchanges he had the following comments: 1) more of our customers are using the Internet, which is good (communications) and bad (they think everyone on the Internet is a pro); 2) there are more and more competitors outside our immediate region, thanks to the Internet, both good and bad; 3) the big boys in the business are stressing localization, Web pages, and 63 languages at once, but in his locale the only key factors are (in descending order of importance) price, delivery, price, an established relationship with the client, price, and last, quality.

Norma St. Clair from the U.K. is very active in the Institute for Translation and Interpretation’s Japan network. J-NET has about 70 members and provides a good locus for communication. Her impression was that Japanese is doing rather better than some of the other languages in the U.K., and that recently there has been a surge in interpreting.

Koji Inokuchi gave the following comments on the market in Tokyo: translators are estimated to have an average income of five million yen (about $48,000), while the average “salaryman” has an income of seven million yen (about $67,000). The economic depression has meant fewer corporate activities requiring translation, and more clients are attempting to work directly with translators to lower costs, thereby putting pressure on translation companies. Overall, prices paid are going down while the pool of aspiring translators grows. More young people have English abilities, have lived overseas, and would like to translate. More older people are retiring early and seek secondary income from translation.

Attendees seemed quite interested in the figures from ATA’s recent Translation and Interpretation Services Survey. I pointed out that both for full-time and part-time independent contractors, the gross income figures were close, whereas in some other language pairs there is a disparity in the directions. Full-time contractors working Japanese into English reported an average income in 1998 of $60,149, and English into Japanese reported $65,063. For part-timers the figures were $25,634 and $24,774, respectively.

Patents are one booming area in Japanese/English translation. I had been astonished to learn that six of the top 10 companies winning U.S. patent approvals in 1999 were Japanese. In 1998 Japan filed 45,260 U.S. patent applications, 20 percent of the total. James Judge, in a later session giving “A Practitioner’s Perspectives on Patent Translation,” estimated that there may be $40+ million worth of Japanese translation business per year in this field. (This estimate is based on Tokyo payment rates, which, like Tokyo prices, are substantially higher than in the United States.) It made sense that I was meeting so many individuals from firms specializing in patent translation—and I was doubly pleased to have copies of the JLD’s previous publication with me, the fine Patent Translation Handbook. Gerry Gooding, one of our own patent gurus, had provided me with some insights into the business from the U.S. angle, which people were very glad to learn about.

At lunch with the Board of Directors, President Kathleen Taji offered Izumi and me a warm welcome. We had the chance to exchange views and insights on the challenges of running a professional association, the best use of volunteers, and encouraging new leadership. In the afternoon I “sampled” the sessions, several of which will also be offered by ATA members at our Orlando conference (and which got very favorable reviews in Kyoto). Bruce Holcombe had subtitled his session on deposition interpreting “In the Pit with the Lions,” and one could see why. His tales of combat and challenge were matched, however, by his evident delight in the linguistic opportunities that this very specific form of interpreting provides. As he said, “How many interpreters or translators ever get the chance to defend why they made one semantic choice rather than another—and, I should add, get paid for that opportunity?”

Yuki Sayeg, a conference interpreter who teaches at the University of Queensland, had some practical points to offer in her session on “Interpreting into Your B Language.” She men-

Continued on p. 10
tioned that interpreters often prefer to work into their A language, because they will sound smoother and more polished. There is also a clear preference among native Japanese speakers to listen to native Japanese interpreters. It may in fact be better to interpret into one’s B language, however, because one can be quite sure that one has understood the speaker fully. Her fundamental dictum was: “If you don’t understand it, you can’t communicate it.” Tony Atkinson, also from Perth, leavened solid tips on improving Japanese-English medical translation with humor that made those points even more effective.

Longtime IJET attendees had told me that the conferences managed to combine high professionalism with enjoyment of the lighter side, and the Kyoto conference certainly met that description. At the Friday preconference dinner, 40 of us crowded into a riverside tatami-mat room for extended snacks, sake, and beer—a party that was so successful it got continued as the nijikai, the second party, late into the night. On Saturday evening a comedy duo named “Black Cheese” put on 45 minutes of very funny bilingual sketches, a performance that was fully appreciated by the bilingual audience. I particularly liked “Osaka ben,” which referred not to a yakuza (Japanese mafia) character, but to the Osaka dialect that is described as rougher, livelier, and funnier than either standard Japanese or other dialect versions in Japan. Having organized two ATA conferences and struggled with the question of what makes good entertainment, I thought that these organizers did particularly well. Shinji and Sue Nakano’s baby Emily provided some light comic relief on her own account, delighting us all with her charm. (The Nakanos will be reporting on IJET in the JLD Times).

The literary side was also well represented at this conference, with the keynote speech being given by Professor Takayoshi Ogawa, who translated Memoirs of a Geisha from English into Japanese. Juliet Winters Carpenter on Shitsurakuen, a steamy novel of adultery just out under the title A Lost Paradise, had much to say about relations with editors, questions of content for different audiences, and how one transmutes sex and violence from one culture to another in a convincing way.

I was sorry not to be able to attend sessions by ATA members Alan Gleason, Atsushi Tomii, and Izumi, and sorry also that my forays into conversational Japanese hadn’t advanced my knowledge enough to take in Minoru Moriguchi’s presentation, which ended up with the question: “What on earth is understand-ability of Japanese?” However, the sessions and the networking opportunities together gave me the chance to talk about the ATA to a number of translators and interpreters who had not known about our online Translation Services Directory, the JLD publications, how the accreditation program is run, or how rich our conference offerings are in this area. Even if I never do get to learn how to write “eastern capital” versus “capital capital,” my trip to Kyoto was fascinating, enlightening, and an eye-opener. I certainly appreciated the welcome I received, and I hope that we will have more opportunities in the future for collaboration and cooperation with the JAT, and with individuals interested in the ATA’s work.

Information about JAT may be found at www.jat.org. For photos from IJET 2000 provided by ATA member Maynard Hogg, go to www2.gol.com/users/maynard//ijet11-thumbs.htm.
Depending on the mail, you may be reading this column just before ATA’s 41st Annual Conference, in Orlando at the meeting, or just after it. Regardless of when you are reading this, I want to share with you some of the insights into planning my first meeting.

As the president-elect, it is my responsibility to serve as the conference organizer. I work closely with the ATA staff, Conferon (our conference management consultants), and several volunteers to pull off the meeting.

I am well aware of the history and significance of the Annual Conference as the focal point of the year for the association’s activities. The first thing that strikes me about the history of the conference is the dedication of past presidents who put in so much time, many before we had the staff and Conferon representatives we have now. I cannot even begin to fathom having to compile all the sessions, do the desktop publishing for the Preliminary and Final Programs, and coordinate the printing and distribution of the Preliminary and Final Programs and Proceedings by myself, as many of our past presidents did. This doesn’t include planning and ordering all the necessary food and beverage and audiovisual equipment. Finally, I factor in that in addition to my ATA volunteer work, I have to run my own company and support my young family. Their efforts were amazing.

To be clear, I am not complaining. I am sharing my thanks for those who sacrificed and toiled to build ATA to what it is today. I feel fortunate to be part of this thriving organization, and I will do my part to foster its growth.

With this in mind, I jumped into the conference planning and focused my time and energy on the educational sessions. While I like the networking opportunities the conference offers, I truly enjoy the educational sessions, including the in-depth preconference seminars. We are very fortunate to have a cadre of dedicated volunteers to share their knowledge and expertise on such a diverse range of topics. This year, we have 174 presentations and 192 presenters who will be discussing everything from memory enhancement in interpreter training, to translating Willie Nelson’s Website into German, to using Word 2000 for Chinese.

Following the conference, I will continue the process developed by my predecessors and review the conference and session surveys and talk with the ATA staff and conference attendees to get their feedback on what worked and what didn’t. This feedback has helped in the past. I am sure we will make enhancements to next year’s conference in Los Angeles, October 31–November 3.

I want to thank those who have been so supportive of my first year. In particular, I would like to thank ATA President Ann Macfarlane and Past President Muriel Jérôme-O’Keeffe, who shared their conference organizing experiences with me.

Of course, as we begin planning for next year’s meeting, with a break in the conference hype for all, please share your thoughts with me. We can also discuss potential topics for next year’s educational sessions. It is not too early to start promoting next year’s meeting, which is sure to be big.

My First Conference
Message from the President

Subject: Review of Accreditation Program

This spring, pursuant to a recommendation made by the Ad Hoc Committee on Accreditation, I commissioned a review of the accreditation program by Mr. Michael Hamm. Mr. Hamm is distinguished in the field of voluntary certification. He was the executive director of the National Organization for Competency Assurance for eight years. He also managed the National Commission for Certifying Agencies, the primary national accreditation body for certification organizations. Mr. Hamm has written widely on certification and consulted for several dozen certifying bodies. Mr. Hamm did not address the mechanics of the actual tests (that is, text selection and evaluation criteria). While he does not have expertise in translation or foreign-language learning or testing, he has carefully and systematically examined the policies, process, and procedures of our program. Although he is not a translator, his experience and credentials in the field of voluntary certification give weight to his comments. He has given us new and valuable information about current trends in the field of voluntary certification.

As members will see from the Executive Summary of Mr. Hamm’s report, our consultant has made a number of recommendations for possible changes to the accreditation program. The changes are concerned with policy and procedure, not with the examination itself. The Board and the Accreditation Committee have received and studied this report. Their initial reaction is favorable. However, they wish to obtain member feedback and input, and to study the ideas further before making any decisions on possible implementation. In particular, one change—opening the examination to those who are not members of the ATA—would represent a substantial departure from many years of association history. The rationale for this suggestion is included in the Executive Summary.

In the course of discussions, the question has arisen as to whether any changes are being contemplated in the accreditation examination itself. Given the necessity of taking matters one step at a time, we are now looking at the Hamm recommendations and not at any other changes. The Board and Accreditation Committee are open to considering changes in the examination itself, should they be judged appropriate, but not at this stage of the process. For members’ information, over the last several years the ATA has devoted considerable resources to standardizing grading criteria and passage selection, the training of graders, and collaborative work among those involved in the program. These efforts have strengthened the program considerably. If you are interested in these issues, you may find my column on page 8 of the July Chronicle, “Hard Green Worms,” of interest (also available on the Website).

Members of the ATA are requested to read the Executive Summary, available at www.atanet.org, and to provide their feedback to the Accreditation Committee and the ATA Board. Messages may be sent to accreditation@atanet.org.

There will be two sessions devoted to accreditation at the forthcoming ATA Annual Conference. On Thursday, September 21, at 3:30 p.m., we will hold “The Accreditation Program and Examination: An Informational Presentation.” This will include information on the program as it is currently run, and responses to questions from the audience about policies and procedures. If you have questions about the examination as it is now administered, please plan on attending this session. On Saturday, September 23, at 10:15 a.m., “Member Input on Hamm Accreditation Report” will seek your views on the proposed changes. I encourage everyone who is interested in the program to come for a discussion and provide your input and feedback.

Final responsibility for the accreditation program rests with the ATA Board of Directors. The Board is planning on taking this step by step. No decisions have been made on possible implementation. The Board needs to know members’ views on these ideas before proceeding further. All messages and suggestions will be carefully considered. We appreciate your taking the time to let us know your reactions, and hope that many of you will respond to this request. Your input will help the Board to make better decisions about this important aspect of our work for the translation profession.

Ann G. Macfarlane
President, ATA
ATA translation examinations are considered to be quite rigorous. Applicants passing these examinations should be proud of their achievements.

Accreditation Committee members and staff are quite committed to improving the accreditation process. ATA’s Board of Directors is also very supportive of improving this program.

Applicants stated that the accreditation process has become more objective and reliable than it used to be.

Michael Hamm & Associates did identify several areas of potential improvement in the accreditation program. Some of the highlights of these potential recommended improvements included:

Changing the name of the process to “certification”

Programs that evaluate the knowledge, skills, and abilities of individuals are typically referred to as certification bodies in the credentialing world. Accreditation bodies usually evaluate organizations, systems, or entities other than people. Unfortunately, referring to this process as accreditation is sending a mixed message to individuals that are familiar with the proper terminology of standard setting bodies. Clarification of this terminology will benefit ATA as well as its certificants and other stakeholders.

Continued on p. 14
Creation of an independent or semi-independent governing body for the program

Most national certification programs are governed by a certification board or commission. These volunteer entities usually operate with a considerable degree of autonomy even when they are based in a membership association. The independence of the certification governing body often helps increase the credibility of the credential with external organizations that sometimes wonder if certification is a rigorous assessment process or just another association membership service.

Offering certification to nonmembers of ATA

Even though most certification programs evolve in member associations, the trend is toward making certification available to any qualified applicant. This practice is usually based on marketing concerns for the certification program and the need to build the credibility and reputation of the program by moving beyond the limits of association membership. Also, it should be noted that paying dues to an association has no relationship to an individual’s competence in a profession or discipline. Very few national certification bodies have association membership eligibility requirements.

Establishment of translation-related eligibility requirements

Most national certification programs establish some minimum eligibility requirements in order to apply for the credential. These requirements usually consist of minimum experience and education requirements related to the discipline. The benefit of establishing these requirements is identifying certificants as having work-related experience, some level of formal training (though not necessarily in translation), and providing evidence of passing a valid examination in a field. These requirements increase the public’s general comfort level with a credential. Eligibility requirements also help protect certification programs from certifying someone who managed to pass an examination without any relevant work experience or educational preparation. Some of the current certificants also believed that adding eligibility requirements would help establish a stronger reputation for this profession and potentially eliminate some candidates with multilingual skills that fall short of the background expected of a competent translator.

Establishing continuing education or recertification requirements

Most national certification bodies require some form of continuing competence either in the form of continuing education, evidence of professional development, or periodic reexamination. There are very few fields where one could defend a “one-shot examination” for a lifelong practice. While recertification requirements do require additional work and expense for applicants, everyone benefits from this requirement in the long run because the certification program creates a philosophy of lifelong learning and individual responsibility for professional development. ATA should strongly consider adding a new requirement of this nature.

Developing more extensive criteria for selecting, training, and evaluating graders and language chairs

ATA has good graders and language chairs, but the certification program needs to place more emphasis on setting uniform and high standards for selecting, training, and evaluating them. The translation assessment process is heavily dependent upon these individuals rather than other more objective testing procedures utilized in examination formats such as multiple-choice.

Implementing these as well as other changes suggested in this study will help strengthen the reputation of this credential and better serve the needs of all of the individuals and groups that rely on this process to identify competent and skilled translators.
TRADOS Workshops

TRADOS Corporation offers one-day training workshops each month for Translator’s Workbench, MultiTerm, and WinAlign at its site at 113 S. Columbus Street, Alexandria, Virginia. Attendance is limited. For more information, contact: Tel: (703) 683-6900; Fax: (703) 683-9457; E-mail: eva@trados.com or www.trados.com.

Ninth International Technology, Meetings, and Incentives

October 26-29, 2000 • Bangkok, Thailand

For more information, please visit www.cimpa.org/itmic.htm.

Translation Studies Conference: Recent Theories and Applications

University of Salamanca

November 16–18, 2000

Salamanca, Spain

For more information, please contact diicext@gugu.usal.es; Tel: +34-923-294-400 ext. 1174; www.usal.es/precurentx (listed as “Estudios de Traducción”; code number 00087-1).

Language Technologies for Dynamic Business in the Age of the Media Conference

November 23-25, 2000

University of Applied Sciences Cologne • Cologne, Germany

The 26th Annual Conference of the International Association of Language and Business will focus on the use of language technologies for customer-oriented services. The following topics will be discussed: tools for in-company language support; Internet-based language resources; language as a vehicle for communication in Internet services; multilingualism on the Internet (as seen by the Company); multimedia applications in a company. The conference is aimed at: top management and leading figures in industry, commerce, publishing houses, administration, politics, law, and culture; scientists and academics from various related disciplines; and technical writers, translators, interpreters, and terminologists. Please find the registration form on our Website or contact: Prof. Dr. Klaus-Dirk Schmitz at Tel: +49-221-8275-3272; Fax: +49-221-8275-3991; E-mail: klaus.schmitz@fh-koeln.de; or visit www.fbi.fh-koeln.de/DEUTERM/ivsw2000E.htm for more information.

Society for Technical Communication 48th Annual Conference

May 13-16, 2001

Chicago Hyatt Regency • Chicago, Illinois

The Society for Technical Communication will hold its 48th Annual Conference at the Chicago Hyatt Regency in Chicago, Illinois, May 13-16, 2001. The conference will feature more than 250 technical sessions covering technical writing, editing, management, Web page design, multimedia, and other subjects of interest to technical communicators. For more information, please visit the STC office Website at www.stc-va.org (from the main page, select “Conferences”). Detailed information on the next conference will be posted on the site later this year. For more information about STC, please visit www.stc-va.org or call (703) 522-4114.

Critical Link 3: Interpreters in the Community

May 22-26, 2001

Montreal, Canada

Critical Link 3: Interpreters in the Community will be held in Montreal, Canada from May 22-26, 2001. The specific theme for this conference is Interpreting in the Community: The Complexity of the Profession. As in the previous two Critical Link conferences, participants will discuss interpretation in the community (health services, social services, courts, and schools). The event will provide interpreters, users of interpreter services, administrators, and researchers with an opportunity to share experiences, explore the complexity of the community interpreter profession, and learn about successful strategies and models in this rapidly evolving field. The call for papers and further information can be found at: www.rssss06.gouv.qc.ca/english/colloque/index2.html.

Call for Papers: Canadian Association of Translation Studies 14th Annual Congress

May 26-28, 2001

Université Laval • Quebec City, Quebec, Canada

The theme of the conference will be “Translation and Censorship.” For more information, please contact Dr. Denise Merkle at the Université de Moncton, Département de traduction et des langues, Casier 30, Faculté des arts, Moncton (New-Brunswick) E1C 5E6; Tel: (506) 858-4214; Fax: (506) 858-4166; e-mail: merkled@umoncton.ca; or visit www.uottawa.ca/associations/act-cats/index.htm for more information.

For Long-Term Planners...
Future Annual Conference Sites and Dates

Los Angeles, California
October 31-November 3, 2001

Atlanta, Georgia
November 6-9, 2002

Phoenix, Arizona
November 5-8, 2003
1. The meeting was called to order by ATA President Muriel Jérôme-O’Keeffe at 8:30 a.m.

2. President Jérôme-O’Keeffe welcomed the members to the Annual Conference and to the Business Meeting, and requested approval of the published agenda for the meeting with one change, namely placing item 4 after item 9.

3. The minutes of the November 6, 1998 Annual Business Meeting of the Association were examined. The Board had previously approved these minutes, and no objections were raised from the floor.

4. (moved to item 10)

5. ATA Treasurer Monique-Paule Tubb reported that the Association is in good financial shape. The last three years had ended with a surplus. A continuing but smaller surplus was anticipated for 1999, as expenses had increased as the Association continued to grow. Membership dues and conference fees had not been raised in 1999. The Association’s investment policy for reserves continued to be refined. The growth in divisions (now 12) had brought increased work for Headquarters financial staff. The proposed budget for next year totals $1.6 million, up seven percent or $100,000 compared with 1999. For details, the treasurer referred members to page 4 of the handout. The treasurer concluded her remarks by thanking Walter Bacak and the Headquarters staff for their cooperation and support, and the president thanked Ms. Tubb for her successful four years as the association’s treasurer.

6. Nick Hartmann reported on the previous day’s Forum on International Accreditation Examinations. A total of 34 members had spoken, split roughly evenly between opponents and supporters of the current policy of holding ATA accreditation exams at various venues in the U.S. and in certain other countries as well. He summarized some of the main views expressed both for and against. The President thanked Mr. Hartmann for chairing the meeting and providing the Board with such useful information for its upcoming discussion on this issue.

7. Comments from the Members
   - Charles Vaubel congratulated the conference organizers on their efforts, comparing this year’s conference favorably with that in 1992.
   - Christa Tiefenbacher-Hudson reported that, despite repeated phone calls, a colleague had still not heard the results of an accreditation examination taken 12 months ago in the U.S. She was asked to provide details, so that the Board can follow up on this matter.
   - Dorothee Racette reported that she had noted a false claim of ATA accreditation prior to the individual in question actually sitting for the exam. Here, too, the speaker was asked to provide details, so that the Board can follow up on this matter.
   - Margrit Kull reported noticing an agency claiming on its Website to be “ATA-certified.” The president replied that the Board had noticed inaccurate postings of this kind, and assured the speaker that the next Board would follow up on this matter.
   - Harvie Jordan encouraged the Board to “use this room as a police force” to encourage honesty in credentials claimed.
   - Diane Teichman thanked every Board member for the warm welcome extended to interpreters.
   - Terry Coe regretted missing the International Examinations Forum, but wished to stress that the first word in the association’s title is “American.”
   - Simon Goykhman suggested that a disciplinary committee be established to look into false claims of ATA membership and ATA accreditation.
   - Virginia Earl, attending her first ATA conference, said she had learned a lot but felt that the discussion over international exam sittings had distracted attention away from internal problems, more particularly the need for rotation among heads of language divisions. A request for clarification by President-Elect Ann Macfarlane revealed that the speaker was referring to “language chairs” within the Accreditation Committee, not administrators of language divisions. Macfarlane...
reassured the speaker that this issue was being examined.

- Maury Scharrer, referring to the “false claims” issue, drew a parallel with the Realtors Association and urged firm action through an attorney.

- Berta Martín de Nicolás expressed her dissatisfaction at the time limit imposed in the accreditation exams and the need for specific terminology that might not be in the dictionaries that the candidate has brought to the examination. Anne Vincent strongly urged the previous speaker to attend the “Demystifying Accreditation” session being held immediately after the Business Meeting.

- Helge Gunther urged the Board to secure trademark protection for the ATA name and logo. Macfarlane assured her this matter was on the agenda for the Board meeting.

- Joan Bond Sax urged the use of computers for accreditation exams.

- Henry Burgers reminded those present that the next conference is scheduled for Orlando “in the middle of hurricane season,” and enquired what the association’s fallback plans were. Macfarlane replied that the association was locked into the contract with the hotel in Orlando. Bill Park, of North Carolina, urged the Board to take the risk seriously. Evan Franulovich encouraged the association to consider meeting again in the Northwest (Seattle-Portland).

8. Macfarlane reported that total conference attendance was just short of 1,250. She urged members to fill out the evaluation forms for individual sessions and for the conference as a whole, plus the ASTM form, and reminded members about the Forum on “Translators and the Media” later in the day.

9. Steve Sachs, Inspector of Elections, announced the election results, as follows:

    The proposed Bylaws amendment had received 320 votes for and 271 votes against, and had thus failed to receive the 2/3 majority required for approval.

    The outcome of the voting for officers and Board members was as follows:

    **For President-Elect:**
    - Tom West 241 votes
    - Marian Greenfield 172 votes
    - Monique-Paule Tubb 87 votes

    **For Directors (three to be elected):**
    - Kirk Anderson 389 votes
    - Scott Brennan 342 votes
    - Tim Yuan 276 votes
    - Beatriz Bonnet 229 votes
    - Tony Roder 222 votes
    - Gerardo Konig 159 votes
    - Michel Meunier 138 votes

    **For Secretary:**
    - Courtney Searls-Ridge 443 votes

    **For Treasurer:**
    - Eric McMillan 453 votes


10. President’s Remarks. The outgoing President thanked her colleagues on the Board, particularly those also leaving office, for “a pretty good two years.” She pointed with pride to the continued growth of the association, the strong attendance at this Annual Conference, and a sold-out Exhibitors Hall. As she passed on the gavel to her successor, she stressed the importance of “don’t forget to laugh.” (Sustained applause.) In accepting the gavel, Ann Macfarlane said that she was looking forward to the next two years and was confident that “if we can all work together, the association will continue to thrive.”

11. The meeting was adjourned at 9:40 a.m.

Respectfully submitted,

Eric McMillan, Secretary
The following companies are exhibiting at the ATA Annual Conference in Orlando, Florida. Each company provided its own description.

A-A Language Services, Inc.—Booth 44
Contact: Garry Guan
Phone: 770-582-0064   Fax: 770-582-0063
Email: garry@aals.com
Website: www.aals.com
AALS is an experienced language service company. We are aware of what translators need to succeed.

Product or Services: AALS offers information on BETINA—a revolutionary new software designed to raise profits by cutting cost of production, management, and marketing. The software includes an up-to-date database of over 2,000 translation agencies worldwide.

Adams Translation Services—Booth 29
Contact: Martha Davilla
Phone: 512-821-1818   Fax: 512-821-1888
Email: mdavilla@adamstrans.com
Website: www.adamstrans.com
Adams Translation Services specializes in technical translation into all major European and Asian languages.

Product or Services: Localization/translation of software, Websites, online help, and technical manuals for some of the world’s leading technology companies. We are committed to the use of CAT tools to deliver cost-effective, timely, and technically accurate projects.

Adler’s Foreign Books—Booth 49, 50
Contact: David Chmielnicki
Phone: 847-864-0664   Fax: 847-864-0804
Email: info@afb-adlers.com
Website: www.afb-adlers.com
Adler’s Foreign Books is a specialist in foreign language dictionaries, textbooks, and general literature.

Product or Services: Adler’s Foreign Books offers and stocks a large selection of specialized bilingual dictionaries in language, law, medicine, technology, science, etc., as well as text books and trade books in French, German, and Italian.

Berlitz GlobalNET—Booth 45
Contact: James Keller
Phone: 917-339-4830   Fax: 917-339-4777
Email: james.keller@nyc.berlitz.com
Website: www.berlitzglobalnet.com
Berlitz GlobalNET is helping customers bring their products and services to world markets faster at a lesser cost.

Product or Services: Berlitz GlobalNET is the world’s largest provider of language services for business. We help companies create and maintain multilingual information resources to support business operations worldwide.

BTS Inc./InSage—Booth 43
Contact: Miyako Martin
Phone: 856-795-8669   Fax: 856-795-8737
Email: opportunities@btsinc.com
Website: www.btsinc.com
BTS is a translation and localization company.

Product or Services: BTS is a global leader in providing multilingual communication solutions. BTS works to help clients design, write, localize, and translate for international markets using a wide range of technical communications including software, documentation, and Websites. No other company has the full package.

Comfort Lab, Inc.—Booth 32
Contact: Greg Myers
Phone: 310-306-8434   Fax: 310-305-8732
Email: sales@comfortlab.com
Website: www.comfortlab.com
Product or Services: Comfort Lab, Inc. offers advanced ergonomic office/desk accessories that simply make computing more comfortable. We offer innovative, award-winning items to help problem areas such as the wrists, neck, eyes, shoulders, elbows, and hands.

Continental Book Company, Inc.—Booth 37
Contact: Maurice Stambouli
Phone: 303-289-1761   Fax: 303-289-1764
Email: cbc@continentalbook.com
Website: www.continentalbook.com
Continental Book Company is a foreign languages book company.

Product or Services: Continental Book Company imports and distributes French, Spanish, and German ESL materials for all levels and all interests.

Diplomatic Language Services, Inc.—Booth 7
Contact: Yvan Hennecart
Phone: 703-243-4856   Fax: 703-358-9189
Email: yhennecart@dls-inc.com
Website: www.dls-inc.com
DLS is a foreign language services provider.

Product or Services: DLS is a leading provider of translation, interpreting, and language training ser-
VICES FOR COMMERCIAL AND GOVERNMENT CLIENTS. ALL SERVICES ARE ON THE GSA SCHEDULE.

**Echo International—Booth 57**

**Contact:** Dana Barras  
**Phone:** 412-261-1101  
**Fax:** 412-261-1159  
**Email:** dana@echotrans.com  
**Website:** www.echotrans.com

*Echo International provides global communication services.*

**Product or Services:** Echo International’s services include translation, Web design, software localization, multilanguage desktop publishing, global fluency training, as well as interpreting.

**Elsevier Science—Booth 52**

**Contact:** Paul Jang  
**Phone:** 212-633-3756  
**Fax:** 212-633-3112  
**Email:** pjang@elsevier.com  
**Website:** www.elsevier.com

**eTranslate, Inc.—Booth 62, 63**

**Contact:** Jim Koulias  
**Fax:** 415-371-0011  
**Email:** membership@etranslate.net  
**Website:** www.etranslate.net

*eTranslate specializes in globalizing Websites for top-tier companies.*

**Product or Services:** eTranslate’s language professionals worldwide focus on the linguistic, cultural, and technical localization of Websites, using our latest technology for quick, efficient, high-quality service.

**Excel Translations, Inc.—Booth 34**

**Contact:** Hervé Rodriguez  
**Phone:** 415-434-4224  
**Fax:** 415-434-4221  
**Email:** info@xltrans.com  
**Website:** www.yourtranslationpartner.com

*Excel Translations, Inc. offers I18N and LION services in any language.*

**Product or Services:** Excel Translations, Inc. is an ISO-9002 certified company providing I18N and LION services to Fortune 500 companies and regulated industries.

**Federal Bureau of Investigation (FBI)—Booth 35**

**Contact:** Lisa Gammons  
**Phone:** 202-324-8815  
**Fax:** 202-324-8526  
**Email:** lisagammions@yahoo.com  
**Website:** www.fbijobs.com

*The Federal Bureau of Investigation is a Federal law enforcement agency.*

**Product or Services:** The Federal Bureau of Investigation will have brochures and flyers available that provide information about employment opportunities for linguists.

**Fujitsu Software Corporation—Booth 17**

**Contact:** Yoshi Aoki  
**Phone:** 800-603-8105  
**Fax:** 408-456-7960  
**Email:** aoki@fs.fujitsu.com  
**Website:** www.translingo.com

*Fujitsu Software Corporation specializes in the Japanese/English translation software ATLAS.*

**Product or Services:** Fujitsu Software Corporation specializes in Japanese/English translation software ATLAS that provides top quality translation, 25 technical term dictionaries, and the ability to help translators build their own dictionaries.

**GENER-X/Ordiplan Division—Booth 11**

**Contact:** Francois Roy  
**Phone:** 450-442-2379  
**Fax:** 450-442-4801  
**Email:** froy@ordiplan.com  
**Website:** www.ordiplan.com

*GENER-X is a software division of Ordiplan Inc. with a mission to develop software solutions by incorporating industry know-how, expertise in emerging technologies, and proven methodologies to help organization in the information age workplace.*

**Product or Services:** GENER-X will be presenting its international award-winning Translation Automation Process software entitled TRMS—Translation Request Manager System. The TRMS software combines browser-based client access with a suite of powerful Web server-hosted services.

**i.b.d., Ltd.—Booth 46, 47, 48**

**Contact:** Freek Lankhof  
**Phone:** 518-758-1755  
**Fax:** 518-758-6702  
**Email:** lankhof@ibdltd.com  
**Website:** www.ibdltd.com

*i.b.d., Ltd. is an importer of specialized foreign language dictionaries.*

**Product or Services:** i.b.d., Ltd. is an importer and distributor of specialized foreign language dictionaries and reference books for the professional translator.

Continued on p. 20
ATA’s 41st Annual Conference Exhibitors Continued

Inlingua School of Interpretation—Booth 28
Contact: Harry Obst
Phone: 703-527-8666 Fax: 703-527-8693
Email: intpschool@inlinguadc.com
Website: www.inlinguadc.com
Inlingua School of Interpretation is a training school for interpreters.
Product or Services: Inlingua Language Services Center provides information on courses in consecutive interpretation, and offers brochures, a syllabus, and illustrations on the school’s training methods.

ISI—Booth 33
Contact: George R. Rimalower
Phone: 818-753-9181 Fax: 818-753-9617
Email: rimalower@isitrans.com
Website: www.ISItrans.com
Since 1982, ISI has been providing translation, localization, foreign language graphics, interpreting, and diversity training services.
Product or Services: ISI provides desktop publishing services for translators, including multilingual Website support. ISI helps the translator concentrate on translating because they’ll be able to outsource the graphics to us. ISI is also accepting resumes.

John Benjamins Publishing Co.—Booth 18, 19
Contact: Jessica Balaschak
Phone: 215-836-1200 Fax: 215-836-1204
Email: promotion@benjamins.com
Website: www.benjamins.com
John Benjamins Publishing Company deals in publications that are of use in the interpretation and translation professions.
Product or Services: John Benjamins Publishing provides academic books and journals that are useful when translating and interpreting.

L’Arc-en-plume—Booth 20
Contact: Daniele Heinen
Phone: 514-341-5304 Fax: 514-341-5304
Email: 74333.376@compuserve.com
Website: www.arcenplume.qc.ca
L’Arc-en-plume deals with Multimedia software in French.
Product or Services: L’Arc-en-plume provides electronic dictionaries and other software in French on CD-ROM and videos. Software in Spanish on CD-ROM and video, as well as paper dictionaries, will be added this year.

Language for Industry Worldwide, Inc.—Booth 14
Contact: Sherri Meek
Phone: 617-451-1233 Fax: 617-451-2247
Email: smeek@lfiww.com
Website: www.lfiww.com
Language for Industry Worldwide is a full-service language management firm offering technical writing, document and software localization, multilingual Web development, and production services.
Product or Services: Representatives from Language for Industry Worldwide welcome ATA individual and corporate members to learn more about our fast-growing organization.

Language Line Services—Booth 24
Contact: Clemencia Macias
Phone: 800-532-4441 Fax: 800-496-5330
Website: www.languageline.com
Language Line Services is a 24-hour, over-the-phone interpretation company offering service in 140 languages.
Product or Services: Language Line Services is the world leader in over-the-phone interpretation. Interpreters work from 140 different languages in the fields of medicine, insurance, finance, and emergency services.

Language Networks B.V.—Booth 42
Contact: Al M’charek
Phone: 3120330033 Fax: 31203300334
Email: info@aquarius.net
Website: www.aquarius.net
Language Networks B.V. is the first online marketplace for the translation industry.
Product or Services: Aquarius.net offers a one-stop-shop marketplace for the translation industry. Through innovative services such as Rapid Response, customers can auction their projects to over 13,000 professionals in one click.

Language Partners International, Inc.—Booth 60, 61
Contact: Brian Briggs
Phone: 847-492-1600 Fax: 847-492-1677
Email: info@languagepartners.com
Website: www.languagepartners.com
Language Partners International provides translation productivity and memory software.
Product or Services: Language Partners International provides a product line which includes the best tools for translators and translation managers. LPI provides tailored solutions for our clients using computer-assisted translation technology.

Language Services Associates—Booth 8
Contact: Victoria Schriver
Phone: 800-305-9673 Fax: 215-659-7210
Email: vschriver@lsaweb.com
Website: www.lsaweb.com

Language Services Associates is a translation and interpretation company.
Product or Services: Language Services Associates is a full-service language company offering interpretation and translation services, including InterpreTalk, over-the-telephone interpreting, and TranslaText.com, Website and e-mail translation.

Language Technology Centre, Ltd.—Booth 26
Contact: Dr. Adriane Rinsche
Phone: +44-208-549-2359 Fax: +44-208-974-6994
Email: rinsche@langtech.co.uk
Website: www.langtech.co.uk

Language Technology Centre specializes in software development, localization, translation, and multilingual Websites.
Product or Services: Language Technology Centre will display the LTC Organizer. The LTC Organizer is the one-stop-shop for translation/localization companies, integrating client/translator databases with project management, finance, and report modules to manage multilingual documentation.

Lingo Systems—Booth 30
Contact: Jeff Williams
Phone: 503-224-2256 Fax: 503-224-3663
Email: info@lingosys.com
Website: www.lingosys.com

Lingo Systems provides timely and high-quality worldwide translation and localization services.
Product or Services: Lingo Systems offers software and Web localization and training materials/document translation. Lingo Systems also provides quality technical translation for international business in 46 languages. Lingo Systems is currently in need of translators for medical, pharmaceutical, engineering, and software/hardware projects.

M2 Limited—Booth 6
Contact: Don Briggs
Phone: 301-977-4281 Fax: 301-926-5046
Email: marketing@m2ltd.com
Website: www.M2ltd.com

M2 Limited provides globalization, localization, and consultation services.
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Product or Services: McNeil Multilingual provides a full range of language services from short translation/interpretation assignments to complete communications programs. McNeil specializes in multilingual Web, computing, multimedia, and e-commerce solutions.

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Email: rkohls@miis.edu
Website: www.miis.edu

Monterey Institute of International Studies is a graduate school of translation and interpretation.
Product or Services: Monterey Institute of International Studies will display brochures and applications for its programs.

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MultiCorpora R&D, Inc.—Booth 16
Contact: Gerry Gervais
Phone: 819-778-7070 Fax: 819-778-0801
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Email: bchandle@multiling.com
Website: www.multiling.com
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Contact: Tommi Grover
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Multilingual Matters Ltd. is a leading academic publisher in translation and translation studies.
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Phone: 805-379-1090 Fax: 805-446-4158
Email: ienas@networkomni.com
Website: www.omni@networkomni.com
NetworkOmni provides translating, interpreting, and DTP services.
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Contact: Jack Hughes
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Email: rjh@opentranslate.com
Website: www.OpenTranslate.com
OpenTranslate.com is an online translation marketplace.
Product or Services: OpenTranslate.com is an online translation marketplace where translators can find projects that match their areas of expertise and clients can find translators to match their needs.

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Contact: Simon Collin
Phone: 312-337-0747 Fax: 312-337-5985
Email: simon@petercollin.com
Website: www.petercollin.com
Product or Service: Peter Collin Publishing is an independent publisher of English and bilingual dictionaries. Peter Collin Publishing publishes a wide range of specialist bilingual dictionaries, including Spanish, French, German, Chinese, Swedish, Polish, Romanian, and Slovenian.

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Contact: Morry Schreiber
Phone: 301-424-7737 Fax: 301-424-2336
Email: mschreiber@schreibernet.com
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Schreiber Translations, Inc. is a leading full-service translation company.
Product or Services: Schreiber Translations, Inc. is taking advantage of the ATA conference as an opportunity to say hello to our existing translators as well as welcome new ones. Don’t miss our booth. Dictionaries, reference books, the Translator’s Handbook, tools and more, all for translators, will be available.

SDL International—Booth 12
Contact: Denise Baldwin
Phone: +44-162-841-0162
Email: dbaldwin@sdlintl.com
Website: www.sdlintl.com
SDL is a globalization and localization solutions company.
Product or Services: SDLX Translation Memory Tool offers concise, user-friendly interface that supports TMX, Unicode, and OpenTag. SDLX improves the translator’s productivity and helps reduce costs.
Semantix—Booth 23
Contact: Marie-Claude Jasmin
Phone: 514-848-9621   Fax: 514-848-9741
Email: mjasmin@semantix.com
Website: www.semantix.com
Semantix develops innovative solutions that e-market today’s leading language services and channel them directly into their clients’ environment.

Product or Services: Semantix.com is the business-to-business language portal that provides a complete line of services from reference books to hiring and offering services of translation bureaus the world over.

STAR-USA, LLC—Booth 58, 59
Contact: Thierry Jambage
Phone: 856-795-6620   Fax: 856-795-6651
Email: thierry@star-usa.net
Website: www.star-usa.net
STAR-USA, LLC is a worldwide translation company and translation tools developer.

Product or Services: STAR-USA, LLC will introduce and demonstrate Transit Translation Memory Tool and Termstar Terminology Tool.

Syntes Language Group, Inc.—Booth 13
Contact: Linda Eaton
Phone: 303-779-1288   Fax: 303-779-1232
Email: linda.eaton@syntes.com
Website: www.syntes.com
Syntes is a full-service translation, interpreting, and localization company.

Product or Services: Syntes representatives will be available to meet translators, interpreters, and other language professionals. Please come by to meet us and update your record.

The Language Bank, Inc.—Booth 5
Contact: Angela Minella
Phone: 407-894-3300   Fax: 407-894-7825
Email: info@language-bank.com
Website: www.language-bank.com
The Language Bank provides interpretation and document translation services.

Product or Services: The Language Bank is committed to providing prompt quality translation, interpretation, and simultaneous conferencing services in all languages and fields to include technical, legal, medical, and business.

TRADOS Corporation—Booth 9, 10
Contact: Edith Westfall
Phone: 703-683-6900   Fax: 703-683-9457
Email: info-us@trados.com
Website: www.trados.com
TRADOS offers translation memory software development.

Product or Services: TRADOS works to enhance linguistic technology, to automate recurrent translation work and support, and to standardize corporate terminology.

Translation Bureau—Booth 1
Contact: Thérèse Lessard
Phone: 819-994-5311   Fax: 819-997-1993
Email: thereselessard@pwgsc.gc.ca
Website: www.translationbureau.gc.ca
The Translation Bureau is the translation agency of the Government of Canada.

Product or Services: TERMIUM Plus, the new version of TERMIUM on the Internet, now updated monthly and includes three million French-English terms, the three Translation Bureau’s writing guides: The Canadian Style, Le guide du redacteur, and the Lexique analogique, and more than 70,000 Spanish terms.

Transperfect Translations, Inc.—Booth 27
Contact: Liz Elting
Phone: 212-689-5555   Fax: 212-689-1059
Email: lelting@transperfect.com
Website: www.transperfect.com
Transperfect offers international communication services.

Product or Services: TransPerfect provides a wide range of international communication services including translation, interpreting, voice-overs, and multicultural marketing. Freelancers interested in working with us should e-mail linguistic_resources@transperfect.com.

Uniscape, Inc.—Booth 31
Contact: Rachelle Acuna-Narvaez
Phone: 650-596-1430   Fax: 650-596-1436
Email: rnarvaez@uniscape.com
Website: www.uniscape.com
Uniscape is an Application Service Provider (ASP) enabling Web globalization.

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ATA ACTIVITIES

Accreditation
• Exam sittings were held in Buenos Aires, Argentina and Portland, Oregon.
• An exam sitting has been added in Madison, Wisconsin.

Board
• Ballots have been mailed to ATA voting members. This year the election is for one director for a one-year term and three directors for three-year terms. The membership will also vote on a proposed bylaws change regarding division officers’ membership status.

Conference
• The ATA 41st Annual Conference Program updates, including cancellations and additions, have been posted online. For the latest conference information and to download registration forms, please visit www.atanet.org/conf2000/main_page_f.htm.

Headquarters
• Susan Dashiell joined the ATA staff as the conference and administration manager.

Membership
• Membership continues to grow (6.4 percent ahead of last year at this time).

Membership Services
• The updated Website, featuring a new Members Only section, has been posted online.

Publications
• The newly revised and updated A Consumer’s Guide to Professional Translation has been published. The new booklet is entitled A Consumer’s Guide to Good Translation.

Public Relations
• ATA continues to work with the American Foundation for Translation and Interpretation, the Fédération Internationale des Traducteurs, the ASTM Translation User Standards and Language Interpreting Projects, and the Localisation Industry Standards Association.

Product or Services: Uniscape is an ASP that provides Web localization services. The Uniscape.com globalization platform includes an eServices Marketplace where translators can advertise to Uniscape customers and download Uniscape’s free Translator Studio Software.

Voice Productions International—Booth 4
Contact: Maya León Meis
Phone: 303-422-6702 Fax: 303-422-5118
Email: mayaleonmeis@compuserve.com
Website: www.voiceprod.com

Voice Productions International is a division of Cosmopolitan Business Communications, Inc. specializing in audio/video/multimedia projects, translation, localization and synchronization of scripts, voice-over and on-camera professionals, post-production assistance, and voice-over training to language specialists.

Product or Services: Voice Productions International provides “Professional Secrets of Foreign Voice Recording,” a training package in the field of script translation, studio recording, and post-production. On-site customized seminars/workshops for any ATA affiliate or translation agency. Call 1-800-691-6767.

Welocalize.com—Booth 15
Contact: Patricia Sire
Phone: 301-668-0330 Fax: 301-668-0335
Email: patricia@welocalize.com
Website: www.welocalize.com

Welocalize.com is a multi-language Globalization Services company.

Product or Services: Welocalize.com is a new and unique multi-language globalization services company offering Web-enabled, enterprise-wide translation, localization and internationalization solutions across Internet, client/server, desktop, and print environments. Our clients include companies such as Cisco Systems, MCI WorldCom, InstallShield, and Xerox.

ATA’s Document On Request Line 1-888-990-3282

Need a membership form for a colleague? Want the latest list of exam sites? Call ATA’s Document on Request line, available 24-hours a day. For a menu of available documents, please press 1 at the prompt, or visit ATA’s Website at www.atanet.org.
President Clinton Replies to ATA President

Dear fellow ATA members:

Here is the reply we have received to my letter to President Clinton about his comments in the “State of the Union” speech. While he does not address the substantive issue of machine translation, I appreciate his good words about translators and interpreters. I hope that you are pleased also with this recognition from the White House.

Sincerely,
Ann G. Macfarlane
ATA President

THE WHITE HOUSE
WASHINGTON

June 29, 2000

Ms. Ann G. Macfarlane
President
American Translators Association
Suite 590
225 Reinekers Lane
Alexandria, Virginia  22314

Dear Ann:

Thank you for your letter. I understand the concerns which prompted you to write, and I'm glad to know your thoughts.

As you know, in my time as President, I've been fortunate to meet with numerous world leaders who speak many different languages. I am very grateful for the service of the interpreters whose understanding and skill have facilitated these conversations.

As we prepare for the opportunities and challenges of an increasingly globalized world, the need for dedicated competent translators will be even more important. Please extend my appreciation and best wishes to the members of ATA for their dedicated work.

Sincerely,

Bill Clinton
Message from the Establishing Committee for the Chinese Language Division

Dear translators, interpreters, and friends:

The Establishing Committee for the Chinese Language Division (CLD) is proud to announce that the petition for establishment, as an official American Translators Association division, will go before the ATA Board of Directors at its meeting at the upcoming conference.

The main purpose of the CLD is to provide a venue where Chinese translators and interpreters can share their expertise, help one another, promote the standards in their profession, and advocate the policies and objectives of the ATA. We sincerely welcome all Chinese translators and interpreters to join the CLD, and encourage you all to be involved with it as it grows.

The proposed officers of the CLD are Frank Mou (acting administrator), Yuanxi Ma (acting assistant administrator), and Laura Wang (treasurer). Robin Feng will act as newsletter editor. We are all dedicated to serving our members and to strive to make the CLD a true home for all Chinese translators and interpreters. We would be glad to have your comments and suggestions so that we can better serve your needs. Please do not hesitate to contribute your knowledge and expertise to the newsletter to be shared with fellow members.

The establishment of the CLD is a major event long awaited by translators and interpreters. Without the persistent efforts of the Committee and the timely assistance from ATA Headquarters, it would not be possible for us to petition for the CLD. For that, we would like to thank all those who got involved in petitioning for the division’s establishment, including, but not limited to, ATA officers, directors, and staff. Thanks especially to those ATA members who have inked their signatures on the petition. We will need your continued support after we are officially established and start to grow and develop.

Please join us in celebration of the petition being completed for presentation to the ATA Board, at a special party to be held on Friday, September 22, 2000, at Ming Court, 9188 International Drive, in Orlando. The telephone number is (407) 351-9988. The group will be meeting at 7:00 p.m. that evening. We will meet you there!

Frank Y. Mou
Yuanxi Ma
Laura Wang
Robin Feng

Establishing Committee for the ATA Chinese Language Division

Attention Lexicography Lovers, Technical Translators, Terminologists, and Dictionary Devotees!

The Slavic Languages Division will be holding its Third Annual Susana Greiss Distinguished Guest Lecture on Friday, September 22, 2000, at the ATA Annual Conference in Orlando. This year’s guest speaker will be Patricia Newman, past president, honorary member, and secretary of the ATA, founder of ATA’s Science and Technology Division, Gode Medal laureate, and co-author of the 4th edition of The Callaham Russian-English Dictionary of Science and Technology.

Her presentation, entitled “The Good, the Bad, and the Beautiful,” will have two parts. The first will describe the lexicographical process and the work involved in compiling The Callaham Russian-English Dictionary of Science and Technology. During the second part, listeners will hear a longtime user of translation and interpretation services discuss the good, the bad, and the incredibly beautiful aspects of our work from the customer’s perspective. Further details on time and place will be published in the conference program. Please direct all questions concerning this event to Laura Wolfson at LauraEsther@cs.com.
The Translation Company Division (TCD), established as an official division of ATA during the 1998 ATA conference at Hilton Head, has a clear purpose in encouraging its members to relate to each other in a positive and constructive manner. How the companies can best relate to ATA as a whole, with its primary membership of independent translators, however, has led to correspondence with our counterparts in distant lands. The first point that was confirmed for us was that the often-discussed rivalry/antagonism between freelancer and agency is not unique to the U.S. market.

The first e-mail from our very helpful contact with the comparable U.K. organization (the Association of Translation Companies), Geoffrey Bowden, began: “Great to hear from you and to hear that issues affecting translation companies this side of the pond are repeating themselves over there.” We have since drawn much welcome advice from the British ATC as well as from the European Union of Associations of Translation Companies.

Our TCD differs from the European translation company organizations in that they are independent of the British (Institute of Translation and Interpreting) and other European translators’ organizations. Still, their members make a great effort to work cooperatively with the translators’ organizations in their countries, and many belong to both.

Our approach to the intra-industry relationship and business protocol issues has resulted in the development by a TCD committee of a “Code of Best Practices” for member translation companies. The codes of the European organizations, in particular the British code that we have been invited to “plagiarize at will,” are very comprehensive, extending into issues of quality control and dispute arbitration. We are clearly at the early stages of instituting such responsibility for the division (with our two years compared to their 20-plus years of experience as an organization), and we may never reach the degree of regulation that they find workable.

In any case, one of our goals is to eventually create a system whereby we can qualify companies for TCD membership, much the same as translators are qualified for varying levels of ATA membership. Another goal is to oversee the professional practices of company members to better assure quality services, fair competition among members, and ethical procedures in dealings with freelance translators and clients. While we would most likely never come to the point of creating our own system of arbitration, since that already exists within ATA, it might be appropriate for us to provide a sounding board to offer advice in company-related disagreements.

ATA already has a translation company section in its Code of Ethics (although we have discovered little awareness of this among the members), but we would like to be more specific in identifying appropriate practices. We have requested admission of one of our TCD members, who is also an active member of ATA (yet to be elected by our group), to sit on the ATA Ethics Committee. This not only would assure company viewpoint input in discussions, but would make the TCD more aware of common difficulties in our industry relations.

We also have to expect to meet resistance from some of our own members to any regulation of what they would consider to be individual prerogatives. However, if our goal is to raise the image of the translation industry, this is probably best achieved through some degree of control over the quality of services provided.

All interested ATA members are invited to influence the development of the TCD’s Code of Best Practices during a special session at the Orlando ATA conference. We will then have a better idea of what independent translators look for in constructive relations with translation companies, and to what degree companies are willing to be regulated. Hopefully positive, productive results will come of this—at least we see it working effectively elsewhere.
In Pursuit of the Cheapest Translation Cost:
Is translation still a service or has it become a commodity?

By Johannes Tan

Note: This article was originally published in the online Translation Journal, Vol. 4, No. 3 of July 2000 (www.accurapid.com/journal/).

In the annals of management science, it is well understood that making the best choice at each stage of a process may not yield the best global solution. This principle is aptly illustrated by Scott Adams in The Dilbert Future (New York: HarperBusiness, 1997), where Dilbert reports to his pointy-haired boss: “You saved one million dollars by having programmers in Elbonia write software for us. But we wasted four million dollars trying to debug the software.” Replace “programming” with “translating” and “debugging” with “editing,” and we get the big picture. Indeed, there is nothing wrong with rational cost-saving measures, but saving translation costs mindlessly often means eventually paying extra for hidden editing costs.

...Indeed, there is nothing wrong with rational cost-saving measures, but saving translation costs mindlessly often means eventually paying extra for hidden editing costs...

Dear translator,

We were recently contacted by a client to do a patent translation from English into Indonesian. We need a technical translator that is comfortable translating information systems information. Our budget is limited for this work and so we would like to find out how much you charge for this type of work. The job is around [xx,xxx] words. Please let us know if this is something you would be interested in, and your prices.

Please send your résumé as well.

This typical e-mail was sent to a long list of translators; the message is transparent, the Freudian slip apparent. Anyone ready to quote the rock bottom, bargain basement, dirt cheap price will most likely get the job. The e-mail implies that critical factors to ensure translation quality are not that important. The sender does not care much about prospective translators’ comfort levels in handling the job, professional experiences, and qualifications. Simply note that the request for prices precedes that for résumés or qualifications. Such e-mail, unfortunately, seems to be the norm these days. Within the last year, I have received up to five such e-mails per week.

Today, literally anyone with a PC and Internet access (and who is not wired these days?) can instantly set up a translation company (TC), access the many online translator databases (Aquarius, ATA, NCTA, etc.), get a list of translators for all language combinations, then act as an e-broker for potential translation projects. Translation expertise, linguistic knowledge, and commitment to quality are optional. Naturally, many of these e-brokers do not understand, much less care about, the difference between professional and amateurish translators. The word amateur, in its classical sense, does not imply inferiority; it is the antonym of professional, and refers to those who pursue an endeavor for passion rather than for monetary rewards. However, there is a difference between an amateur (nonprofessional) and an amateurish (unprofessional), which says more about one’s incompetence, substandard work quality, and lack of professional commitment.

The basic economics behind the pursuit of the cheapest translation cost is a no-brainer. In a typical car showroom, cars that lead to the largest commission for the smooth-talking salesman, not cars with the best value, will most likely be pitched to uninformed and unsuspecting prospective customers. Likewise, the lowest price quoted by the cheapest translator financially translates into the highest commission for the broker. Clearly this car salesman mentality undercuts professional translators (who continuously invest more resources to ensure total quality control in self-editing time, up-to-date encyclopedias and dictionaries, and self-improvement efforts). It also undermines reputable translation companies who conscientiously adhere to the highest industry standards and operate on fixed overhead costs.

The Lowest Price or the Best Value?

The proliferation of e-brokers and “have-Website-will-translate” bilinguals may have significantly increased the number of editing assignments on previously translated docu-
ments. It is a vicious cycle. The explosion of the translation business over the Internet may very well have caused a shortage of bona fide translation companies, competent project managers, and qualified translators. Here, the Peter principle applies: quite a few players have been promoted to their levels of incompetence. These incompetent players can afford to focus only on low prices (thus higher commission) and fast turnaround time (thus higher volume), instead of on translation quality and culture-sensitive considerations, thanks to the anonymity and instantaneous nature of the Internet culture. Some deadbeats do not even hesitate to make a killing by delivering garbage translation to unsuspecting clients, after which they disappear into the darkness of cyberspace and reincarnate themselves with new names.

The degradation of average translation quality, due to the mix-ups between the cheapest price and best value, generates an even higher demand for experienced translators and professional editors to audit or debug poor translations. In order to accommodate these debugging assignments, professional translators are sometimes compelled to decline their fair share of regular translation work, which is then assigned by hapless and unsuspecting project managers to mediocre or incompetent translators. Eventually these poor translations will haunt those professionals in the form of even more debugging assignments with pressing deadlines demanded by indignant clients who rightfully feel they had been shortchanged by unscrupulous service providers.

The Lowest Price at All Costs is Exactly That

There are at least three main reasons for the proliferation of poor translations. The first is the myopic penny-wise-dollar-foolish drive to get the lowest price at the fastest turnaround time at all costs. Second, is the increasing role of amateurish-translators-cum-bilinguals who fancy themselves as qualified professional translators. Last, but not least, is the trivialization of internationalization.

In 1999, a TC inundated me with a flurry of calls and e-mails to translate a well-known organization’s flagship book of about 220,000 words in three weeks. Actually, the client had contacted me directly before, so I knew about the project but was reluctant to get involved. When I was eventually compelled to respond, I told them that the turnaround time was just impossible. But they confidently argued that the book could be simultaneously translated by five different translators (for which I was expected to recruit three fellow translators within that time frame!), because in previous years the client had translated the same book under the same time frame and circumstances into other languages. Still giving the TC the benefit of the doubt, I quixotically expressed concerns about quality and consistency issues: If the book was to be translated by five translators, even well-qualified professionals, the tight deadline would still not allow even minimal editing for the sake of terminological consistency. “The book need not be consistent,” was the casual reply, “it just needs to be translated as soon as possible.” These words, after all, from people who called themselves a translation company.

“Make Sexual Harassment Your Business”

This subhead, for example, is a back-translation of a brochure’s headline when the incompetent translator confused the semantic meaning of “business” with “concern” in Indonesian. The result is a strict literal translation of a seriously flawed misinterpretation, hence: “Make Sexual Harassment Your Business.” Other examples which have crossed my desk: the mix-ups of “security” with “securities,” “mean” with “median,” “court” with “trial,” “authority” with “authorization,” and so on. Recently, the simple phrase of “20-story plunge” in a safety poster for a famous worldwide elevator manufacturer was recklessly rendered with embellishments as “elevator counterweight of a 20-floor building.” Unfortunately, that’s not the end of the story. When I alerted the TC that we had another case of traduttori traditori and offered to correct the error, the casual response was: “That’s not necessary, it had been translated and edited anyway, just proofread it!”

The most common mistake made by amateurish translators is their stubborn inclination toward word-for-word, verbatim translation without any respect to semantics, logic, and context. Obviously this approach generates most of the problems, especially between two languages with different grammatical and syntactical properties. While professional translators work methodically in a contextual and conceptual

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framework approach (thought first, execution afterward), amateurish translators are trigger-happy to perform blind verbatim translation as fast as possible in a McTranslate sweatshop fashion. *Caveat emptor*: translation is among the few services where the clients literally do not understand what they are paying for.

The Problem of an Accurate Translation

The third reason is amateurish translators’ ignorance of cross-cultural differences—the trivialization of internationalization and customization or localization. Even though professional translators rarely mention anything about internationalization and customization, these two processes are integral and inherent steps in a quality translation process—for the benchmark of a good translation is that it should not be easily recognized as a translation. Once, instead of conducting a regular editing assignment as planned, I ended up retranslating a whole brochure promoting healthy lifestyles which had been recklessly translated verbatim and started with this opening line: “All around the country, breakfast tables are taking on a new look. Gone are the eggs, bacon, sausage, cream, and buttered toast you may have been accustomed to.” Actually, the Indonesian translation was “good,” even accurate, but in fact that accuracy is exactly the problem! Aside from the issue that most Indonesians have different breakfasts, imagine the potential uproar if the verbatim translation of this opening line had been published in a country where 86.9 percent of the population is Moslem, who will be insulted if it is assumed that they touch, let alone eat, bacon!

NMR Spectroscopy, Anyone?

Many professional translators and respectable TCs still believe that translation is a service instead of a commodity. In my database of about 700 TCs, there are at least 135 TCs who incorporate the word “service” or “services” in their business names. Nevertheless, the Internet, where almost everything is supposed to be a bargain or downloadable for free, has put this assumption to the ultimate test. Nowadays the most common first question in this business seems to be: “What is your rate?” (without revealing any information about the potential job) instead of, “Are you comfortable translating a document about the application of nuclear magnetic resonance spectroscopy in molecular studies?” It is as if our business cards should flash our one-size-fits-all rates in bold typeface after our names, language combinations, and telephone numbers. The lower, the better.

Jack Reznicki, a famous advertising photographer, wrote in his book *Illustration Photography* (New York: Amphoto, 1987), that when someone asks him out of the blue, “How much do you charge for a photograph?” he likes to answer, “How deep is the ocean?” Ask a loaded question, Reznicki says, get a loaded answer. Any respectable TC understands that a professional translator’s “standard” rate, if any, is hardly a blanket rate which covers all situations. To summarily judge translators according to their rates is as simplistic as to judge a book by its cover. Translation rates depend on independent variables such as the difficulty of subject matter, the length of the document, turnaround time, the translator’s current workload, and other technical factors (formatting requirements, excessive metric conversions, source document legibility, etc.). Translating and synchronizing a 6,000-word video script for an automatic external defibrillator with biphasic waveform technology over a weekend is a completely different game than translating a newspaper clipping on a regular business day.

Winning the Battle, Losing the War

The pursuit of the cheapest translation cost at all costs highlights the mentality of Dilbert’s boss and the “Elsonian” syndrome as illustrated by Scott Adams. Responsible linguistic project management comprises much more than simplistically maximizing profits and minimizing costs, as sooner or later such conduct will tarnish the industry’s overall reputation. We have witnessed HMOs becoming the target of Jay Leno’s and David Letterman’s late-night jokes as financially obsessed and medically untrained claim reviewers are allowed to make critical medical decisions. Likewise, if monolingual bean counters are making critical linguistic and cultural decisions, the translation industry may be the next laughingstock. For a client, the bitterness of poor quality will be remembered long after the sweetness of low price is forgotten. For target audiences all over the world, ridiculous mistranslations into their respective native

*Continued on p. 34*
When I read the article “Top 10 Traits of Good Translators,” (ATA Chronicle, April 2000), I couldn’t help but think that there must be at least 10 traits of good translation agencies. My experience, both as a freelance translator and as the Ethics Chair of the Northern California Translators Association, has helped me come up with the following tips.

1. Know the industry.
   Unlike individual translators who generally work with only a few language pairs at the most, agencies handle languages from all over the world. While it’s not reasonable to expect agency staff to be proficient in every language the agency handles, they should at least be aware of important issues involved in translating the major European and Asian languages. These issues include expansion and contraction rates of word counts and how to estimate word counts for both alphabetic and non-alphabetic languages.

2. Recognize standard business hours and be aware of time zones.
   Most of us West Coast translators have received 6:00 a.m. wake-up calls from East Coast agencies. Equally annoying are the calls that come in at 6:00 or 7:00 p.m. and even later. I don’t mind the occasional emergency call, but when agencies in New York make a habit of calling and paging me at 9:00 p.m. PST (that’s midnight their time!) for routine matters, I start to feel harassed. Why not include a column in your database for “time difference?”

3. Say “no” to projects your agency can’t handle.
   This advice is frequently given to translators, but is equally applicable to agencies. If taking on a large important project will mean running out to buy a new software package the staff has never used, it might be wiser to refer the client elsewhere. Clients have a right to expect competent, experienced service. Making a habit of “winging it” is no way to build your reputation.

4. Don’t use office staff to “proofread” translations.
   Many agencies like to cut costs by not hiring qualified editors to review a translator’s work. Instead they use an in-house project manager to “proofread” the translation. This is a dangerous practice for two reasons. One, these “proofreaders” may make changes to the text that introduce errors to the meaning. Since the translator usually doesn’t see the finished product after this step, the errors get passed on to the client. Two, it sets up a relationship between agency and freelancer that is more like that of employer/employee, exposing the agency to unfavorable audits by the IRS or the EDD (in California).

5. Educate your clients.
   We translators rely on the agency to inform clients about what translation is and to dispel myths. Agencies need to be firm and realistic when doing this. If a law firm calls up with a 500,000-word project they want done in a week, the agency must tell them honestly what that would entail, and warn them of inevitable problems with consistency and quality.

   ...Clients have a right to expect competent, experienced service. Making a habit of “winging it” is no way to build your reputation...

6. Use only qualified translators and interpreters.
   Checking someone’s credentials is a simple matter if he claims to be ATA-accredited. Beyond that, agencies must use good judgment, common sense, and experience to determine whether or not a person is qualified to translate. Hiring a translator out of desperation is a risky proposition, and professional translators don’t appreciate having to do clean-up detail on the botched work of amateurs.

7. Get as much information as possible from the client about the purpose of the translation.
   Does the client simply want the gist of the text, or are they going to use it for marketing or other persuasive purposes? Once you know what the client wants, provide clear, explicit instructions to the translator.

8. Inform translators immediately of schedule changes or cancellations.
   Turning away work is the kiss of death for translators, but the honest ones do it if they have already agreed to take

Continued on p. 36
Whether you are looking for a job as a staff translator or you are offering your services as a freelancer, it is very important to make a good first impression. That means knowing which mistakes to avoid in your cover letter, in your résumé, on the phone, during an interview, and in any other communication with your prospective employer or customer.

The economy is still growing fast, companies are expanding their sales abroad, and the demand for good translators is strong. There are often more translation jobs offered than suitable candidates, so landing a job or finding customers should be easy.

Unfortunately, many otherwise skilled translators stumble at the very beginning, giving to their prospective employers or customers a bad first impression. It is often difficult to recover from an unfavorable impression later on.

Answer All Inquiries

We are very busy, and sometimes don’t seem to have time for anything, not even for answering our e-mail. However, please do take the time to answer at least all prospective customers, even if it is only to tell them that, at the moment, you are too busy and cannot accept their work.

Cover Letters

A cover letter should be an introduction to your résumé or to other information you provide. It might be sent in answer to some advertisement, or it might accompany information you have been asked to send someone who is trying to find out if you are interested in some job.

If your letter is an answer to a request for information from a prospect, be brief, but answer all the questions—usually such things as whether you are available for a certain job and what your rates are. There might be some private information you don’t intend to disclose: in that case, please say so, and briefly explain why.

In your cover letter you may want to include a very brief summary of what your résumé explains in more detail (e.g., “I’ve been a full-time freelance translator for the past three years”). Avoid any boastful empty sentences (“an absolutely uncompromising commitment to quality has always been my raison d’être”): if you are so committed to quality, show it in your work, and by presenting a professional-looking résumé.

Résumés

A résumé should be reasonably short, usually no more than two or three pages. It should be formatted so as to be as legible and clear as possible. It should list the most important information first.

The worst example I ever received was a 12-page résumé, printed with practically no margins, and using throughout a minuscule font size (no more than seven or eight points). It probably detailed every project done for the past 15 years or so.

It is true that at the beginning of your career you might want to include minor jobs, and even work that has little to do with your new profession: at least you show that you did something. As your résumé gets fuller, though, you should prune from it any extraneous elements that might give the impression of amateurism. Finally, when you really have acquired strong professional skills through a long and rich career, you should also remove from your résumé those details that might hide the most salient points of your experience. What to leave and what to take away is up to you, and may vary depending on different job offers, customers, etc.

Try to avoid anything that may seem unrealistic

For example, you should highlight in your résumé the subjects you are most experienced with, but, like money, a list of specialities might fall prey to inflation. Up to five areas of specialization enhance your résumé, but a list that is one and a half pages long and runs from “aardvarks (care and feeding of)” to “zymurgy,” is not credible. Most of the time, a list of specialties that is too long raises the suspicion that one cannot possibly be really specialized in all these fields. I know you might be the exception, but it is normally far better to edit your résumé as appropriate, and only mention the subject areas that are likely to interest your prospective customer.
Your résumé should also follow the standards used in the market at which it is aimed. For example, in France résumés usually include a photo and personal information, while in Italy they always include age, sex, marital status, and, for males, whether or not one has already done his stint in the army. In the U.S., however, such information should not be provided: doing otherwise could make the human resources department of your customer unhappy, as they might fear future lawsuits because of alleged gender, race, or age discrimination. In some companies the human resources people object to receiving and keeping on file such résumés even when the applicant has volunteered this kind of information, since it would be difficult, they claim, to prove later that the inappropriate information had not been requested.

Besides, a résumé that follows the target country standards will improve your chances: it shows that you are a serious professional who knows the target market. For example, use the reverse chronological order when appropriate (as in the U.S.), but don’t use it for other countries where it might indicate that you are not familiar with that country’s standards. If in doubt, you should procure some book on résumés and on how to do business for each country in which you want to have customers.

You should also re-read, spell-check, and carefully edit your cover letter and résumé, making sure that you have included all necessary information and excluded all superfluous data.

Be especially careful to exclude things that might be liable to offend your prospect, or that might score a mark against you. For example, don’t claim you speak and translate “Northern Italian.” This would be a giveaway that you lean toward the separatist (and often racist) “Northern League”: your prospect might decide that you would probably not fit very comfortably in a translation team that includes people from the south of Italy!

Translation Tests

Do not ask to be paid for them. OK, it’s work…and work should be paid for, right? However, this isn’t really work that you are doing for a customer, but work you are doing for yourself. Consider it as marketing, and chalk it up to “overheads.” If you demand to be paid for the test, the only result you will get is to exclude yourself from the selection process.

If you are swamped by work, say so, and decline translation tests in a friendly manner that leaves the door open for future collaboration.

Read and follow carefully any instruction that comes with the test (translators should be detail-oriented. You will also be judged on how well you have followed the instructions).

When you receive a translation test, the first thing you should do is some research. Even when the instructions say not to pay too much attention to company-specific terminology, you should, at the very least, look up the Website of your prospective customer and learn about their company and products.

When you agree to do a translation test, treat it as you would any other assignment. When a deadline is specified, you should meet it. If the proposed deadline is not feasible for you because of previous work commitments, say so at the beginning and negotiate a different deadline. Missing the deadline for the test would send the message that you are liable to miss work deadlines as well.

Once you have received the test, don’t call back to ask for clarifications about what something or other means. Doing so would only make you seem unprepared.

Above all, don’t leave alternate translations, and, for your own sake, don’t add translator’s notes: I’ve seen several translators shoot themselves in the foot with them. For example, by explaining in excruciating detail why they had translated “politics” as “ideologie” in Italian, and how that is a touchy subject for your résumé should also follow the standards used in the market at which it is aimed. For example, in France résumés usually include a photo and personal information, while in Italy they always include age, sex, marital status, and, for males, whether or not one has already done his stint in the army. In the U.S., however, such information should not be provided: doing otherwise could make the human resources department of your customer unhappy, as they might fear future lawsuits because of alleged gender, race, or age discrimination. In some companies the human resources people object to receiving and keeping on file such résumés even when the applicant has volunteered this kind of information, since it would be difficult, they claim, to prove later that the inappropriate information had not been requested.

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How Not to Get Hired Continued

Italian audiences given the recent political history of the country. Unfortunately, the context made it very clear that the text was talking of internecine office politics, a concept that should probably have been translated as “beghe” or “intrighi sul lavoro.” The careful explanation of why the translator had chosen some term or other only highlighted that the wrong choice had been made.

Interviews

One of the worst things you can do during an interview, whether in person or on the phone, is to show that you have not prepared for it. You should reread the original ad or job offer and other messages you have sent and received, as well as your résumé, and try to think what questions are likely to come up. You should also prepare your own questions, and clarify any point you feel is unclear.

One thing you should not do is start a discussion about your translation test. Companies are wary of disclosing why some tests were judged better than others. Once again, they are afraid it may lead to some lawsuit.

Another thing you should not do is continue to haggle after you have been offered a position and have accepted it and agreed on the terms offered. We have seen people lose at the very last minute through overlong negotiations what they had already won thanks to their professional skills.

Conclusions

How to Get Hired

First Impressions

• Try to give the best impression that you can.
• Answer all inquiries you receive, even if only to say “No thanks.”

Cover Letters

• Short and to the point.

Résumés

• Concise, readable, containing only the appropriate information.
• Carefully edit and spell-check your cover letters and résumés.

Translation Tests

• Don’t ask to be paid for them.
• Follow carefully any instruction given.
• Do your research.
• Edit your own tests.
• Don’t give alternate translations.
• Don’t include translator’s notes.

Interviews

Try to prepare yourself for the interview:

• Look up information on your prospective employer or customer.
• Check your résumé and credentials as if you had received them from someone else.
• Have ready any appropriate questions you may want to ask your prospective customer.

My heartfelt thanks to Nina for all the help she has given me with this article.

In Pursuit of the Cheapest Translation Cost Continued from p. 30

languages will always corrupt their first impression of a brand image, or a corporate-image, regardless of subsequent corrective actions. For sure, the cheapest translator or translation company seldom translates (pun intended) into the cheapest translation cost.

In the final analysis, selling translation services does not have to mean selling out. Whether translation is a service or a commodity depends on the practitioner’s personal attitude, conduct, and ethics. Translation is a sweatshop commodity for those who succumb to the temptation of selling out, for the sake of quantity, volume, and short-term gains. Translation is a respectable service for those who consistently adhere to the most rigorous standards and follow their conscience, for the sake of quality, accountability, and long-term professional relationships.
We are all busy. Translators, project managers, company owners—we spend our days at the mercy of deadlines, rush jobs, and computer crashes. In the midst of this frenzy, common courtesies between project collaborators can be forgotten and, more significantly, critical information about project requirements can be set aside in the effort to get work finished “ASAP.” This lack of effective communication can cause conflict, undermining professional relationships, leading inevitably to botched translation projects and dissatisfied clients.

Things do not have to be this way, though. If translation companies share their expectations with contracted translators before work begins on a project, and if the translators return the favor, far fewer misunderstandings and disagreements will arise. Clear project requirements, established and agreed upon by both parties, are key to the success of the job and to long-lasting, mutually beneficial business relationships. We are all working toward the same goal—quality, timely translations—so can’t we all just get along?

The 2000 ATA Annual Conference in Orlando, Florida will include a session entitled “Dialogue with a Panel of Translation Company Managers.” One segment of this dialogue will address the issue outlined above: professional expectations in the translation industry, from both the translation company’s perspective and from the viewpoint of the independent translator. The following is an outline of some of the expectations that will be covered during the session.

I. Translation Company Expectations
   Project initiation
   Scheduling/deadlines
   Technology expectations
   Problem resolution
   Project completion/invoicing/follow-up

II. Independent Translator Expectations
   Project initiation
   Scheduling/deadlines
   Technology expectations
   Problem resolution
   Project completion/invoicing/follow-up

As the session has not yet been held, this article will not attempt to guess at the outcome of the discussion. The dialogue should be productive, though, as a forum for voicing ideas from both sides of the table. Hopefully, ideas shared will actually be implemented when all return to their places of business (home or office!).

So, how can these suggestions be used in the “real world”? It seems obvious that a translation company has a responsibility to provide a written statement of work to an independent translator at the outset of a new project. The following information (at least) should be included:

- Project title
- Word count
- Deadline
- Project number
- File format for final deliverable
- Invoicing requirements

...We are all working toward the same goal—quality, timely translations—so can’t we all just get along?...

But what about the independent translator? Does a responsibility also exist for the contracted translator to provide a written work order of some sort? Or is this just another bit of paperwork that steals from productivity? The answer will be different for every translator, but the few moments taken to submit such a document would likely save not only on the time investment later on, but it also would serve as a resource to assist in resolving many later disputes. Some suggestions for information to be listed in a translator’s work order include:

- Confirmation of availability for the project
- Reiteration of the translation company’s requirements
- Per word rate to be billed
- Invoice terms

Another good idea is a sheet of general requirements, to be provided by the translation company to the translator at the same time confidentiality agreements are submitted. (And we all have those confidentiality agreements in place, right?) Of course, deliverables, turnaround times, etc., vary from

Continued on p. 36
Professional Expectations
Continued

project to project, but a set of broad guidelines can create a solid foundation for the business relationship.

Thus, whether it is as simple as an e-mail or as detailed as a contractual legal agreement, it is always preferable to have expectations, whether those of the translation company or those of the independent translator, in writing. The “Dialogue with a Panel of Translation Company Managers” is designed to assist in determining exactly what information needs to be communicated by allowing both the translation company representatives and the independent translators present to express themselves on this topic. Because without cooperative processes and a true commitment to teamwork, a business cannot thrive in the translation industry.

Top Ten Traits of Good Agencies
Continued from p. 31

on work from another agency. Don’t penalize good translators by failing to tell them promptly when clients decide to cancel or postpone projects.

9. Make accurate, timely bookkeeping a high priority.
Many late payment and invoice snafus are caused by sloppy bookkeeping. Don’t underestimate the time and effort required to keep your accounts in order. If you out-source the bookkeeping, make sure the person you hire is qualified, responsible, and aware of the complexity of the translation business.

10. Aggressively pursue nonpaying or slow-paying clients.
We translators rely on agencies to remind clients of their obligations to pay for work completed. Don’t take it lying down when, weeks after a translation was delivered, the client refuses to pay because they claim the work is substandard or not what they expected. Investigate such accusations thoroughly and take legal action if necessary to get payment.

Translation agencies that consult with Sarah Pilgrim enjoy rave-worthy revenues and plumper profits. Let her put her 20+ years of translation industry experience at your service.

“Since we started working with Sarah a few years ago, we’ve increased our sales by 24.0% and our profits by 37.5%. We consider her our marketing department.”

Jeff Allen, President
Northwest Translations, Boise, Idaho

Sarah will create or improve your Web site; create powerful direct-mail, telemarketing or advertising campaigns; recommend changes that dramatically boost your profitability; or develop an overall strategy for attracting more clients or breaking into new markets.

Find out more by requesting your free copy of “Seven Ways Translation Agencies Pour Profits Down the Drain, and How They Can Double or Triple Their Business.”

Why not take that small step toward a healthier, more satisfying bottom line today?

Sarah H. Pilgrim
Consultant to the Translation Industry
Phone: 406-578-2345 • Fax: 406-578-2346
E-mail: SHPilgrim@aol.com
David Sher, a Birmingham, Alabama, co-author of *How to Collect Debts and Still Keep Your Customers* (Amacom, 1999), estimates that 18 percent of customers are considered “slow” payers and two percent have no intention of ever paying.

Translators should keep this in mind when agreeing to do a translation without advance payment, especially if the customer is somewhere on the other side of the world.

Managing accounts receivable can be fraught with difficulties. Here is a mélange of strategies to help reduce exposure to loss or the possible need to go to court or use a collection agency to get paid.

**Preventive Measures**

Early preventive measures can be the most effective way to limit risk and aggravation. Useful procedures include gathering information about the client, thorough credit checks, ensuring they understand the terms under which the translation will be provided and paid for, and contacting customers as soon as payment is late to “educate” them to pay on time in the future.

First and foremost, preventive measures should be designed to screen out crooks. Nowadays, many freelance translators use the Internet both to approach new clients and to reply to contract job postings. But some people who post jobs on the Internet have a past history of not paying translators. How can we cost effectively and efficiently screen new clients?

**Ask the Client for Information**

Let’s first analyze what information must be obtained from the client in order to screen them effectively. This is just like filling out an application for a credit card, only you are going to fill out the application for the translation client. Everything on the form has to be filled in, just like at a bank. At minimum, the data should include:

- Company name
- Full address
- Telephone number
- Fax number
- E-mail address
- Internet URL
- Full name and title of the contact person

**Verify This Information**

Here are some easy steps to follow:

**Step 1:** Check to see if the information the company (or collaborator) provided appears in their local telephone directory. Telephone directories for most countries are available on the Internet. A reliable portal to access telephone directories worldwide is www.teldir.com. This is the Internet’s original and most complete index of online phone books, with over 400 links to Yellow Pages, White Pages, business directories, e-mail addresses, and fax listings from over 170 countries. If the company is listed in the telephone directory, then they are established.

...Invoices must be accurate. Any errors are an invitation not to pay the bill...

If the company is not listed in the telephone directory, this alone should be cause for concern and means that the prospective client may not be reliable. Most companies want to be visible and therefore are listed. If the company is not listed because it is new, caution is warranted because newly established businesses are prone to have cash flow problems during the first year or two of operation.

**Step 2:** If the telephone number is unlisted, the next step is to try to find out to whom the number is listed. Teldir.com includes Internet links to many reverse directories that can be used to find out what is at an address or how a telephone is listed.

**Step 3:** The company may have its own Internet site, such as www.abc-translations.com. Registration data for Internet sites is often public information. This information can be accessed by using the Whois Internet function, which is available at the Internet registry sites.

**Continued on p. 38**
For the U.S., one such source is Network Solutions at www.networksolutions.com/cgi-bin/whois/whois.

For U.K. Websites, use www.nic.uk/whois.html to access the U.K. site registrar, Nominet.uk.

For Canadian Websites, use the CA Whois lookup that can be found at www.xenitec.on.ca/cgi-bin/ca.whois.

For primary domain names controlled by the registrar in other countries, it will be necessary to first find the registrar’s Internet site. This is usually easy to accomplish using a search engine such as Google and entering: Whois .de (where .de in this case is the ISO code for Germany). In this way, one or more registrar sites can be found for each country. Once the registrar’s site is found, enter the primary domain name, such as abctranslations.com. The registrar’s system will return a display that looks similar to Image 1.

The single most important data element in the Whois display is the date the record was created. This is the approximate date when the client’s Internet site was originally established. If the date is a few years in the past, then the client can be considered to be fairly well established. A recent date may indicate that the client has just started in business—a point that will require further checking.

Gather Credit Information

Now that the “Customer Application Form” has been completely filled in, we are going to do two more things:

- Gather more information
- Use credit scoring

One of the very first and most important things companies worldwide do before they sign contracts or finalize agreements is to check credit references to determine if their potential clients can and will pay. This is a normal business practice regardless of whether the transaction involves companies or individuals.

There is no reason why freelance language professionals should not do the same. In fact, with the world growing smaller every day because of the Internet, this step is absolutely critical for freelancers. So, even though a prospective client may be on the other side of the world, we can still get information about them with the touch of a few keys on our computer keyboards.

Credit Reporting Agencies

Credit reporting agencies, such as Dun & Bradstreet (see ATA Member Benefits on page 4 of this issue), are one source of information. Credit reporting services vary from country to country, however, generally speaking, a report on any business can be purchased from a credit reporting company for a fee. Prices range from about $25 for a simple report to about $150 for a comprehensive report. We intend to contribute another article in the near future that will be devoted to available paid credit reporting services.

Use the Payment Practices List to Ask Others

Other sources of information are available free of charge and can be just as useful. These include translator mailing lists on services such as eGroups. One such list is the Payment Practices mailing list that is operated by Karin Adamczyk, co-author of this article. The list was created for this very purpose, and is used by over 1,000 freelancers worldwide. By sharing our experiences, we help each other avoid working for companies or individuals that have, in the past, not paid translators for their work. The list lets anyone, anywhere, find out about the experiences others have had with companies anywhere in the world.

This type of information is especially important for inexperienced freelancers who are starting in the business. It can be equally important for veterans with years of experience, since

Image 1: Sample of Registrant’s Information

<table>
<thead>
<tr>
<th>Registrant: ABC Translations (ABCTRANSLATIONS-DOM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>123 Shattuck Ave., Suite 100 Berkeley, CA 94710</td>
</tr>
<tr>
<td>+1 510 555 2345 (FAX) +1 510 555 2346</td>
</tr>
<tr>
<td>Technical Contact, Zone Contact: Hostmaster,</td>
</tr>
<tr>
<td>Best Internet (BIC2) <a href="mailto:hostmaster@BIC.COM">hostmaster@BIC.COM</a></td>
</tr>
<tr>
<td>Best Internet Connections, Inc. 123 E. Middlefield Road</td>
</tr>
<tr>
<td>Mountain View, CA 94043 +1 650 961 0000</td>
</tr>
<tr>
<td><a href="http://www.bic.com">www.bic.com</a></td>
</tr>
<tr>
<td>Record last updated on 08-Aug-1998.</td>
</tr>
<tr>
<td>Record expires on 27-Sep-2000.</td>
</tr>
<tr>
<td>Record created on 26-Sep-1996.</td>
</tr>
</tbody>
</table>
new clients appear all the time. The list is also one way to discover that a company might be having financial difficulties.

Subscribers send inquiries with full details of the company in question to the list. If another subscriber has had personal experience with the company, he sends a reply with information about the company’s payment practices to the list. All subscribers receive this information. There is no charge for the mailing list and most of the information exchanged is positive. Subscribers are also encouraged to submit either positive or negative reports at any time.

Archives

Private list archives are available for a nominal yearly fee. More information about the archives is available at www.macroconsulting.com/archives.asp. The list is strictly moderated. All subscribers must comply with the policies that were developed to ensure the accuracy of information. Subscribers must identify themselves—anonymous information is not permitted. Inappropriate messages are returned to the subscriber for modification before posting. With rare exceptions, there is no chatting on the list. Subscribers are expected to conduct themselves professionally. In fact, a good rule of thumb is to state only what a magistrate would admit as evidence in a court of law. The idea is that we have the right to request and receive reference information. We do not have the right to ruin any company’s or individual’s business prospects. The policies of the list ensure that we all maintain our professional image while providing factual and reliable information. The policies and information for subscribing are available at www.macroconsulting.com under Payment Practices.

Success stories from subscribers are frequently told. Some received their payment when they thought all hope had been lost, others avoided working for companies that were known for not paying freelancers. Owners of translation companies or agencies sometimes send positive comments. Some comment that the list is professional and responsibly managed. Several testimonials are available at www.macroconsulting.com/testimonials1.htm.

Reputable Translation Agencies

As a result of the success of the mailing list, a database of reputable agencies has also been developed. Anyone may subscribe for a yearly fee. Updates to the database are provided on a monthly basis for the stand-alone version, and on a frequent basis for the online version.

The database contains information about the translation agencies discussed on the Payment Practices mailing list. Information is added to the basics provided by translators. Such details are often obtained by writing directly to the translation agency. What is unique about this database is that it contains information on agencies that are actively recruiting translators and provides an indication of their payment practices. This is done by classifying the reports on the Payment Practices mailing list. The number of positive, excellent, slow, very slow, ambiguous, or non-payment reports is tabulated. The database started with just under 200 records when it was launched last October. It currently contains over 800 records. New records are added daily. More information is available at www.macroconsulting.com/reputable_translation_agencies.htm.

Originally, the database contained only those agencies with positive reports. However, this has changed. This makes it possible for translators to check details about agencies that have contacted them (contact information, specialties, language combinations, etc.). Translators often receive inquiries from agencies that only provide an e-mail address or a phone number.

The database was started because freelancers wanted a handy source of data compiled from information sent to the list.

Credit Scoring

In simple terms, credit scoring is a statistical method to assess the credit risk of a loan applicant. The score is a number that rates the likelihood an individual will pay back a loan. While there is no standard translation industry credit scoring formula that applies universally, there are some basic components that all translators and interpreters should consider:

- Past delinquencies
- Payment behavior
- Length of credit history
- Amount of credit being extended
- Number of positive reports

Continued on p. 40
Develop a Scoring Form

We recommend that all translators and interpreters develop a credit scoring form. Your form should look something like this:

<table>
<thead>
<tr>
<th>Element</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone listing</td>
<td></td>
</tr>
<tr>
<td>In phone book</td>
<td>1</td>
</tr>
<tr>
<td>Unlisted</td>
<td>minus 5</td>
</tr>
<tr>
<td>Years in business</td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
</tr>
<tr>
<td>New</td>
<td>0</td>
</tr>
<tr>
<td>1 – 2 yrs</td>
<td>1</td>
</tr>
<tr>
<td>2 – 5 yrs</td>
<td>2</td>
</tr>
<tr>
<td>Over 5 yrs</td>
<td>3</td>
</tr>
<tr>
<td>Number of positive reports</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>1 – 3 reports</td>
<td>1</td>
</tr>
<tr>
<td>3 – 5 reports</td>
<td>2</td>
</tr>
<tr>
<td>5 – 9 reports</td>
<td>3</td>
</tr>
<tr>
<td>10 or more reports</td>
<td>4</td>
</tr>
<tr>
<td>Amount without advance payment</td>
<td></td>
</tr>
<tr>
<td>Under $100</td>
<td>5</td>
</tr>
<tr>
<td>$100 – 500</td>
<td>4</td>
</tr>
<tr>
<td>$500 – 1000</td>
<td>3</td>
</tr>
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<td>$1000 – 2500</td>
<td>2</td>
</tr>
<tr>
<td>$2500 – 5000</td>
<td>1</td>
</tr>
<tr>
<td>over $5000</td>
<td>0</td>
</tr>
</tbody>
</table>

Adapt your score card to suit your own needs, but be methodical. If the score is too low, ask for advance payment or refuse the work.

At Billing Time

Rule #1 – BILL ON TIME

It is simply amazing to see how many translators don’t bill right away. For regular clients, send an itemized bill for all services at least once a month. For casual clients, bill immediately as soon as the job is completed.

Rule #2 – NO MISTAKES

Invoices must be accurate. Any errors are an invitation not to pay the bill. Carol Frischer, a Los Angeles collections consultant and author of Collections Made Easy (Career Press, 1999), says there are two crucial bits of information that need to be prominently displayed on top of an invoice: the date due and the total amount of money owed. “I’ve read invoices I can’t understand and I’m in the collections business,” she says.

Have you tried rewarding clients who pay early? Offering a discount for early payment is a common practice in some countries.

One translation agency in Boston offers a five percent discount for anyone who pays 100 percent up front. For a $1,500 deal, the owner says the $75 she gives up “is less than what it takes me in terms of the amount of time spent for invoicing, follow-up, and collections. Plus I get the money right away.”

The owner of a San Francisco Bay Area agency says many of his big clients recently have begun paying bills electronically. “All told, electronic payment is becoming more popular in Silicon Valley, and the billing, payment, and posting cycle can be reduced to less than a week,” he says. “And they can take advantage of early payment discounts.”

Also, credit cards are increasingly becoming the small business owner’s favorite tool. Credit card companies are lining up to get small businesses to use their cards. Some are offering incentives and special interest rate deals. By having customers pay by credit card, all paperwork related to invoicing is eliminated. You get your money instantly and your client still gets a month-long float. And, in many cases, the savings far offset the fees credit card companies charge.

C.O.D. Secure

There is another alternative. United Parcel Service of America recently started offering a service called C.O.D. Secure. UPS will accept any C.O.D. check at the point of delivery and wire the money within two days to the original sender of the product, even before the check clears. If the check bounces, UPS absorbs the loss. To handle this risk, it charges a small percentage of the value of the goods. “In many ways, we’re competing with credit cards,” says Bill Hitchcox, president of Glenlake Financial, a UPS subsidiary.

When They’re Late

Don’t assume that giving a late payer extra time will help. Most collection agency professionals advise that the longer you wait, the lesser your chances of collecting the money. And waiting does not help you keep the customer. A late-paying customer may even avoid your business because they’re embarrassed, David Sher, co-author of How to Collect Debts.
and Still Keep Your Customers, says.

Letters should be kept to a minimum. Jan Bezanilla, a collections consultant, says “by sending letter after letter, the message you’re conveying is that we can drag this out a long time.” Plus letters are easy to ignore.

One solution Bezanilla recommends is to try e-mail instead. Kathy Kelly, an Ontario business owner developed a program within her database system that automatically sends polite e-mails to customers who pay late. “Generally, there are a couple of reasons why people don’t pay: they didn’t get the bill or they have questions,” Kelly says. “When you send them an e-mail, they have a very easy way to respond. They don’t have to deal with an awkward situation on the phone.”

When a bill is 45 days past due, it’s best to call. Don’t be confrontational. Try to find an excuse. Call to see if they happen to know a good Polish translator. Explain that your Polish translator is on vacation, and you thought they might know someone. Try to squeeze late payment into the conversation as an aside.

Start by asking when they sent their check or if they got the bill.

When They’re Way Overdue

Don’t threaten to have them rubbed out. Threats are simply not businesslike. But there are some creative approaches.

Ask someone who claims to be in financial difficulty to sign a promissory note. “This is a great way to test the sincerity of the person who owes you money,” says Jan Bezanilla. It’s basically a signed promise that a person will make the payment by a certain date. It can be secured or unsecured.

Continued on p. 42

Image 2: Sample Collection Letter

<table>
<thead>
<tr>
<th>COLLECTION LETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Notice</td>
</tr>
</tbody>
</table>

[Date]
[Client name]
[Company name]
[Street Address]
[City, State, Zip]

Dear Customer:

We have not heard from you regarding your balance of $________. This amount is seriously overdue.

If we do not receive payment in full within (7) seven days of the date of this letter, your account will be placed for collection with Dun and Bradstreet.

We urge you to give this matter your immediate attention.

Sincerely,

Thomas L. Translator
ABC Translations
Some people believe promissory notes may cause ill will, but if a receivable is late by several months, how can it hurt? “You can make it sound like a favor,” says Bezanilla. “If you sign this, I won’t hound you.” And “you can sue in court on the note, which is much simpler than suing on a service. It’s a very clean process in a court of law,” Bezanilla says.

Another method is to offer a payment plan. A riskier approach is to offer a one-time discount on the money owed. The problem with this is that a hardened debtor may expect such discounts in the future, and even make future sales conditional on the discount.

When the situation gets out of hand, small-claims court is often the best option. One way to avoid court is arbitration. Some small business owners use professional arbitration services rather than the legal system simply because it’s cheaper and doesn’t involve a lawyer. A typical fee would be $250. It can be easier and faster than going to court. You can even place an arbitration clause in your initial agreement with your client.

There is also a time to give up and write off the debt. When it really is the case that someone just won’t pay, give up. Your time is better spent on something else. Don’t try to teach the nonpaying client business ethics and don’t threaten. If the amount is big enough, turn the matter over to a collection agency or an attorney.

Give it One Last Go

Before engaging the services of a collection professional, give it one last go. Send a final notice. Before sending this final notice translators should consider the following:

- Once such a threat is made, you must follow through or you will lose credibility and the letter will be ineffective.
- Final notice should request “Payment in Full.” Do not accept payment plans.
- The letter can be faxed to indicate urgency.

Use this letter as a final demand before turning an account over to a collection agency or an attorney. Although this step won’t necessarily produce results, maybe your debtor will finally get the message and pay.

Stay Tuned

Another article will cover small-claims court and collection agency options.

Doing the Translation Can Be Easier Continued

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The Client: Lucien Morin

I am a client. Specifically, I am a client both to the translation firm and to the translator. I write users’ manuals for thermal spray equipment that my customers use to apply molten metal, ceramic, and other materials to parts requiring protective coatings (for example, to withstand high temperatures).

I talk to the project engineers, field service technicians, and assembly workers to learn about the theory of operation, the common mistakes observed in the field, and the hazards to avoid. For example, I examine the plasma gun and obtain the necessary tools to take it apart and put it back together again. This is done so I will be able to write the assembly procedure in the correct sequence. Subsequently, my work must undergo engineering and marketing approval, after which the manual is finally ready for release. At this point, we can send the document out for translation.

Translators have a love-hate relationship with their clients with regard to technical translations. They love the income, sometimes they even like what they do, but often they hate the technical writer and the way he has written the manual. And they are right.

You see, all too often, even for a native reader, the original is far from clear. Even when the technical writer’s style and grammar is adequate, many times he/she does not write thinking that the document has to be translated. What do I mean by this? Writing for translation means making sure that there is not going to be any misunderstanding once the original is disseminated in another language. Often, the technical writer/client does not know the target language of the finished translation, or any foreign language. This is typical of texts that are not written for translation.

For example, in English, a qualifier is often placed before a list of, say, three different nouns. Does this mean the qualifier applies only to the first noun on the list? I have frequently seen this done by inexperienced translators, who did not study both the text and the context in order to lift the ambiguity, and who simply applied the qualifier to the first noun.

Give me a “for instance.” OK. Let us suppose that an invitation included the following sentence: “We will offer free coffee, cake, and ice cream.” I have often seen French translations that said, in essence: “coffee is offered gratis,” leaving one with the impression that one has to pay for the cake and ice cream. This is unacceptable to both the client and the client’s customer (the one who ultimately pays for everybody’s coffee).

Let us take just one more example: the implied plural in English. If it is not made clear in some other way, the translation can often be in the singular form, obscuring the meaning. Example: “test bench adjustment” can be translated as “adjustment of the test bench” or “adjustment of the test benches.”

To avoid such pitfalls, the client must be able to rely on competent translators, and by that I mean the kind whose instincts will move them to ask questions if they are not sure about the context of the original. The beginning of wisdom is to know one’s ignorance. Oh, but you say, there is always the editor to get me out of trouble. Oh yeah?

...Translators have a love-hate relationship with their clients with regard to technical translations. They love the income, sometimes they even like what they do, but often they hate the technical writer and the way he has written the manual...

As a backup, there is the editor, who may or may not ask the questions that the translator failed to ask. This backup may or may not be available. There may be only a proofreader, who will miss all of those subtle pitfalls. It cannot be left to the client to catch these mistakes. Even when the client has in-house staff who can read the translation, they do not possess the professional instincts of the translation editor. In my opinion, there is no substitute for the editing step, and no avoiding it. Translation companies would do themselves and their clients a service if they sold this editing function to their clients with enthusiasm and conviction.

One way for the author to avoid even the opportunity for a mistranslation is to write very clearly in the first place. To get back to our free food example, the English original could read as follows: “We will offer coffee, cake, and ice cream, all free of charge.”

Continued on p. 44
I am oversimplifying, but hopefully you get my drift.

Now, you might have received the impression that I feel rather strongly about the importance of a good translation! I do. I was a translator for more than 30 years before I became a technical writer. Ironically, I am now writing in English. This is the language of those awful originals I was asked to translate into French. No article, obfuscating paragraph sentences, etc.—it was maddening! Now I have no excuse: if the English text is not clear, it’s my fault.

But this is not such a big career stretch for me. On a fundamental level, I feel that our two professions are very similar. I firmly believe that the translator is a key participant in the intercultural communication process. Of course, the technical writer is a key participant in the corresponding domestic process. He is, so to speak, the narrator, explaining to the reader what this piece of equipment can do, how to take it apart, and so forth. He needs to lift any ambiguity left by his sources of information before submitting the document for production.

Well, the translator also has to take center stage and fill the role of narrator, with the reader of the translated text as the audience. When you, as a translator, willingly assume that role and take pains to anticipate or imagine possible questions from that audience, and provide the answers in your finished product, then, and only then, can you say that you are doing your job.

Finally, as you know, in practice, the business of translation is mostly a triangle: translator, translation company, and client. Each of the three sides interacts with the other two, to a greater or lesser extent, directly or indirectly. So far, we have discussed the client’s role and the translator’s share in that role. What about the translation company? How does it do its job?

My colleague, Eva Berry, will discuss the specific roles of the editor, proofreader, and quality control reviewer, all associated with the translation company. Some translation companies have all of these functions accomplished by dedicated in-house staff. Others subcontract these tasks, in the same way they subcontract the translation work. Some translation companies also offer desktop publishing in foreign languages and other production services to the client. Eva will now discuss the importance of a good translation/editing job.

Lastly, I would like to mention a valuable contribution that perhaps only our translation companies or maybe the translator in an individual capacity are in a position to make. And that is to spread the good word, to explain in no-nonsense terms what really happens when a client sends a document out for translation. It is important that common misconceptions be dispelled about the translation services the client can expect.

If translation companies advertise in trade journals of the translation profession, they may recruit translators and editors, but they will not reach the client directly. Essentially, they are preaching to the choir. I am happy to report that some translation companies are reaching out to my new profession, and telling it like it is.

The Conscientious Translator/Editor

Continued
tougher, because now we have to know various software programs—about computer-assisted programs such as Trados, about Excel, zipping your files, Framemaker, and much more. It’s become expensive to keep up, and unless you are good at what you do, you can find yourself back at a nine to five job very quickly and, if you are retired, learning to play golf or bridge!

So, lesson number one: if you don’t know the subject matter, do not touch the assignment. Turn it down. Repeat, you will get a bad reputation very quickly. And the next point is to be honest with yourself (even though the rent or mortgage has to be paid).

Third, if you don’t have the research tools (dictionaries, literature, the ability to go on the Internet), do not touch the assignment. Dictionaries are expensive and have to be constantly updated, but so are word-processors and all the latest software. It is enough to boggle one’s mind, especially for us older codgers (female, in my case) who are comfortable in what we know and don’t have a computer mindset. As I said, it’s not easy being a translator these days. One has to be a computer whiz kid as well.

So, you have accepted an assignment. The first thing you should do is to read a few pages. If it is a large document, look for the key terms and create a glossary. If it has a lot of acronyms, find out if the client wishes them to be translated or left in their original state. If it has measurements that need to be converted, ask!! If you can’t understand a concept, ask!! Go on Flefo, ask a colleague, ask the client, but ASK!!

When you’ve finished your translation, print it out and re-read it, against the original. I cannot emphasize this enough, because I find that so many translators do not edit their work against the original. Even though you may be a tremendously good translator with a good track record, you can get sloppy or have an off day when you think you are focused but are not. Re-reading your translation is a must. Some agencies do not have in-house editors, and if the ultimate person (client) finds problems, then it’s bad news for you.

Plus, as a translator, if you get repeat work, build yourself a database for all the key terms, create boiler-plates for warning labels, etc., and don’t get lazy thinking you can remember all those terms. Go back over your prior job on that specific subject matter, please. And, when you do use a boiler-plate, make sure you have incorporated the changes (dates, item numbers) into it. Even though you know the company you are submitting your work to has an in-house editor, don’t let them do your work for you. They may have many other documents from other translators that they are wading through.

Now to the subject of editors. If the translation company or client is lucky enough to have in-house editors, you can breathe a sigh of relief, because they can pick up on your: a) inconsistencies, b) typos (yes, this happens even though we have spell checks incorporated), c) bad formatting, and d) errors (this happens when you don’t understand the subject matter, and this is where the editor gnashes his/her teeth).

As an editor, and I emphasize this very emphatically, please edit the document against the original. Do you know how many editors do not do this? They read the final text and correct that. Result: missing paragraphs and sentences, or figures and formatting are wrong. I find that the translation frequently says “yes” when the original means “no” or “off” instead of “on.” Simple mistakes, but big ones!!

First of all, to be an editor, you have to have had many years of experience as a translator. You cannot edit a text unless you have had a lot of experience translating documents of a similar nature before you begin to pull someone else’s work to pieces. That will only make the translator irate if they feel they are dealing with an editor whose skills are inferior to their own. If you are just looking through a document for errors and omissions, formatting and typos, then you are a proofreader. This title gives you the leeway to go back to the original trans-

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lator and discuss your thoughts with them and let them make the ultimate decision, if you think they are competent enough. It’s a jolly little merry-go-round of trust between the translator, editor, and proofreader, and last but not least, the quality control person. Quality control means checking the translated document against the original, seeking to make sure that all paragraphs match, all numbers match, and the formatting is correct. If they do not, go back to the editor or, better yet, the original translator.

Also, as an editor, in understanding the topic you have to understand the flow of thought, especially in advertising or marketing documents. Patent work is different, that is when one sticks closely to the original text, even though the final result may smack of “translation.” Of course, legal translation requires mirror imaging of the original, especially if it has to go to court (and don’t forget that many times you have to bridge the gap between different systems of justice, for example, “juge d’instruction” is translated as “investigating magistrate”). Transcripts require putting everything on the page, even the illegible seals, and so forth.

As an editor, you have to have a vast background in the subject matter, especially if you feel the translator is not fully confident about the terminology. If you know the translator has such a background, then you have to have great writing skills and make sure the document reads as though it is not a translation.

What I am trying to say is that if you want a truly accurate, clear, and consistent document to be sent back to the client, you must go through the procedures below.

A) Translating
B) Editing
C) Proofreading
D) Quality control

“The Third Point of View on this Topic”

The Translation Company: Mary Majkowski

As the manager of a translation company, I hire specialists to translate, edit, proof, and typeset. I like to know who is doing the work for my clients. My translator database is large, and the trusted translators listed in it by language and specialty is ever growing. In choosing a translator I consider the following criteria: 1) they were highly recommended to me by another trusted translator; 2) their résumé looks great and their background seems impressive (multiple language combinations is a good indicator of linguistic flair. Also, good computer skills with compatibility in various programs and platforms is most desirable); 3) they have submitted a sample of my choice to translate, and it is acceptable; 4) their rates are within reason for the job.

Once all the appropriate credentials have been established through interaction with a prospective translator, and a sample translation has been reviewed and its style and content found acceptable, I expect the translator to honor the requested turnover time that has been established. If the translator accepts the job, it is understood he or she is comfortable with the subject matter. I expect the file to be translated, spell-checked, and then re-read against the source document before submitting. Even though we have in-house editors, it is a great frustration discovering errors and omissions that could have been avoided by good quality control. If a translator is dealing directly with a client and not an agency, I would imagine that the quality control would be in place. If it is not, they wouldn’t get work from a direct client more than once after submitting a file full of omissions or silly errors that should have been picked up with one more read-through against the source document. It becomes apparent very quickly which translators take that extra step and certainly determines who receives work from my company on a regular basis.

Another concern is maintaining the consistency of terminology for repeat work for ongoing clients. Some database programs are great for achieving this end (product inserts, for example). However, sometimes establishing and updating a good glossary of terms for repeat jobs is more valuable, especially if the jobs regularly include marketing of similar products.

So, if you stand behind your work and wish to enjoy an esteemed reputation (news does travel in the industry!), take ALL the steps necessary to ensure that desired excellence in your work.

Ancient Proverb

“He who knows and knows that he knows is a master. He who knows and does not know that he knows, needs a teacher. He who does not know and knows that he does not know, needs love. He who does not know and does not know that he does not know, is lost.”
The Internet explosion has spawned new sources of revenue for translators, as we all know. Most of this work involves translating Website content for commercial enterprises. Two years ago, I was fortunate to find Internet-related work in a more journalistic vein: translating for a bilingual online magazine.

*The Book & The Computer* (Hon to Konpyuta in Japanese) offers cyber-readers a choice of two complete parallel editions, one in Japanese and one in English. A nonprofit project of a sponsor with deep pockets, the journal carries no advertising and does not need to invest time and resources in marketing. This gives the staff the enviable freedom to focus almost exclusively on content.

The magazine, which explores the future of the printed word in the digital age, is something of a vanity project, owing its existence to the desire of its sponsor, Tokyo-based Dai Nippon Printing Co. (DNP), to establish a global presence in cyberspace. The magazine also provides a conduit of information about the emerging technologies that directly affect the company’s bread and butter: electronic books, print-on-demand publishing, online bookselling, digital libraries, and so on.

Without serious economic or editorial constraints, the editors of *The Book & The Computer* have been free to make their magazine a collegial forum for philosophical debates on the future of books and reading, as well as a global clearinghouse for reports on the latest developments in text-based media. They have also done a fair amount of experimenting with format and editorial procedures, much of it necessitated by the bilingual nature of the publication. Consequently translation—and the translators themselves—have come to play a prominent role in the operation of the magazine.

The Japanese and English editions are produced by two staffs, a large one at the Tokyo headquarters where the magazine is designed, formatted, and uploaded, and a smaller editorial team based in Berkeley, California. This division of labor arose because the online journal was preceded by a monolingual (Japanese) printed quarterly, launched in 1997 and still published out of Tokyo. When the Tokyo office decided to augment the print edition with a bilingual online presence in 1998, it opened the Berkeley office and assembled a cadre of U.S.-based writers and editors to handle the English output. The plan was to hire freelance translators to supply translations of Tokyo-generated Japanese articles into English and Berkeley-generated English articles into Japanese, which the editors on either side of the Pacific would then whip into uploadable shape. Unfortunately, this scenario proved as naïve as the notion that machine translation can produce viable output without considerable pre- or post-editing by editors who are themselves trained translators.

Part of the problem is that, with the exception of the editor-in-chief, an expatriate Japanese journalist who has lived in Berkeley for many years, none of the full-time staff members at either office are bilingual, and few have more than limited exposure to their counterparts’ cultural milieu. Hence, the burden has fallen on the translators to resolve misunderstandings and disagreements over editorial policy and article content that are all too often cultural in nature.

...the two staffs have had to take a trial-and-error, seat-of-the-pants approach to the daunting process of soliciting, editing, translating, formatting, and uploading articles that must appear on the Web in both English and Japanese...

The situation is exacerbated by the improvisational nature of the undertaking. With no other bilingual online journals available to emulate, the two staffs have had to take a trial-and-error, seat-of-the-pants approach to the daunting process of soliciting, editing, translating, formatting, and uploading articles that must appear on the Web in both English and Japanese.

Initially, the Tokyo office viewed the Berkeley operation as something of an afterthought in this process. The idea was that content originating primarily in Japan would be translated more or less literally and uploaded to a site that was little more than an English version of the Japanese site.

However, it quickly became obvious that the English site had a far more visible presence on the Net and a broader...

Continued on p. 48
Translating and Editing a Bilingual Online Magazine Continued

readership than the Japanese site. Moreover, the Berkeley editors had strong opinions about how the site should be designed, and its content written, to appeal to English readers around the world—many of whom, significantly, were not native English speakers, and few of whom knew anything about Japan. Consequently, the magazine’s editorial center of gravity has gradually shifted away from Tokyo. Today the two staffs are roughly at parity in their share of policy-making authority, but the relationship can be a rocky one.

Ostensibly, the two sides work closely (mainly via e-mail) to plan content in both languages and to ensure that translation quality is maintained. Once the general theme of an upcoming issue has been decided (currently in a format we call the 100-Day Dialogue), each staff works up a list of potential writers from as many countries and points of view as possible. While neither the Tokyo nor Berkeley staff has an exclusive “turf,” writers in East Asia (Japan, China, South Korea, Taiwan) are usually contacted by Tokyo, and those in other parts of the world hear from Berkeley.

Whenever possible, writers are encouraged to submit their articles in either English or Japanese, but accommodations are made for other languages. As the accompanying flowchart on page 51 shows, Japanese manuscripts go straight to the Tokyo desk for preliminary editing and English manuscripts go to Berkeley. Once the editorial process begins, the text (converted to a Japanese or English Word file) is assigned an incremental extension: j1, j2, and on up to jf for the final edited Japanese version; e1, e2, and so on for English. At some point, usually before the final proofreading takes place, a relatively final edit is sent by e-mail attachment to the other office for translation into the other language.

When the journal receives a manuscript written in a third language (examples to date include Korean, French, Spanish, Italian, and Russian), the office soliciting the article usually has it translated into either English or Japanese before handing it over to the editors. Depending on content, deadline constraints, and translator availability, the article may be translated in parallel into both English and Japanese, or serially into first one, then the other.

Once an article has been translated, it takes on a dual existence, with each staff preparing its own version for the final upload. This is where things can get messy. The initial “machine translation” model envisioned a straightforward process in which a fully edited Japanese article would be translated faithfully into, say, English, with minimal tinkering after the fact by the English editors. When both versions were simultaneously uploaded to the magazine’s parallel sites, any bilingual reader comparing the two would find few, if any, discrepancies.

The reality, however, is that the two staffs do not always see eye to eye on the final form a given article should take. Often, a copy editor will do major reworking of a translated article, producing a final target language version that diverges markedly from the source language version. This makes the editors of the original version somewhat anxious, as they fear that excessive liberties have been taken with “their” article. The problem is exacerbated when the changes were made for reasons that make more sense in one language—or one culture—than the other. Perversely, the linguistic and cultural barrier can actually increase the temptation to second-guess the other side’s editorial judgment, particularly on the Tokyo side. This is due largely to the “little knowledge is a dangerous thing” syndrome. Everyone in Japan studies English for several years in school—just enough to encourage some Tokyo editors to go over the English translations line by line looking for discrepancies. (By contrast, the American editors, who claim no such familiarity with Japanese, tend to leave the Japanese editors to their own devices and take little proprietary interest in how the Japanese version of an English article turns out.)

When one side finds what it believes to be an error in the other’s work, it is usually the translator who is called upon to explain the reason for the disparity. As often as not, the “error” is actually a deliberate change in wording, but it is not always easy to convince the questioner of the wisdom of the change. Misunderstandings of this sort remain chronic at The Book & The Computer, but have been ameliorated somewhat by the hiring of bilingual editorial assistants in Tokyo who can help resolve these issues.

To the extent that inter-staff communications depend on e-mail, disagreements are exacerbated by the tendency of cyber-correspondence to come across as curt and peremptory.

Continued on p. 50

**Topic 1: Online Bookselling: Who Wins, Who Loses?**

Online book shopping is rapidly changing the market for books. Many bookstores and publishers are rethinking their strategies to survive in this new environment. This article explores the factors that will determine which players succeed and which will falter.

**Japanese in the Age of Technology**

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「本とコンピュータ」は、インターネット出版（注文型出版）の実践として、7月の新製品。「瞬時印刷」の時代、最新情報の下、注文がすぐに出版される。
E-mail also takes a long time to write. So increasingly, this online journal has relied on an old technology, the telephone, to iron things out. It works wonders: misunderstandings that took pages of e-mail to incubate can be resolved in minutes of real-time chat.

One concern that actually encourages the translators to take a freer hand with these manuscripts is that of accommodating our target readership. What sort of person should we gear our writing toward? Since so much of the material originates in Japan, should we add background information to articles that mention elements of Japanese language and culture unfamiliar to all but the most devout Japanophiles? Do we assume that anyone attracted to a Japanese-English site will already know that Kanji are Chinese characters? It often devolves to the translator to make these choices—to add supplemental information to Japanese source text, or delete detail that would be meaningless to readers outside Japan. Indeed, the English editors encourage a certain amount of this “pre-editing” because they assume that the translators know best how to interpret Japanese culture for their English readership. The translators have consequently acquired the habit of doing a fair amount of rewriting even as they translate.

It is less obvious how far we should go to accommodate English readers who are not themselves native English speakers. Again, the translators tend to be more familiar than the editors with the pitfalls of inserting too many idioms, jokes—or cyber-jargon—into English text and expecting it to be comprehensible to readers in Europe, China, or Latin America. There is indeed an unresolved difference of opinion among the U.S. editors about how extensively one should edit English text to accommodate non-native readers. Eliminating every play on words or turn of phrase makes the text too bland, in the opinion of some. Others argue that a magazine aspiring to a global readership should make its first priority intelligibility to as many readers as possible. One American writer, for example, fantasizing about what a Mafia Website would look like, made a joke about a “horse-head logo,” a reference to a famous scene in the movie The Godfather. An argument ensued over whether this joke would be understood by readers outside North America. Is The Godfather a universal cultural icon by now, or not? The joke was retained, but only because the writer was adamant about it.

Conversely, to what extent should we edit the work of contributors who write articles in non-native English? Our policy has been to spruce their prose up where necessary to ensure grammatical correctness, but to retain as much of the flavor of the writer’s personal voice as possible. Again, not all editors agree with this approach, and some of them will take a hatchet to prose they do not feel is of native English quality.

So the magazine continues to be a work in progress where editorial policy is concerned. Sometimes the two staffs are forced to agree to disagree. This happened recently when it came time to select a title for a new 100-Day Dialogue. The theme, proposed by the Japanese editors, translates literally as “Why Don’t People Read Books Anymore?”—a concern shared by intellectuals on both sides of the Pacific. The U.S. editors quickly retorted that statistics show people are actually reading more books than ever these days, but not necessarily “good” books, which is what the intellectuals have in mind. That doesn’t matter, replied the Tokyo staff, it’s a punchy, provocative title, even if it’s not statistically correct. But if it’s incorrect, said the Americans, our readership won’t take us seriously. Neither side would bend, so it was agreed that the Japanese title would remain as is, while the English title would take a slightly more neutral stance, albeit with a hint of concern: “What Has Happened to Reading?”

Fortunately, one of the dilemmas endemic to translation—one’s work on the spectrum from literal fidelity to elegant looseness—has been less of a problem for the translators on this project than one might anticipate. The priority, all agree, is to transmit information accurately, but make it pleasant to read. The model is good standard magazine journalism. As writers themselves, the editors appreciate translations that read well and effectively convey the purport of the original; they do not demand word-for-word fidelity.

Being an online magazine produces some interesting wrinkles in conventional journalistic wisdom. For one thing, there is no practical length limit on articles, since there is no restriction on the amount of text that can appear on a Web “page.” While liberating in some respects, this lack of space constraints creates new dilemmas. For example, if a writer pro-

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Editing flow between the Tokyo and Berkeley offices of *The Book & The Computer*. 

![Diagram showing the editorial process flow](image)
I know what you’re thinking: “Mushrooms!?? His last ATA presentation was weird enough, now he’s writing about mycology! I think Mr. Hallett has translated one manual too many.” But trust me friends, there is a method to this seeming madness, and if you think about it, there may be more to it than dark rooms and rotting wood.

...The greater economy of resources with which a given system produces a document of a given quality level determines the functionality of the system...

Ends and Means
All companies produce documentation. Therefore, they all have a system for document preparation. This is as true in my case, where it is just me typing, editing, distributing, and archiving all the materials myself, as it is in a global conglomerate where engineers pass off technical data sheets to teams of writers, translators, product groups, archivists, and customers scattered around the globe. All of these systems have the same goal in mind: to produce documents that clearly and accurately convey the intended message to the intended audience. Creating a document requires resources. Creative people need hardware and software, the people have to be paid for their time, and all corrections and revisions made prior to publication further apply costs to the organization. The greater economy of resources with which a given system produces a document of a given quality level determines the functionality of the system.

The Traditional Circular Approach
In most companies in Japan (and many elsewhere!), the document preparation system is perfectly circular. Source documentation is prepared by Japanese engineers in Japanese for a Japanese audience. It then may, or may not, be passed to some sort of technical writing or documentation personnel for proofing and post-editing, and then, and only then, may it be translated. Thereafter the process starts backtracking. The technical writers lay out the document, and then the engineers review it. Only after this tedious and extended chain of events can the document be published. The whole process is often likened to a tree, but in reality, trees branch. More often than not the whole thing looks more like a wheel (and one that goes nowhere fast at that!).

Now, the attributes spoken of above (native design engineer creation, occasional review for source quality, finality of translation) lead to several factors that distort the document creation process, and lead to both delays in the creation of materials as well as to the lower quality of these materials! Let’s elaborate on these.

I hear you all: “Well Duh! If Japanese engineers weren’t making these documents we’d all be out of a job!” This is true, and it may make little immediate difference to the freelance translator, but for the project manager or the documentation provider outside of Japan, this one fact makes a huge impact on the final quality of the technical text produced. Typically the engineers in the home office are skilled designers, brilliant engineers on the cutting edge of their discipline, but as writers... well, they’re great engineers. These people usually have such an intimate knowledge of the technology discussed in a document that they unconsciously omit critical details that are needed by customers in the field. In addition, the quality of the Japanese text often leaves much to be desired. Engineers not otherwise talented or well trained as writers tend to write either in an overly discursive manner (i.e., loosely formed expressions, with great ambiguity for anyone not “in” on what is being discussed) or overcompensate with excessive formality, introducing both odd and frequently misapplied expressions. (Perhaps these expressions are entertaining for the translator, but are inappropriate if they find their way into the text delivered to the customer).

Moreover, the audience for whom the materials are written can be problematic from the perspective of global documentation. This is due to the somewhat unique nature of the product development environment in many Japanese industries. In many areas, for example machine tools, a Japanese company’s domestic market consists almost exclusively of long-term legacy customers, some of whom may have had a business relationship for as long as a century. What this means is that the technical personnel on the customer side have had a long familiarity with the previous background of a given manufacturer’s...
products: their “legacy codes,” if you will. So in established industries that are given to incremental improvements in product lines, this means that product manuals need only deal with the “new code.” It is often assumed, with good reason, that the customer already has a certain familiarity with the unique proprietary aspects of the product line. So the skill of the engineers as engineers, their lack of skill as writers, and the customer environment in Japan all conspire to create documentation that hinders, rather than helps, sell the product abroad.

2. Technical Writing, or the Lack Thereof

I hear all the time from my esteemed colleagues that technical Japanese translation is difficult because “Japanese lacks the precision and clarity of a western language like English.” I don’t have time or space here to go into why I disagree with this statement. But I will give my prime suspect for why Japanese certainly seems ill-suited for technical writing. A couple of years ago, I had the pleasure of meeting one of Japan’s foremost experts on technical Japanese, Professor Yoshihiro Otsuka. During the course of his lecture he shocked us all by saying that technical Japanese, as a defined writing style, has existed for no more than 15 years! (Emphasis mine.) In my own experience as a translator, I have found the propagation of a technical writing style in Japan to be extremely uneven.

The best technical Japanese was actually written by the Japan branch of a major U.S. corporation famous for its technical English standards. Apparently, this company had established a similar code for its army of technical writers, and all external documentation was held to it. This style was not the simple copying of technical English that is much derided as “impractical” and “unnatural,” but a truly studied approach to communicating systemic and procedural information in Japanese that was a pleasure to read for any engineer, and a joy to translate.

The simple fact is that technical writing is still a developing discipline in Japan, and technical writers are still few in number. This means that many poorly organized and poorly written documents are being released for translation and global publication.

3. Translation After the Fact

So, after making a document ill-suited to a global audience, companies are shocked to find that the finished translation does not “sell well” with customers. This is because it “sounds translated,” or contains errors where the translator misunderstood the relationship of something to something not even mentioned in the text, or where errors corrected in the Japanese version were never communicated to the people creating the English version. Correcting this, then, must take place after a number of resources have already been spent just to get the translated text. Consequently, more money must be spent to make the correction. This is also likely to be additionally expensive, as the project has usually run up on time limits for product launch by this point. So, either an extraordinary effort must be made to amend the documentation on time, or the product release must be pushed back. Horrendously expensive either way.

4. Rich Man, Poor Man: A Global Half-Solution

Some companies try to alleviate the distortions created by the above system by creating a “semi-concurrent” development system in which early source versions of a given document are distributed to two groups: one in charge of the Japanese version and the other the English. The subsequent English version then serves as the source for all other languages. The system has a tree-like form, as shown in the next section.

This system has one, and only one, advantage: that translation and document preparation of the English version need not wait for completion of the official Japanese version. The problem is that while the Japanese side receives a document of a certain accustomed quality, this document can be completely divergent in tone, style, and content from the English version (upon which all other language versions will be based). The main reason for this is that the production of the Japanese document in Japan has access to constant review and update from the technical staff in charge of the product. These can be very significant.

Indeed, it is not unusual for revisions, corrections, and additions to add up to man-hours approximate to those involved in the creation of the initial draft! And because these changes are not communicated to the English team until well after they have been imple-

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mented into the Japanese version, either a poor quality English copy is produced or the production schedule gets pushed out needlessly far. In turn, this delays the production or degrades the quality of all subsequent language versions that are based on the English. Another significant factor is that document numbering, layout, and style standards can often develop along different lines, particularly as the background knowledge of the audiences regarding the product can differ greatly between Japan and the United States.

5. The Mushroom Garden

What is needed in global documentation is to create a more open and concurrent system that both shortens the time from product development to global release, and raises the quality of the documentation. Here’s where I get to the whole point about mushrooms. A ring of mushrooms looks like several individual structures, when in fact it is all one organism connected by a complex underground network. This is how they seem to appear all at the same time as if by magic. This is also what we want to see in global documentation. To achieve this requires both high- and low-tech components. Let’s look at the low first.

Global Style Standards: The first thing any global company, or company aspiring to be global, should do is to create a uniform style standard for document size, back and front covers, layout, and numbering. This must then be applied to ALL languages in all markets. This has several advantages. First, it aids name recognition when customers can identify your technical materials on sight, regardless of language. Second, a uniform numbering system makes it easy for global customers to cross-reference information in various language versions. Finally, it increases overall constancy of documentation quality. A uniform standard is also easier for your technical writers to manage. One caveat: this does not apply to sales and marketing-related materials, such as brochures, which must be carefully tailored to the target market!

Local Language Standards: The second step is to employ talented translators and technical writers who are native speakers of the target language to create and codify standards for the language used in terms of clarity and ease of understanding for the target audience. They must standardize technical terminology as well as eliminate the use of grammar, expressions, and idioms that are needlessly complicated or unclear. Local standards must also be made for fonts, punctuation, and numeric display.

Global Document Numbering: Multiple document numbering systems have been the undoing of many global organizations. Huge problems are created when people in one country are asking people in another country for a document using a document number unrecognized on one side. At best, this can delay document provision. At worst, no document may be provided at all. A universal numbering system that can be interpreted and recognized by all is the single most important component of global document management. Without it, no amount of technology will give you efficient document production and distribution.

On the high-tech side you need:

Global Networking: All document preparation personnel must be connected via a company intranet to each other as well as to the engineering departments. By this medium the writers in any region can instantly access the latest technical data from the engineering departments, as well as reference each other’s work and standards for help in creating local work. This increases both consistency and speed.

Elimination of Paper: Recreating drawings and graphics is one of the most time-consuming aspects of documentation preparation. Provision of electronic documents eliminates this, and makes the next component possible.

Translation Memory Software and Terminology Databases: Translation memory tools (I personally use Transit, but any of the others are fine, too!) are a great aid in both speeding up the translation process, but also in increasing consistency. The use of terminology management tools also allows your writers to actually implement the terminology standards they have created in an automated fashion. However, these tools can only be
used with electronic documents. If you stick to paper, you miss out on this.

Centralized Storage and Management of Source Materials and Documents: Updates and changes in source materials must be made simultaneously accessible to documentation personnel worldwide, and finished documents must also be made accessible from one location worldwide. The flow and distribution of these documents must also be managed in a consistent manner. Translation materials and projects can be distributed and coordinated using tools created by such companies as Gener-x. Companies such as Gener-x and Xerox also make tools for the management of global document distribution.

Translating and Editing a Bilingual Online Magazine
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duces a manuscript much longer than requested, to what extent should the editor feel compelled to cut it? Increasingly, the editor’s intuitive judgment is called into play regarding what constitutes important versus extraneous information, and what is an appropriate length for any given article.

Second, it is possible to make corrections after the fact, that is, after an issue has been uploaded. Again, while this eases the pressure normally felt by a magazine staff to get everything flawlessly proofread in advance, it can also encourage sloppiness: “if we don’t get it the first time, we can always correct it later.” There is also the temptation to engage in belated tinkering and fine-tuning after an article has already been “published.”

Two unmitigated benefits of publishing a magazine in cyberspace, however, are deadline flexibility and writer-reader interactivity. In its first year of publication on the Internet, The Book & The Computer adhered to a quarterly format (later switching to monthly), assigning deadlines to articles and uploading an entire issue on a particular date. In recent months, however, we have gone to a more flexible schedule in which articles submitted as part of a 100-Day Dialogue on a particular topic can be uploaded whenever they’re ready, on an ongoing basis. To keep up the momentum of the Dialogue, we try to upload at least one new article a week. But if there are problems with editing or checking facts, for example, a delay of a day or two causes no serious consequences.

The Dialogue format also gives us an opportunity to experiment with a limited form of interactivity between writers and readers. Although not equipped to offer readers unfettered opportunities for real-time responses, the magazine encourages readers (and other writers) to respond to the comments of previous contributors while the Dialogue is still underway. This generates a momentum of give-and-take in which readers can participate in the debate outside the confines of a typical Letters to the Editor column.

Through trial and error, and a process of adjustment that is still ongoing, the two editorial staffs have (perhaps somewhat grudgingly) come to accept that their approaches are bound to differ somewhat, both because of their different target audiences (primarily indigenous Japanese readers versus English readers around the world) and their respective cultural backgrounds. When either side attempts to evaluate the other side’s work through its own cultural prism, misunderstandings and resentments arise. When each side defers to the other’s judgment in its particular cultural sphere, things go smoothly. Where a joint decision must be made, as on a Dialogue theme, a small issue can quickly degenerate into a miasma of cultural and linguistic conflict. More often than not, the mediator is the translator. Unfortunately, in some cases, the conflict can only be resolved by letting the two sides agree to disagree.
Taming the Dragon:
Handling Complex Sentences in Japanese Patents

By Jon Johanning

I have not investigated this to be sure of my facts, but I suspect that all writers of Japanese patent applications go to a special school to learn how to make their writing as difficult to translate as possible. One of the most serious stumbling blocks they throw in the path of the translator is extremely long, complex sentences. In the field of chemistry, in which I do much of my work, complex organic compounds with many substituent groups can require several pages to describe, all of which constitutes a single sentence. In the claims section of the document, it is also preferable to keep all of this material in one sentence of the translation. However, even when splitting the sentence into several English sentences is permissible, the task of analyzing the original text remains.

This problem arises primarily because of syntactical differences between the languages. In the standard Japanese sentence there is one independent clause, which comes at the end of the sentence, preceded by all the dependent clauses the sentence may contain. In all clauses, dependent or independent, the verb sits firmly at the end of the clause. As in German, clauses can be used to modify a noun by placing them immediately before it, but unlike German, the alternative of an English-style relative clause placed after the modified noun is not available.

Similarly, the choice between “the cat’s meow” and “the meow of the cat” which we enjoy is denied to users of Japanese. Only the former structure, “neko no nyaa,” is available, where no is a particle which indicates that the preceding word (neko = “cat”) modifies the succeeding one (nyaa = “meow”) in a possessive or other manner. This means that, the Japanese word order is reversed in a construction such as “hydrocarbon compounds, such as A, B, C, and D,” becoming the equivalent of “A, B, C, D, etc., no hydrocarbon compounds.”

This syntactical tangle is compounded by the fact that Japanese provides very few guides on how to relate one part of a complex sentence to another. In some Indo-European languages, such as classical Latin and Greek and modern German, gender, number, and case help out. Of course, in English we usually only have number to work with. In Japanese, however, even explicit indications of number are usually absent.

To top it all off, the only punctuation marks normally used are the equivalents of the comma and the period, and the “comma” seems to be tossed in at random much of the time.

The basic problem for the working translator is how to plunge into a multi-line sentence with a word order that is completely unrelated to what it will eventually become in the target language, with few or no clues as to how various parts connect to each other. The translator is left to wrestle sentences into the target language as rapidly as possible, given that said translator is, after all, doing piece work. As I proceed through a job, I can usually grasp the whole structure of a sentence at once, and can proceed to translate it without any problems.

However, when I am faced with one of these “dragons” (as I call them) to tame, the whole beast is just too large for me to keep in mind at once, and there is no alternative to dismembering it and stitching the pieces back together again.

To solve this problem, which arises many times in my average working day, I have developed over the years a rather simple method, which I will illustrate with an example from an actual job from my files (the source text is given in the appendix). This sentence is among the longer ones I have had to deal with, but it is by no means a rare case. Since it was in the abstract of a patent rather than the claims section, it would have been permissible to split the translation into more than one sentence, but I will keep it to a single sentence to demonstrate how it could be done.

My approach, in sum, is to translate each part of the sentence which I can identify as a unit at first glance (usually a clause or a phrase which is a major part of a clause) as I come to it. I hit the carriage return and do the next part, and so on to the end of the sentence. I now have a series of paragraphs, each of which is an English sentence fragment with no particular relationship to the others. It is important that the translator not be concerned in the least at this point about how the parts will eventually join up. There is no reason to waste time at this stage trying to solve the whole puzzle.
After studying the meanings of each of these fragments, I can usually begin to see quickly how at least some of them should be rearranged to make sense. These larger fragments can then be put together into still larger fragments, and so on until the complete sentence is constructed. (Of course, this is much easier to do with a computer than it would have been in the age of the typewriter.)

In the particular example I am presenting here, the first pass of this process produced the following result (of course, the letters before each fragment were not in the original. I am inserting them in order to make the process of rearrangement and combination clearer).

(a) a starting substance selected from a group consisting of dialkyl carbonates, alkyl aryl carbonates, and mixtures of these

(b) and a reactant selected from a group consisting of aromatic monohydroxy compounds, alkyl aryl carbonates, and mixtures of them

(c) performing an ester exchange reaction in the presence of a metal-containing catalyst

(d) when aromatic carbonates are manufactured

(e) part of the high-boiling-point reaction mixture containing the target aromatic carbonate obtained by the ester exchange reaction and the metal-containing catalyst

(f) or part of the residue remaining after the target aromatic carbonate has been separated from this high-boiling-point reaction mixture

(g) in a solution containing the catalyst which contains a high-boiling-point substance (A) which has a higher boiling point than the target aromatic carbonate and the metal-containing catalyst (B),

(h) an active substance (C) which reacts with at least one substance selected from a group consisting of the high-boiling-point substance (A) and the metal-containing catalyst (B) mentioned above is reacted

(i) at least one reaction product selected from a group consisting of the (A)/(C) reaction product and the (B)/(C) reaction product is obtained,

(j) the (A)/(C) reaction product is expelled from the aromatic carbonate manufacturing system,

(k) the (B)/(C) reaction product is recirculated back into the reaction system

(l) a method of manufacturing aromatic carbonates is disclosed

Note that all of the fragments (a)–(k) form, in the original Japanese, a single complex clause which modifies (l), the independent clause of the sentence. Also, I have skipped the original step of rearranging the word order within each of these fragments. For example, in (a), the actual Japanese word order is the equivalent of “dialkyl carbonates, alkyl aryl carbonates, and mixtures of these/from/selected/a starting substance.” However, it is a relatively trivial matter to make this kind of transposition.

The next pass yielded the following result.

(l) A method of manufacturing aromatic carbonates is disclosed, in which

(d) when aromatic carbonates are manufactured

(c) by performing an ester exchange reaction, in the presence of a metal-containing catalyst, between

(a) a starting substance selected from a group consisting of dialkyl carbonates, alkyl aryl carbonates, and mixtures of these and

(b) a reactant selected from a group consisting of aromatic monohydroxy compounds, alkyl aryl carbonates, and mixtures of them,

(h) an active substance (C) which reacts with at least one substance selected from a group consisting

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A method of manufacturing aromatic carbonates is disclosed, in which

when aromatic carbonates are manufactured (c1) by performing an ester exchange reaction between (a) a starting substance selected from a group consisting of dialkyl carbonates, alkyl aryl carbonates, and mixtures of these and (b) a reactant selected from a group consisting of aromatic monohydroxy compounds, alkyl aryl carbonates, and mixtures of them, (c2) in the presence of a metal-containing catalyst,

an active substance (C) which reacts with at least one substance selected from a group consisting of (a) a high-boiling-point substance (A), which has a higher boiling point than the target aromatic carbonate (e) and is either part of the high-boiling-point reaction mixture containing the target aromatic carbonate obtained by the ester exchange reaction and the metal-containing catalyst (f) or part of the residue remaining after the target aromatic carbonate has been separated from this high-boiling-point reaction mixture and (g) the metal-containing catalyst (B) mentioned above is reacted in a solution which contains the high-boiling-point substance (A) and the catalyst (B), (i) to obtain at least one reaction product selected from a group consisting of the (A)/(C) reaction product and the (B)/(C) reaction product; and

the (A)/(C) reaction product is expelled from the aromatic carbonate manufacturing system,

the (B)/(C) reaction product is recirculated back into the reaction system

Here, as I pondered the relationships between the fragments yielded by the first pass, it became evident that (g) had to be split in two; these two parts are designated (g1) and (g2).

In the next pass, I was able to make a bit of progress. Again, it was necessary to split the former of these sub-fragments once more, as well as to divide (c) and (h).

At this point, it was relatively easy to arrive at the final result:

A method of manufacturing aromatic carbonates is disclosed, in which, when aromatic carbonates are manufactured by performing an ester exchange reaction between a starting substance selected from a group consisting of dialkyl carbonates, alkyl aryl carbonates, and mixtures of these and a reactant selected from a group consisting of aromatic monohydroxy compounds, alkyl aryl carbonates, and mixtures of them, in the presence of a metal-containing catalyst, an active substance (C) which reacts with at least one substance selected from a group consisting of (a) a high-boiling-point substance (A), which has a higher boiling point than the target aromatic car-
bonate and is either part of the high-boiling-point reaction mixture containing the target aromatic carbonate obtained by the ester exchange reaction and the metal-containing catalyst or part of the residue remaining after the target aromatic carbonate has been separated from this high-boiling-point reaction mixture, and (b) the metal-containing catalyst (B) mentioned above is reacted with the aforementioned high-boiling-point substance (A) and the metal-containing catalyst (B), in a solution which contains the high-boiling-point substance (A) and the catalyst (B), to obtain at least one reaction product selected from a group consisting of the (A)/(C) reaction product and the (B)/(C) reaction product; the (A)/(C) reaction product is expelled from the aromatic carbonate manufacturing system, while the (B)/(C) reaction product is recirculated back into the reaction system.

(I will leave breaking this very ungainly sentence up to make it more readable as an exercise.)

Of course, this method is not a mechanical algorithmic procedure for manufacturing translations, in which the pieces are simply shuffled around until they fit, as in a jigsaw puzzle. The translator must be constantly rethinking and revising the whole time, since it often becomes apparent, as the original fragments are combined, that some of them were misconstrued at the start and must be reworded to fit with each other. It is also apparent that the appropriate English conjunctions and other joining words must be inserted as the target sentence comes together. But I have found that this approach to handling extremely complex sentences makes my work much more efficient than it would otherwise be.

Appendix:

ジアルキルカーボネート、アルキルアリールカーボネート及びそれらの混合物よりなる群から選ばれる出発物質と、芳香族モノヒドロキシ化合物、アルキルアリールカーボネート及びそれらの混合物よりなる群から選ばれる反応物質を金属含有触媒の存在下にエステル交換反応させて、芳香族カーボネート類を製造する際、エステル交換反応で得られる目的芳香族カーボネートと金属含有触媒を含む高沸点反応混合物の一部又は該高沸点反応混合物から目的芳香族カーボネートを分離した溶剤の一部である目的芳香族カーボネートよりも高い沸点を有する高沸点物質（A）及び金属含有触媒（B）を含む触媒含有液に、該高沸点物質（A）及び金属含有触媒（B）よりなる群から選ばれる少なくとも1つと反応する作用物質（C）を反応させて、（A）／（C）反応生成物及び（B）／（C）反応生成物よりなる群から選ばれる少なくとも1つの反応生成物を得、（A）／（C）反応生成物は芳香族カーボネート製造系外に排出し、（B）／（C）反応生成物を反応系へ再循環させることを包含する芳香族カーボネート類の製造方法が開示される。

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This article, based on the data derived mainly from two studies, a Taiwan case study (Chen, in press-a) and a southwestern U.S. case study (Chen, 1999; Chen in press-b) that I conducted, introduces six mnemonic devices for interpreter training: gist words, charting, pegging, pictorialization, the location method, and absurdity. It will then introduce a method for testing the interpreter’s ability to recall information, and offer suggestions to facilitate the teaching of a memory enhancement class.

...While listening to source-language input, an interpreter turns verbal messages into visual images and stores them in both short-term and long-term memory...

Memory Facilitates Interpretation and Interpreter Training

Researchers generally agree that both short-term memory and long-term memory play a major role in interpretation and interpreter training. For instance, Lambert (1991) postulated that the ability to retain information enhances both comprehension and recall in simultaneous interpretation. While listening to source-language input, an interpreter turns verbal messages into visual images and stores them in both short-term and long-term memory; therefore, the technique of visualizing verbal information is usually taught to interpretation students as a device for enhancing short-term memory and tracking and predicting the speaker’s logical sequence during consecutive interpretation, note-taking, and simultaneous interpretation (Schweda-Nicholson, 1990). It was based on these assumptions that I conceptualized six mnemonic devices for interpreter training.

What are mnemonic devices?

Mnemonic devices, also called memory strategies by some researchers, are what individuals use to enhance their short-term memory. Some examples of mnemonic devices are rhymes, acronyms, acrostics, and pegwords (see Biehler and Snowman, 1993). The earliest known mnemonic strategy is the method of loci, a technique used by Greek speakers to recall long speeches (Schacter, 1996). Mnemonic devices have been applied in enhancing such activities as learning new faces and foreign words, or remembering a long speech, shopping list, long lists of telephone numbers, and so forth (see Buzan, 1992, for a detailed discussion on these and other mnemonic techniques).

Various researchers in interpretation have included memory exercises in their interpreter training programs. For instance, Lambert (1988; 1992) required students to listen to a message without taking notes and to later recall the gist of the message. The students’ competence was evaluated based on their performance in being able to listen and recall the information contained in a message by summarizing it without distorting the meaning of the original message. Moreover, Ballester and Jiménez (1992) introduced two other types of memory enhancement exercises: parataxis and synonym searching. In the former exercise, students were given key words and then asked to talk continuously based on those key words. In the latter exercise, they were asked to provide as many synonyms and related words as possible based on the key words given.

Integrating Mnemonic Devices into Interpreter Training

In this section, I will introduce the six mnemonic strategies I have used as a training component in an interpretation course at a community college in the southwestern U.S. (Chen, 1999; Chen and Hensey, 2000; Chen, in press-b), at the University of Texas at Austin (Chen, 2000), and at a university in Taiwan (Chen, in press-a). These strategies, in some way related to association, chunking, organization, and visualization, consist of the following: gist words, charting, pegging, pictorialization, the location strategy, and absurdity.

Gist Words. This is an association-based memory strategy. Students are asked to listen to a message and, at the same time, to remember its gist words. When recalling what they have heard, they are asked to use these gist words to help them reconstruct the speech in the target language.

Charting. This is a visualization-based strategy I have observed my students using in Taiwan. Students are asked to listen to a message, such as a stock market report, that may be conceptualized in charts. At the same time, they are asked to visualize themselves converting the message into charts (such as pie charts, bar charts, line charts, etc., whichever is relevant) in their
minds. When recalling the message, they are asked to talk in the target language about the charts they have created in their minds.

**Pegging.** This strategy is based on chunking, visualization, and association. When performing pegging, students are asked, while listening to a message, to visually divide the incoming verbal information into several chunks. However, they cannot divide the information into any more than seven chunks because, according to Miller (1956), that is approximately the maximum number of chunks an individual with an ordinary memory can remember. At the same time, they are asked to imagine themselves hanging the items one by one on pegs on a wall. When recalling the message, they are asked to visualize themselves removing these items from the pegs one by one and to talk about each one in the target language.

**Pictorialization.** This is a visualization-related memory strategy. While listening to a message, students are asked to turn the source-language input into pictures and store them one at a time in their memories, much like a VCR would do when recording pictures. When recalling the message, they are then asked to visualize themselves playing the VCR in their minds and to talk in the target language about the pictures they have imagined. They must talk about one image at a time, progressing in a logical, spatial, or chronological order.

**Location.** This strategy is based on association and visualization. When performing this strategy while listening to a message, students are asked to visualize themselves walking from one room to another in a building and to associate each part of the message with the furniture, rooms, and the other parts of the building. When recalling the message, students are asked to again visualize themselves moving from room to room, in the same sequence, relating each part of the rooms, furniture, and the other parts of the building back to relevant parts of the speech. They are asked to transfer each part of the speech into the target language and to verbalize it.

**Absurdity.** This is a visualization-based strategy. Students are asked to listen to a message while turning it into a series of absurd incidents in their minds. When recalling the message, they are asked to elaborate upon the incidents of absurdity in the target language. Ormrod (1995) proposed that absurdity helps individuals trigger the incidents vividly.

In regards to teaching mnemonics to students, Elliott (et al., 1996) gave the following warning:

*They can be extremely helpful to you and your students if you remember two warnings: a) be sure that the strategy itself is not so complex and cumbersome that it requires more effort to remember than the content does; b) be sure that you and your students adopt techniques that are best suited to you...Finally, try to devise your own method of improving retention (page.316).*

**Implications for Professional Practice**

**Testing**

Administer a test by embedding a specific number of scoreable components in a message. When teaching at an interpretation company in Taiwan, I evaluated students’ competence in retention by asking them to listen to a message and then to recall the information without taking notes or twisting the meaning of the original information. Ten scoreable units had been embedded in the message, based on the assumption that students got 10 points for answering each unit correctly or 100 points, a full score in Taiwan’s grading system, if they answered 10 units correctly.

In designing a memory test, as many scoreable units as possible may be embedded in an input message. The scoreable units may be selected at random to include both easy and difficult components or to include numbers, special terms, or proper names. The scoreable units may be selected at random to include both easy and difficult components. They may also be selected at regular intervals, as it is done when creating a cloze test, or include numbers, special terms, and proper names. The components that are chosen should be appropriate to what the course is focusing on. In addition, to discourage students from guessing, the input message should be completely new to them. In scoring, synonyms, summaries, paraphrases, or equivalent

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expressions of these units are all acceptable answers.

Other Teaching Suggestions

From the Taiwan study (Chen, in press-a), I derived some of the following suggestions, my personal biases, for facilitating memory enhancement training. These include: logical sequencing of the information recall tasks, mnemonic devices, and learning materials; modeling; and positive reinforcement.

Sequencing the information recall tasks logically. When teaching memory enhancement, it is important to sequence the information recall tasks carefully, because memory enhancement exercises impose a burden on the students, and inappropriate sequencing of recalling tasks may further affect their performance. I suggest, based on a sequence set out by Lambert (1992), that the recall tasks be ordered as follows:

- Listening to a message in Language A (the students’ first language) and then recalling in Language A.
- Listening to a message in Language B (the students’ second language) and then recalling in Language B.
- Listening to a message in Language B and then recalling in Language A.
- Listening to a message in Language A and then recalling in Language B.

Sequencing mnemonic devices logically. Mnemonic devices should be sequenced in terms of difficulty, and more time should be scheduled for practicing difficult mnemonic strategies. However, students of different language and interpretation backgrounds may find these strategies difficult for various reasons. For instance, according to Chen (1999) and Chen (in press-b), bilingual students had less difficulty using such visualization-based methods as the pictorialization method or the absurdity method. However, most novice interpreters, especially English as a Second Language (ESL) students, initially may only be capable of using the gist words method because that was often the method they had used when recalling information in their first language. The ESL students had trouble in using the other strategies partly because they tended to focus on individual words, and partly because they failed to comprehend sufficient vocabulary from which to create pictures.

Generally speaking, mnemonic devices may be structured in the following sequence in terms of difficulty:

- The gist words method
- Charting
- Pegging
- Pictorialization
- The location method
- Absurdity

Sequencing the learning materials in terms of difficulty and their relevance to each mnemonic device. If memory enhancement is the goal of a certain class session, then the learning materials should not contain too many new words, phrases, or special terms. Neither should the sentence structures be too complex. In addition, the topic should be nontechnical, because when the materials become too difficult, participants tend to give up easily, focus on individual words, or keep on using the gist words method instead of also attempting to use the other strategies that are based on chunking, association, or pictorialization. However, the level of difficulty of the materials should always be raised as soon as students become more proficient.

For some of the teaching materials, I download news stories from www.voa.gov, the Voice of America Website. This site carries news stories in major languages, and it even carries stories in special English. All the stories are available in both audio and video by using Realplayer software that may be downloaded free of charge.

Modeling. The instructor should demonstrate how to perform a task before asking students to perform it. The instructor should then ask the students if they have any questions before having them practice using the mnemonic devices. Finally, the instructor should offer feedback.

Positive reinforcement. Instead of correcting students’ errors frequently, the instructor should offer positive reinforcement by asking them to relax and do their best, and by encouraging them to try different strategies. Performing mnemonic strategies, just like interpreting, is a creative activity, so the more confident and relaxed the students are, the more creative they tend to become,
and the more successfully they tend to perform the mnemonic strategies. However, the goal should always be to enhance the students’ ability to handle difficult information accurately. This is what they will be expected to do in a professional environment.

Conclusion
This article has explained what mnemonic devices are, and introduced six such devices for enhancing short-term memory along with a method for testing the interpreter’s short-term memory. It has also offered suggestions for facilitating the teaching of a memory enhancement class. Obviously, further research in quantitative approaches is required to find out exactly how effective these mnemonic devices are in facilitating a student’s short-term memory, or whether these mnemonic strategies enhance interpretation competence.

References


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Translating Semiconductor Equipment Documents: Growing Demand for Business Opportunities

By Ken Sakai

I participated in the 30th SEMICON West conference in San Francisco at the Moscone Convention Center during the week of July 10 this year. SEMICON is hosted by the world’s largest industry association, SEMI (Semiconductor Equipment Materials International), and SEMICON West is the world’s largest trade show in the semiconductor industry. This year, there were over 2,800 booths with 1,100 exhibiting companies. It was a fully packed week of presentations and discussions on technologies from industries located in the U.S., Japan, Korea, Taiwan, China, Singapore, and European countries.

I would like to share with you some information regarding the world of semiconductor equipment. “Semiconductor equipment” is defined as equipment that makes or processes silicon wafers or microchips in the semiconductor manufacturer’s facility. Without this equipment, no one can possibly undertake such a complicated manufacturing process. The analogy often used with the Intel’s Pentium® processor is that a computer cannot compute without the micro-processing unit (the computer’s brain). The same is true of semiconductors. In order to make a microprocessor, a computer chip manufacturer must rely on the semiconductor process equipment.

Most people cannot see the inside of Intel’s manufacturing facility; however, the facility typically contains a large amount of automatic equipment in a clean-room environment. Again, Intel’s analogy applies here: nobody makes a computer chip without semiconductor equipment. My company’s translation business focuses on the semiconductor equipment industry. Our clients include Japanese as well as American equipment manufacturing companies. We provide technical translations for operation, maintenance, and training manuals for the equipment these companies manufacture.

Most equipment companies have an in-house documentation department. Usually technical writers and document people work together to create the manuals in cooperation with the product engineers. Submitting these manuals to the equipment customer is part of the requirement for the final acceptance of the equipment installation. As a result of equipment construction and delivery, manual and document preparation could be a last-minute situation. The translation of documents is also at the end of the list of priorities for many of the companies we deal with. This is why translation often requires a very quick turnaround time.

The challenge of equipment document translation is not just a short turnaround time. One of the main challenges we face is unclear sentences and highly technical terminology, including a company’s specific jargon...

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health, environment, and ergonomic concerns. Many Japanese equipment companies are not familiar with U.S. customers’ documentation requirements. Sometimes I need to consult with the Japanese engineers regarding different types of manuals from existing instruction manuals. U.S. equipment users feel that Japanese equipment is very precise, well-made, and effective hardware, and that their price is justified. However, equipment manuals often are poorly written with unclear English. It is obviously a disadvantage for the equipment manufacturer to promote their products in the overseas market. Again, well-organized documentation is very crucial after the sale is made, in addition to the maintenance and spare parts support for the equipment.

A friend of mine, who works as a maintenance supervisor at a silicon wafer manufacturing company, requested two maintenance manuals when his company installed Japanese equipment: one in English, the other in Japanese. He showed me both the English and Japanese manuals when I visited his workplace. The English manual was less than half the size of the Japanese manual. As a result, my friend said that he believed the English version was incomplete.

As I explained, many areas of equipment documentation need to be improved, and this is not just a translator’s problem. However, I think translators could still contribute many improvements to the document and provide their feedback. Equipment engineers need to be open-minded to adapting document specialists’ and translators’ input into the writing of documents.

Fortunately, due to my previous semiconductor working experiences, I have many friends and acquaintances throughout the U.S. and Japan. In this industry, particularly in the U.S., people move from one company to another in order to obtain better positions and salaries. These circumstances have enabled me to visit over 20 different semiconductor manufacturing facilities and to see the inside of the clean-room. As a result, I can visualize most of the descriptions for the equipment operations, and can help clarify the translator’s understanding of the terminology and other technical support.

The semiconductor industry is growing tremendously in Oregon, where I live. Intel’s first 300mm silicon wafer manufacturing facility in the U.S. was just completed this past summer. People call Oregon the Silicon Forest, comparing it to Silicon Valley in California. Oregon has abundant clean water resources, reasonable electric power cost, and more available land. This year probably represents one of the highest growing years in the history of the semiconductor industry. The growth of the industry will reach 20 percent in the U.S. and over 20 percent in the Asian market. As demands for documentation and its importance increase, translation in this industry will be consistently growing, and will provide many business opportunities for translators.

I will give a presentation on this subject on Friday, September 22 at the 41st ATA Annual Conference in Orlando, Florida. I will give a general overview of the semiconductor industry, including the semiconductor equipment. I will also discuss technical terminology in Japanese and English for the semiconductor process and equipment. It is quite a challenge to summarize this gigantic technology-driven industry and the long and complicated manufacturing process involved. I am anticipating this opportunity very much, and hope many people will take advantage of my session to learn more about this developing industry.
Miss Interpreter Speaks—How to Get Better Reception: from Hors D’Oeuvres to Chef d’Oeuvres

By Laura E. Wolfson

How the interpreting clan has grown, Miss Interpreter got to thinking lately as she looked through a family photo album. Where once the haughty dowager, conference interpreting, stood in solitary splendor, late in life she has remade herself into a matriarch, spawning numerous offspring in a show of fertility positively astonishing for one her age.

...Where once the haughty dowager, conference interpreting, stood in solitary splendor, late in life she has remade herself into a matriarch...

There is the pretentiously named seminar interpreting, an artificial creation of the government large-volume procurement process. She does the same simultaneous work as the conference interpreter, but she does it many more days per year, for lower pay, in worse conditions, recovering on the heavy workload what she loses in pay cuts. She uses flimsy, government-issue portable interpreting equipment, usually carried in a shapeless canvas bag spotted with grease (also government-issue). This equipment is nothing more than a tangle of wires, microphones, and earpieces resembling a marine invertebrate which has swum far upstream through inland waterways and somehow washed up on a conference room tabletop. The equipment malfunctions frequently, and the seminar interpreter must cope with its vagaries on her own without help from a sound technician, the same sound technician whom the conference interpreter in the booth regards as her birthright. On the other hand, given the current state of the interpreting market and working conditions, Miss Interpreter supposes that seminar interpreters should be grateful that this piece of technology, which so closely resembles an octopus in almost every way, stops short of spurtiong an inky, malodorous cloud of liquid in her direction while she is working.

Then there is consecutive interpreting. She stands up straight and attentive at the podium with a steno pad in her hand and a pen at the ready, forever waiting for the garrulous presenter to activate his landing gear and touch down at the end of his utterance so that she can get to the beginning of hers before her memory starts dribbling from its underside like a leaky bucket patched with globs of mud.

There are also those promising and energetic young folk, medical, court, and community interpreting, toiling to make the world of interpreting safe for democracy and bringing linguistic rights to all who lack them. And there are other members of the family, too, less frequently seen, such as telephone interpreting, who stays at home out of sight (she prefers lounging on the sofa in her dressing gown), but works no less competently than her colleagues who make themselves presentable and go forth into the world each day.

And there is another interpreter, the cocktail party or reception interpreter, whose work also goes under-remarked, and who is also deserving of note.

“Cocktail parties?” you are thinking. What have interpreters to do with cocktail parties? But wait. Have you ever heard of a conference which did not both start and finish with a cocktail party? Would you agree to attend a conference from which these crucial rituals of opening and closure were missing? Some longer conferences are even punctuated with several receptions in addition to the opening and closing ones, to make sure the participants do not suffer pangs of thirst or become engrossed in the conference topic to an unhealthy degree.

Sometimes the conference interpreters are charged with handling these evening events, sometimes additional escort or consecutive interpreters are hired to work these events, but either way, interpreting at a cocktail party is fraught with unusual moments and calls for skills virtually unknown and rarely discussed in interpreting circles. Miss Interpreter says “rarely,” and not “never,” because she has heard of one highly reputable interpreting school where the students actually learn a few valuable things about working at receptions, to wit: that at all such evening events, the interpreter should be slightly less dressed up than the other people there—leave your sequined taffeta ball gown at home, please—as opposed to daytime business meetings, where the interpreter should be the best dressed person present—wearing a suit, even if no one else is. And the other lesson about receptions which these unusually well-prepared students receive comes in the following form: the instructor brings copious quantities of liquor to class and everyone is invited to imbibe. Then they interpret. What do the students learn, having bungled their interpretation more than usual? That drinking and interpreting do not mix. That the open bars at receptions and banquets are closed to interpreters.
Once Miss Interpreter was at a conference reception where, in an innovative move by the organizers, 16 interpreters were asked to stand under a large sign bearing the word “Interpreters” in many different languages. Perhaps this did make things too easy, for during the entire course of the reception not a single interpreter was approached and asked to help. Mystically, the delegates were seen chatting animatedly with people with whom they were known to have no common language, and they conducted all of their business that evening without the aid of interpreters, although all the delegates were monolingual and represented a wide range of unrelated languages of lesser diffusion. (This strange event, incidentally, coincided with a full moon.)

Maybe some conference attendees eschew simple methods of finding an interpreter because they find the blind date approach appealing. The blind date approach involves going up to a stranger in a large public space, fixing that person with a piercing look, making hesitant introductions, and then scurrying away in embarrassment upon realizing that the person found was not the person sought. Perhaps conference attendees prefer the thrill of the hunt. Whatever the reason, many conference organizers continue to overlook the issue of nametags and recognition at cocktail parties, leaving interpreters to haunt the margins of these events unidentified and underutilized.

For the interpreter, the problem presented by the cocktail party has another aspect as well, hinted at earlier. The interpreter has been hired and brought in by the client to aid communication, but how to know if the participants want their communication aided? The seasoned interpreter is familiar with situations where the participants would but there is much more to know about interpreting at receptions than what and what not to put on yourself and in yourself. The problematics of multilingual cocktail party venue discourse and their impact on the work of the interpreter deserve more attention than they have heretofore been granted.

Some cocktail parties are tedious, pro forma affairs where the suits seem to be wearing the people rather than vice versa, events from which the guests sneak away at the earliest opportunity. Other cocktail parties are characterized by wild abandon, lasting long beyond their scheduled ending time. At these more unbridled get-togethers, grapes, caviar, and jumbo shrimps squeal underfoot, delegates skid merrily through puddles of champagne, pronounce extravagant toasts in loud voices to no one in particular, and waltz with waiters bearing precariously stacked trays toward the kitchen. But no matter how varied cocktail parties are one from another, there are certain rules which generally obtain.

Even the dullest cocktail parties are different from every other sort of interpreted meeting in that they are, by their nature, thoroughly lacking in any kind of structure: conversational groups form and disperse unpredictably, unrestricted by agenda, schedule, formal presentations, or even seating plan. As a result, the cocktail party presents one of the greatest challenges to both the interpreter and the interpretee: identifying and finding each other so as to get down to the pressing task of removing the language barrier. In all other meetings, the speaker knows from the beginning who the interpreter is, because she is either in a booth or at his elbow. The cocktail party challenge is two-pronged. First, in a crowd of people milling around in business suits and holding glasses, how is the prospective user of interpreting services to determine which of the people who look exactly like everyone else are in fact interpreters in disguise? Second, how is the interpreter to make herself known to those who need her, without making a pest of herself with those who do not? This is especially tricky at an opening reception where no one has yet been introduced or seen the interpreters functioning in a more official capacity.

Some perspicacious conference organizers give interpreters nametags to pin to their lapels. Miss Interpreter welcomes this method of dispelling confusion about who is who, but notes with consternation that some of her collars have taken on the appearance of well-used dart boards as a result of her readiness to resort to this method. She has also noticed that many interpreters are less than willing to wear nametags. Perhaps they feel that nametags (which often have a blue ribbon attached at the bottom) should be reserved for pigs at a county fair. Perhaps they feel that identifying themselves removes the challenge for the delegate in search of an interpreter, insults the delegate’s intelligence, or unfairly renders the interpreter an easy target.

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rather not communicate, thank you very much, situations in which communica-
tion simply confuses matters further. Walking up to delegates and saying, "Hello, my name is—and I am your Ruritanian interpreter for the evening," while holding your notepad as if preparing to take down a drink order, is often not the best approach. This method has the drawback of forcing the delegate to tell you bluntly that he does not want your services, even when there is a speaker of the other language standing just a few steps away, looking forlorn.

What the practiced interpreter does in such a situation is this: she surveys the field before her and in her mind she divides everyone she sees into groups by nationality, determining which of them speak her A language and which speak her B language. Even if she is too far away to hear what language they are speaking, she can draw conclusions based on the cut of their suits, the make of their shoes, and other indescribable but unmistakable differences in bearing, build, and feature which set members of one nationality apart from those of another. Then she stands off to the side unnoticed and waits. Should speakers of different languages seem to gravitate toward each other, exchange glances and shuffle their feet, playing peek a boo across the language barrier, she bears down on them silently and very fast, gliding to a halt a few yards away with a raised eyebrow and an alert expression. The distance which she maintains between the delegates and herself allows them to pretend, should they so choose, that they have not seen her, while the alert look sends them the opposite message: she is at their service if they need her. It is a complex triangular approach-avoidance dance, but if she does not perform the steps prescribed, she runs the risk of missing her cue, of not being where she is needed when she is needed. This is a faux pas no interpreter can afford to commit with any regularity.

What happens to the interpreter during that interval, sometimes a rather long one, before the conference attendees need her, recognize her, reel her in, and put her to work? Several things can happen. The wise interpreter takes this time to seize a plate and heap it with cheese cubes, chunks of cauliflower, and thick white dip flecked with mysterious bits of something dry and green and ingest the whole combination while she can; this may be the only dinner she gets. (In addition, Miss Interpreter has noticed that clients like to see interpreters at receptions holding plates of food; it gives them a warm, fuzzy feeling and makes them feel that they are taking good care of the help.) She politely steers clear of conference attendees who try to engage her in chitchat, for this can only end in disappointment, discomfort, and disillusionment for both parties. Interpreters need to concentrate and ready themselves as they survey the room and wait to make their entrance; speaking with anyone other than a close colleague breaks their concentration and makes them anxious. Conference attendees, for their part, often cannot hide their letdown when they learn the person they are talking to is not a colleague in their field but a mere service provider. It is even more uncomfortable if the actual paying client sees the interpreter chatting and not working. How to signal to the client glaring balefully at you from across the room that you were waiting to be needed, that you do not want to force yourself on anyone, and that while you were waiting for someone to need you, you became the object of undesired attention! Interpreters, if you are hired to work at a reception and you discover at any given moment that you are engaged in some activity other than interpreting, or that you are not engaged in any activity at all, put on your invisible look and swathe yourself in a mantle of solitude.

But now that uncomfortable interval is over, and the interpreter has, like a whale in polar waters, permitted herself to be caught. Like a whale in polar waters? There are indigenous peoples in the Far North who believe that the whale is a creature from a higher, more spiritual world who gives itself up to the hunter with his harpoon, allows itself to be seduced, so to speak, in order to benefit the natural order of things, that its bones, skin, and flesh may go to house, clothe, and feed the one who takes its life. So, too, the interpreter at a cocktail party. In a conscious act of surrender and self-sacrifice, she makes herself available to those who need her, immolates herself on the pyre of apparently trivial chatter, for the greater good of all.

What happens next? The level of discourse at conference receptions is highly varied compared to what is said in speeches, panel discussions, and question-and-answer sessions before large audiences. Because cocktail party exchanges are spontaneous and intimate, with often as few as three witnesses or participants (counting the interpreter, who does not count, so that makes two, counting the person speaking, who does
count, so we are still at two), they tend either toward the sin-
gularly vacuous or the singularly significant; the latter to
include off-the-record exploratory discussions, negotiating
breakthroughs, and searing personal revelations. The inter-
preter must be prepared for all extremes, for in small groups,
the constraining element of shame does not make itself felt.
Hence, a heightening of both honesty and idiocy.

It is disappointing but not surprising that the most fre-
fently encountered type of cocktail party exchange is vac-
uous rather than significant. The interpreter may feel that she
is not performing a valuable social function by interpreting
vacuous exchanges which seem hardly worth the energy
required to repeat, let alone render in another language, and
that her work may even cause harm or result in some sort of
negative balance of value in the universe relative to the effort
expended. (This is wrong, an urban myth as misguided as the
notion that celery sticks take more calories to digest than they
contain, resulting in greater weight loss the more of them you
eat. Has anyone ever slimmed down by consuming a bath-
tubful of celery? Of course not.) Talking across cultures is
almost always good, even when the exchanges have a negative
content balance. At the very least, the listener learns that his
interlocutor is someone to be avoided in future. This, too, is
knowledge worth having.

An important note: The free-flowing nature of the cocktail
party invests the interpreter with unusual powers; if the inter-
preter makes herself conspicuous, shifts her weight from foot
to foot, sighs heavily, looks weary, it is within her abilities
to bring a conversation to a speedy close. But she should never
abuse this power for her own purposes. Instead, she should use
this method only when she sees that one of the people in the
conversation has been trapped by the other and is too polite or
too helpless to get away without her subtle assistance.

There is much more Miss Interpreter could say about
working at receptions, but only one other point that is truly
important. A reception can be so valuable that it may some-
times even serve as a talisman to hold at bay the two things
interpreters fear most of all, insufficient preparation materials
and faulty interpreting equipment.

At a reception years ago, Miss Interpreter was doing her stuff
during an impassioned soliloquy about the proper way to store
plutonium by means of vitrification (encasing the offending sub-
stance in glass). The subject was being expounded upon by a ner-
vous little Ruritanian man who rapidly stuffed olives into his
mouth one after the other as, over the course of 45 minutes, he
explained vitrification to an American colleague. Throughout this
discourse the American was staring unwaveringly down into his
cocktail. At one point, Miss Interpreter was about to start looking
weary and shifting her weight from one foot to the other. (For the
American’s sake, not Miss Interpreter’s. The whole subject was
new to her, and she found it quite fasci-
nating, and during those three-quarters
of an hour she went from ignoramus to
expert regarding plutonium vitrification.
It was the American who was getting
glassy-eyed, not Miss Interpreter). For
some reason she thought better of it and
stuck it out, even asking for clarification
a few times, which the informality of a
cocktail party allows an interpreter to

do. The little man joyfully obliged,
heaping clarification upon clarification.

The following afternoon, she was in
the booth when the self-same little man
rose from his seat and began a dis-
course on plutonium vitrification very
similar to what he had been saying the
night before. And as he was explaining
the virtues of the process, her ear-
phones began to crackle loudly; his
words themselves seemed to be
reaching her encased in thick glass, as
if to prove his point that anything sur-
rounded by glass will be irretrievably
cut off from its surroundings. His
mouth moved, but only one out of
three words reached her. The static
grew louder, the man's voice fainter.
Sheer panic very nearly ensued. Then
images from the previous evening’s
conversation starting coming to her—
the rapidly disappearing olives, the
American gripping his cocktail. Then
the sound track from yesterday’s recep-
tion kicked in inside her head. She
started recalling all she had learned
about vitrification. The equipment in
the booth continued to malfunction, but now
she was able to fill in from memory
what she couldn’t hear.

Readers, the previous evening’s
good reception had compensated for
bad reception in the booth. Need Miss
Interpreter say more?

Miss Interpreter would like to thank
ATA member Nora Favorov for reading
and commenting on this article before
it went to press.
ne of the most successful literary translators working today, Clifford Landers has been administrator of ATA’s Literary Division since 1990. In his 15 years as a literary translator, Landers has published 12 books and has others waiting in the wings. A graduate of the University of Florida, he has taught political science at New Jersey City University since 1972. He has translated Brazil’s leading novelists, including Rubem Fonseca, Jorge Amado, Patricia Melo, Paulo Coelho, and others. He lives with his wife and collaborator, Vasda Landers, in Montclair, New Jersey.

JE: They called Lope de Vega monstruo de la naturaleza for being unbelievably prolific. What shall we call you?

CL: You can call me Cliff.


CL: That was a fluke, believe me. As you know, there can sometimes be a long delay between the time you turn in a finished manuscript and when it appears in print. That’s what happened in 1997. Several projects that had been queued up were suddenly ready all at once.

JE: I still think your publishers have cloned you, or turned you into a translating machine. Seriously, how can one be so productive and so good? What are some of the factors, do you think, that explain your phenomenal output? It can’t hurt to be the computer nerd, excuse me, techie, that you are.

CL: You’re forgiven. Yes, it certainly helps to be able to compose at the key-

board. Ever since my freshman year in college I’ve never written anything but the occasional postcard by hand, and that eliminates one step in the process.

JE: But I have the impression that you not only compose, you compose final copy. I happen to know that you hardly need to revise.

CL: I’m fortunate enough to be able to turn out near-finished copy in the first draft, leaving only fine-tuning for a second draft. That saves a lot of time.

JE: And Excedrin. Of course, you haven’t explained how this is possible. I know that working with your wife Vasda must be extraordinarily helpful, but this doesn’t begin to help us understand why your first versions need so little editing. You must have some kind of built-in editor in your head, and in your ear. But tell our readers about the remarkable and wonderful Vasda Landers.

CL: Vasda Bonafini Landers is far and away the most important element in my translation activities. Although she doesn’t do the translation herself, before I submit a manuscript to a publisher, she and I have gone over it line by line, word by word; I read the translation aloud and she checks it against the original text. Did I mention that she’s a native of Brazil and has a Ph.D. in Brazilian literature from New York University? With her help, I manage to catch not only my inevitable blunders, but also avoid that scourge of solo work: skipping a word, line, or even a paragraph.

JE: What a great way to work. Nothing beats reading a translation aloud.

CL: Yes. If the sound is wrong, it doesn’t matter how “correct” the translation is; the style will be distorted. Imagine translating Vedeo o mar “I see the sea!” That sounds perfectly inane in English; either the verb or the noun must be changed. A perfectly ordinary Spanish phrase like Parecía una canción, triste y sencilla may emerge as It seemed like a sad, simple song. That’s unintended allitera-

tion, which may not leap out to the eye, but is unmistakable to the ear. Or he found himself cowed by the size of the crowd, which I call “committing poetry.”

JE: “Cowed by the crowd”? Bully for reading aloud! Please don’t make one of your puns. But tell me: can you honestly say that nothing unintended has gotten into print?

CL: Well, there have been some funny typos. In my very first book, Memoirs of a Gigolo, which is a delightful modern picaresque novel by Marcos Rey, the first-person narrator isn’t as smart—and by no means as educated—as he thinks he is. To indicate this, the author deliberately introduced a couple of spelling errors, including a hypercorrection or two. Some of the mistakes were so subtle (e.g., Gandhi for Gandhi) that they probably slipped past many readers. In any case, at one point the narrator referred to “Sigsmund” Freud, which I naturally reproduced verbatim. When I got the proofs, it had been changed to Sigmund. I then wrote in the margin “Sigmund [sic!] Freud” so there could be no mistake. Silly me. When the book was printed, there it was, large as life:

“Are you familiar with Freud?”

“Freud?”

“Sigmund [sic!] Freud.”

JE: That is hysterical. We have to make a collection of these things. Tell me this—how did a respectable political science professor get started as a literary translator?

CL: You ought to know. I firmly believe I wouldn’t be a translator today if you hadn’t gotten me started back in 1985. You may not remember it, but at the time you were an editor at Review (published by the Center for Inter-American Relations [now called the Americas Society]). We had known each other for some time, and one day you called to say that the magazine needed translations of short fiction by Brazilian authors. I chose “The Game of Dead Men,” a five-page short story by Rubem Fonseca, then and now my favorite Brazilian writer, and sub-

O
mitted it. It was published, and as a result shortly thereafter I was approached by Thomas Colchie, himself a translator, who offered to be my agent. (He still is.) Tom got me my first book, Memoirs of a Gigolo, an all-time bestseller in Brazil. It was published by Avon, and well, one thing has led to another. I’m now working on my 20th full-length book.

JE: If I had only known what would befall you! Cliff, I notice that all your translations have been of Brazilian authors. Could you comment on this?

CL: I think I feel something akin to a sense of mission regarding the translation of Brazilian literature. Brazilian culture is widely misunderstood in the United States. I want to do everything possible to give readers of English access to a literature that I find so vibrant, so alive.

JE: Your knowledge of Latin American politics and history must be a tremendous asset in your translation work. You must pick up on all sorts of allusions others might miss.

CL: I suppose that’s true. But by the same token, translating Brazilian fiction enriches my work as a political scientist. I often find myself quoting from these works in my lectures and papers, or copying passages for my students to read.

JE: How does your university view your work as a translator?

CL: Quite favorably. On several occasions I’ve been granted release time to work on translation projects, and my publications are counted by the institution as scholarly work.

JE: An enlightened environment. What was the most difficult translation for you to get published?

CL: I have to answer that in two parts. One was O Que É Isso, Companheiro? by Fernando Gabeira, on which the film Four Days in September was based. When Miramax approached me to translate the book, to be released in conjunction with the film, I warned them that the section on the kidnapping of the American ambassador in Brazil, the subject of the film, was only about ten percent of the book. Miramax told me to go ahead anyway. I did, got paid, but the translation was never published.

JE: How sad. There’s so much more to Gabeira’s story. What’s the other book that became a problem?

CL: Cidade de Deus by Paulo Lins. It’s a massive work, 550 pages, and virtually every sentence in it is nonstandard or substandard Portuguese—slang, criminal argot, ungrammatical syntax, the works. The novel also has some lyrical, almost poetic passages. My first version, I belatedly realized, was flawed, and only now have I found what I think is the true voice. I’ve been working on it for over a year and still have revisions to make before Bloomsbury brings it out.

JE: It will be a monumental contribution. Best of luck. Tell me something. Do you believe that literary translation is in trouble in the United States?

CL: To a certain extent, yes. For about a decade now publishers have been less and less sanguine about translations.

JE: Bottom line, of course...

CL: Surprise, surprise. And as larger commercial publishers drop out, smaller presses and university presses are increasingly strained to take up the slack. Some U.S. publishers have simply adopted a tacit “translation quota,” which is sometimes zero. Don’t misunderstand: there will always be room for the latest García Márquez or Kundera work, along with recent Nobel laureates. Publishers are often willing to take a loss on a given book for the sake of prestige; it’s just that the press run will be smaller than normal and the publicity may be perfunctory. Fewer works appearing in translation means that while solidly established authors and their translators may thrive, it becomes more difficult for aspiring translators to break through. A track record becomes more important. It may be that neophyte translators will have to serve a longer apprenticeship, doing years of yeoman work for small magazines and other periodicals before getting a chance to translate a book-length work.

JE: In addition to giving awards, developing conference sessions, supporting the Literary Division and its publications Source and Beacons, what can ATA do to promote literary translation?

CL: I would very much like to see an ATA mentor program established.

JE: On a volunteer basis?

CL: As a start, yes.

JE: Some of us have been doing this, informally. It’s great fun and very rewarding. I would love to see us get this organized on a broader basis. Tell me, what are you up to at the moment?

CL: After all these years, I’m finally writing something of my own.

JE: “Confessions of a Dictionary Fetishist”?

CL: Sort of. At the 1999 ATA conference in St. Louis, an editor from Multilingual Matters, Ltd. came to me and asked if I would be interested in writing a book on literary translation. They had seen the Q & A columns that I’ve been doing for Source for the last eight or nine years, and thought these could form the core of a book on the nitty-gritty of literary translation.

JE: Bravo! What will you call it?

CL: Literary Translation: A Practical Guide. It’s scheduled for 2001. And here comes the plug: advance orders will be taken at the Orlando conference in September.

Continued on p. 72
One of these two dictionaries, both by the same author and publisher, will be of little or no use to legal translators. The other could be considered a “must have” for legal translators into English, especially those who work from more than one language. The first book is called Bieber’s Dictionary of Legal Citations, but it is not a book that would help you if you encounter a legal citation and do not know what it means. Instead, it is a book that tells you how to cite your sources when you are drafting legal documents in English.

For example, let’s say that you are writing a brief to be filed with the United States Supreme Court and want to cite an article you read in the New York State Bar Journal. Simply open this book to the letter “N,” and under “New York State Bar Journal” you will find the correct abbreviation: N.Y.St.B.J. Of course, translators do not draft briefs—they translate them, and thus would presumably not need to know how to abbreviate a source like this. What translators do need to know is what on earth the abbreviation “N.Y.St.B.J.” means if they come across it in a document they are translating. Unfortunately, this dictionary does not work in that direction. In other words, there is no list of abbreviations and what they mean. It is strictly a dictionary of sources (laws, journals, etc.) and how to abbreviate their titles. This means that the book, while extremely useful to lawyers and legal scholars, is not useful to translators.

The other book, World Dictionary of Legal Abbreviations, is a dream come true for a translator translating a foreign legal document that is chock full of abbreviations. The book is a two-volume looseleaf set, and contains Australian, English, French, Italian, German, Portuguese, Spanish and, Israeli abbreviations (the latter in English only). The Portuguese section contains abbreviations from both Brazil and Portugal, and the French section contains abbreviations from France, Belgium, and Canada. The largest section in the book, which is devoted to legal abbreviations from Spanish-speaking countries, contains not only the expansion of the abbreviation in Spanish, but also English translations of the expansion. Some of the translations can be improved upon, to be sure, and the book’s insistence on translating the word “ley” in the names of laws (e.g., Ley de Minas) as “law” (e.g., Mining Law) instead of the more correct “act” (e.g., Mining Act) is a minor annoyance, but combined with the Internet, this book can be a powerful tool in solving the conundrums posed by the many abbreviations that litter most legal documents.

Of Literary Note

JE: We don’t print plugs. In closing, what advice do you have for aspiring literary translators?

CL: Buy my book! (Laughs.)

JE: Good grief. Seriously. This is not People magazine.

CL: Seriously? Think small. I’ve said this many times, but it’s worth repeating. By this I mean, don’t bite off more than you can chew. Begin by translating something short, preferably by an author whose works speak to you.

JE: What about permissions?

CL: The simplest thing to do would be to begin with something in the public domain, thus avoiding any copyright problems. Or, start with someone largely unknown in this country whose work merits greater recognition and obtain authorization from the holder of the foreign rights, who will either be the author or the publisher. This author will, in all likelihood, be happy to have his or her writings translated into English. Make sure to get exclusive translation rights.

JE: Some beginners do this and then never get around to doing, or publishing, the translation. This is really unethical, I think. Imagine how it leaves the writer!

Cliff, as always, it’s been so much fun to chat with you. See you in Orlando!

CL: Don’t forget to pack something for the Book Splash and the After Hours Café!

JE: You will need a steamer trunk. Thanks so much, Cliff.

“Of Literary Note” will appear six times a year to share news of literary translation and spotlight colleagues who have achieved special distinction in the field. Please send me your suggestions for future articles: engsch@proservice.net or 789 Captain’s Drive, St. Augustine, FL 32084.
In this month’s Accreditation Forum, experienced graders describe some of the mistakes commonly made by candidates taking the ATA accreditation examination from English into Spanish. The errors are categorized according to the accreditation program’s Framework for Standardized Error Marking, which graders use when marking exams and practice tests.

Category of Error: Grammar (G)
A very common grammatical error is the incorrect use of the definite article in Spanish (el/la, los/las). The rules differ dramatically between English and Spanish. Each instance where the definite article is missing in the candidate’s translation is considered a minor error.

Category of Error: Punctuation (P)
Some candidates make minor errors by imitating the punctuation of the original passage. For example, the series “identification, analysis, and solution” should be rendered in Spanish with no comma before the conjunction: identificación, análisis y solución.

Another common punctuation error involves the misuse of the dash. For example, in the sentence “Thousands of people get sick and hundreds die each year from drinking contaminated water—even in the U.S.,” the dash is used to introduce an emphatic conclusion to the sentence. In Spanish, however, this use of the dash is not authorized. Except when used to introduce dialogue, dashes in a Spanish text come in pairs, much like parentheses or quotation marks. Thus, the translation …por haber tomado agua contaminada—incluso en Estados Unidos would be assessed a minor error for punctuation.

Category of Error: Spelling (SP)
The rules for capitalization are very different in English and in Spanish. Frequently, candidates follow the English rules when translating into Spanish. Each instance of incorrect use of capitals (e.g., Sábado, Diciembre) counts as a minor error.

While much less damning to a candidate’s prospects than mistranslations, errors of punctuation and spelling do add up. Furthermore, there are cases in which a spelling or punctuation error actually alters the meaning of the original, therefore constituting a major error. If the candidate renders the above example as …por haber tomado agua contaminada, aun en Estados Unidos, the use of the word aún (meaning todavía) instead of aun (as in incluso) changes the intended meaning of the original. This would be considered a major error.

Category of Error: Usage (U)
The phrase “according to” is often translated as de acuerdo a. This widely used Anglicism is graded as a minor error of usage. The correct preposition in Spanish is con (de acuerdo con).

Category of Error: Misunderstanding of Source Text (MU) or Mistranslation (MT)
This type of error is often seen when the candidate is not familiar with U.S. institutions, organizations, or entities. For example, on a recent accreditation exam, this sentence was often misunderstood: “If the Japanese listen carefully this coming Thursday, they may hear the jets of Air Force One flying high over the island nation.” The phrase “the jets of Air Force One” was translated as “a squadron of planes of the U.S. Air Force” or as “planes from the most important Air Force in the world.”

Such errors can be compounded when a candidate blindly relies on the dictionary. For example, in a recent passage about the incompetence of salesmen in self-service stores, the following sentences appeared: “It seems that nowadays at these stores there are more pointers than salesmen. These are salesmen who point to the location of an item instead of taking the customer to the proper shelf and making the sale.” The term “pointers” was often rendered as “hunting dogs of the pointer breed.”

Along the same lines, some candidates are not familiar with common English idioms. For instance, the term “pet peeves” was rendered by many as animalitos domésticos del tipo “peeve” (little domestic animals of the ‘peeve’ type) when, in fact, most of the bilingual dictionaries give a good explanation of the idiom, provided the candidate knows how to look for terms like these. (Although there is not a corresponding idiom in Spanish, graders accept translations that render the meaning clearly.)

The following is another example of a mistranslation that appeared in an accreditation exam. “In her past teaching positions she had drawn a little upon the fact that she was young and brilliant and also a nun, but she was beginning to grow out of that” was translated as En sus puestos anteriores de enseñanza, ella se había retraído un poco por el hecho de ser joven, brillante y también monja…

This is considered a major error. The English phrase to draw upon is idiomatic and means to make use of something in order to obtain something else. The way it has been translated into Spanish changes the meaning completely. The Spanish says she had “withdrawn” or “retreated,” indicating that the candidate did not understand the English expression.

In an instance of a minor mistranslation error, the sentence “It was also famed for the most authentic seasoning paste” was rendered as También era famada por la pasta sazonada más auténtica. The English refers to a “seasoning paste,” but the Spanish translation says “seasoned paste.” This changes the meaning somewhat, but it is not critical.

Another frequent mistake is the use of false cognates, or “false friends.” These are words that derive from the same root, and yet their meaning is not the same, or not always the same, in one language as it is in the other. For instance, it is common to see translations such as aplicación instead of solicitud, or las facilidades de la escuela instead of las instalaciones de la escuela. These are considered major errors.
Decker, an active member, is a freelance technical translator in Danville, Pennsylvania.

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821 or fax them to (570) 275-1477. E-mail: JDecker@uplink.net. Generous assistance from Roy Wells (weststar@totacc.com) is gratefully acknowledged. Please make your submissions by the 25th of each month for inclusion in the next issue.

The Translation Inquirer will soon have the pleasure of face-to-face meetings, many for the first time, in the so-called Sunshine State with some of his loyal correspondents of this column at our 41st ATA Annual Conference. He can’t wait! Well, uhhh, on second thought, yes, he can wait; he must.

[Abbreviations used with entries in this column: D-Dutch; E-English; F-French; G-German; H-Hungarian; R-Russian; Sp-Spanish.]

New Queries

(D-E 9-2000/1) David Kerr needs help with “rendementskorting” in a description of an occupational pension scheme offered by an insurance company. The context: “Rekenrente, rentewinst en rendementskorting kunnen niet los van elkaar gezien worden. Als gevolg van de verlaging van de rekenrente kan een toename van de rentewinst, resulteert dit in een verhoging van de rendementskorting.” In the above, “rekenrente” is actuarial rate of interest and “rentewinst” is interest profit.

(E-D 9-2000/2) Anja Lodge was taking the second step in the translation of a document from Mexican Spanish to Dutch, with English as the intermediary. Shirts became the sticking point for her in this appeal for parts listed thus: ...pins, rods, rings, gears, spark plugs, spacers, bolts, nuts, shirts, locks, stoppers, ball bearings, seals, safety locks, connecting lines, gaskets, O rings. She believes that shirts might have been a mistranslation of a Spanish automotive part.

(E-Sp 9-2000/4) Stephen Brown wants to know whether a Spanish equivalent to cookie (the Internet kind) exists, or do people just use the English word?

(F-E 9-2000/5) Gerard Mryglet encountered a French computer company describing one of its products as “un produit sur étagère.” He wonders whether this might be jargon for a standard, store-bought product similar to off-the-rack clothing.

(F-E 9-2000/6) Mary Lalevée finds that both marriage and birth certificates have an expression in them, “Lecture faites et invités à lire l’acte.” She wonders whether anyone has a good translation for this.

(G-E 9-2000/7) A ProZ correspondent did a good bit of Internet research, but was unable to find out what “Duldungsstarrer” was, as in “in eine Art Duldungsstarrer verfallen.” He was working in the context of automotive research and development: “Es kann jedoch keine Rede davon sein, dass die XYZ-Entwickler [confronted with more stringent regulations]...in eine Art Duldungsstarrer verfallen würden wie das Kaninchen angesichts der Schlange.” Another ProZ subscriber provided a somewhat roundabout answer, but nothing pithy. One hint: the phenomenon is usually manifested by a pig, not a rabbit.

(Miscellaneous/8) This is part anatomy, part national culture. Marc Prior was translating a brochure for a product that, its marketers boast, can be delivered in three weeks. Included is a large picture of a hand holding up the thumb, index, and middle fingers. Being a Brit, Marc finds this odd and wonders whether some nationalities do as his does, counting beginning with the index, working over to the little finger, and then lastly the thumb. And has the European Union issued a mandatory specification on this matter, making the German way (thumb first, then the index, and the other four fingers) obligatory?

(Sp-E 9-2000/9) Marian Greenfield needs ideas for (9.a) “patrimonio autónomo” and (9.b) “agente de manejo” in connection with Venezuelan mortgage certificates. There is also an “administrador” and “colocadora.” She settled on administrator and underwriter for those. Could (9.a) possibly be special purpose vehicle and (9.b) processing agent?

Replies to Old Queries

(E-R 6-2000/2) (queue): In the context, says Alexander Aron, 3rd queue means третий очередной. The ordinal number indicates the order in which the units were commissioned. Zippy renders the entire phrase as radioactive waste from ChNPP Phase 3.

(G-E 1-2000/10) (“Nichtangriffsvereinbarung”): Clearly, says Selma Benjamin, it’s non-aggression pact.

(G-E 6-2000/5) (“Trowalisierung und Schlagschere”): Zippy discovered a Website (www.walther-trowal.de), and it informs the reader that “Trowalisierung” covers a variety of surface grinding processes (vibratory, centrifugal, etc.). Naturally, the name of the firm is the Walther Trowal Company.

(G-E 6-2000/7) (“Die dümmsten Bauern haben die dicksten Kartoffeln”): Randall Condra’s grandmother had a good equivalent: Fortune favors fools.

(H-E 4-2000/11) (“Lajos, Laszlo”): Michael Kramer sees it this way: Lajos < Louis, and Laszlo < Ladislas < Vladislav.

(R-E 5-2000/10) (безопасность, охранное обязательства): Vanda Voytkovich would render the former into English as property owner or property holder. The latter, in her opinion, calls liability for property safety or property safety responsibility.
Alexander Aron asserts the translator should simply use loops, and Zippy agrees. Roy Cochran claims that the maneuver is nothing sinister, but merely a common Russian aviation term. It is the same as а вито Нестерова (Nesterov loop), named after the first Russian pilot to perform this maneuver in a plane, Petr Nikolayevich Nesterov. Alex Shapiro explains that the latter involves an airplane making a complete vertical loop, in the upper part of which it flies in the upside-down position.

By Alexander Aron are exponentiation, involution, or raising to power. Zippy explains the former as replacing $x = y$ by $\log x = \log y$, which is taking logarithms. For the latter, one could say potentiation, but that is less common than the phrase taking powers. Alex Shapiro prefers finding the antilog. Zippy would not have thought of antilog, but at least it is not incorrect.

Emerson Virden went to Lohwater’s Russian-English Dictionary of the Mathematical Sciences (second edition, 1990) and found that as a verb, логарифмировать means to take the logarithm, and потенцировать is defined as exponentiate.

The sand-and-starfish cover of the ATA conference program is deceptive advertising. The Translation Inquirer’s trusty atlas reveals that Orlando is not even close to either the Atlantic or the Gulf of Mexico. It is stubbornly inland, and likely to remain so despite the worst that hurricanes can do.

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The Application of Mnemonic Devices to Interpreter Training Continued from p. 63


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Submit items for future columns via e-mail to hermanapter@earthlink.net or via snail mail to Mark Herman, 5748 West Brooks Rd., Shepherd MI 48883-9202. Examples of translations of humor are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant. Unless submitters request otherwise, material submitted may be shared with Robert Wechsler of Catbird Press (catbird@pipeline.com), who is planning an international collection of humor in English translation.
Note: All announcements must be received by the first of the month prior to the month of publication (September 1 for October issue).
For more information on chapters or to start a chapter, please contact ATA Headquarters. Send updates to Christie Matlock, ATA Chronicle, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Tel: (703) 683-6100; Fax: (703) 683-6122; e-mail: Christie@atanet.org.

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Attn.: Meeri Yule
Tel: (816) 741-9441 • Fax: (816) 741-9482
www.ata-micata.org

**National Capital Area Chapter of ATA (NCATA)**
P.O. Box 65200
Washington, DC 20035-5200
Tel: (703) 255-9290 • E-mail: sbrennan@compuserve.com
- The Professional Services Directory of the National Capital Area Chapter of the American Translators Association (NCATA) has gone online. It lists NCATA members and the services they offer, together with additional information that enables translation and interpretation users to find just the right language specialist for their projects. Bookmark www.ncata.org and check out the NCATA directory. If you maintain language-related Web pages, you may want to include a link to the directory. NCATA is always interested in comments and suggestions.
New York Circle of Translators (NYCT)
P.O. Box 4051, Grand Central Station
New York, NY 10163-4051
Tel: (212) 334-3060 • E-mail: ms48@is.nyu.edu
www.nyctranslators.org

Northeast Ohio Translators Association (NOTA)
1963 East Sprague Road
Seven Hills, OH 44131
Tel: (440) 526-2365 • Fax: (440) 717-3333
E-mail: mondt1@ameritech.net • www.ohiotranslators.org

Northern California Translators Association (NCTA)
P.O. Box 14015
Berkeley, CA 94712-5015
Tel: (510) 845-8712 • Fax: (510) 883-1355
E-mail: ncta@ncta.org • www.ncta.org
• Telephone/online referral service. See searchable translator database on Website.
• 2000 NCTA Membership Directory available in print version for $25 or on diskette for $10. To purchase, mail remittance to the above address, or fax/telephone MasterCard/Visa number and expiration date.
• A Practical Guide for Translators, 1997 revised edition available for $10. To purchase, mail remittance to the above address, or fax/telephone MasterCard/Visa number and expiration date.
• NCTA General Meetings for 2000:
  Place: University of California Extension, 55 Laguna Street, San Francisco
  Date: December 9

Northwest Translators and Interpreters Society (NOTIS)
P.O. Box 25301
Seattle, WA 98125-2201
Tel: (206) 382-5642
info@notisnet.org • www.notisnet.org

Southern California Area Translators and Interpreters Association (SCATIA)
P.O. Box 292268
Los Angeles, CA 91367
Tel: (818) 725-3899 • Fax: (818) 340-9177
info@scatia.org • www.scatia.org

Affiliated Groups

Michigan Translators/Interpreters Network (MiTiN)
P.O. Box 852
Novi, MI 48376
Tel: (248)344-0909 • Fax: (248)344-0092
E-mail: izumi.suzuki@suzukimyers.com • www.mitinweb.org

Utah Translators and Interpreters Association (UTIA)
P.O. Box 433
Salt Lake City, UT 84110
Tel: (801)359-7811 • Fax: (801)359-9304
E-mail: JCAIleman@aol.com
www.stamspscapes.com/utia

Other Groups
This list gives contact information for translation and interpretation groups as a service to ATA members. Inclusion does not imply affiliation with or endorsement by the ATA.

American Literary Translators Association (ALTA)
Box 830688
Richardson, TX 75083-0688
Tel: (214) 883-2093 • Fax: (214) 833-6303

Austrian Translators and Interpreters Association (AATIA)
P.O. Box 1331
Austen, TX 78711-3331
www.aatia.org

Chicago Area Translators and Interpreters Association (CHICATA)
P.O. Box 804595
Chicago, IL 60680
Tel: (773) 508-0352 • Fax: (773) 508-5479
E-mail: 74737.1661@compuserve.com

Colorado Translators Association (CTA)
P.O. Box 295
Eldorado Springs, CO 80025
Tel: (303)554-0280 • Fax: (303) 543-9359
eldorado@ares.cs.d.net
• For more information about the online directory, newsletter, accreditation exams, and professional seminars, please visit www.cta-web.org.

Delaware Valley Translators Association (DVTA)
606 John Anthony Drive
West Chester, PA 19382-7191
devinney@astro.ocis.temple.edu
• 1999-2000 Membership Directory available for $10. Please make check payable to DVTA and mail your request to the above address.

El Paso Interpreters and Translators Association (EPITA)
1003 Alethea Place
El Paso, TX 79902
Fax: (915)544-8354
grdelgado@aol.com

Fédération Internationale des Traducteurs/International Federation of Translators (FIT)
2021 Union Avenue, Suite 1108, Montreal, Quebec H3A 2S9 Canada
Tel: (514) 845-0413 • Fax: (514) 845-9903
secretariat@fit-if.org

Houston Interpreters and Translators Association (HITA)
3139 West Holcombe, Suite 140
Houston, TX 77025
Tel: (713) 661-9553 • Fax: (713) 661-4398
106463.1052@compuserve.com

Metroplex Interpreters and Translators Association (MITA)
7428 Summitview Drive
Irving, TX 75063
Tel: (972) 402-0493
www.users.ticnet.com/mita/

National Association of Judiciary Interpreters and Translators (NAJIT)
551 Fifth Avenue, Suite 3025
New York, NY 10176
Tel: (212) 692-9581 • Fax: (212) 687-4016
headquarters@najit.org • www.najit.org

Nebraska Association of Translators and Interpreters (NATI)
4542 South 17th Street
Omaha, NE 68107

New England Translators Association (NETA)
217 Washington Street
Brookline, MA 02146
Tel: (617) 734-8418 • Fax: (617) 232-6865
kkronie@tiac.net • www.members.tripod.com/~netaweb/index.htm

New Mexico Translators and Interpreters Association (NMTIA)
P.O. Box 36263
Albuquerque, NM 87176
Tel: (505) 352-9258 • Fax: (505) 352-9372
uweschooeter@prodigy.net • www.cybermesa.com/~nmtia
• 2000 Membership Directory available for $5. Please make check payable to NMTIA and mail your request to the address listed here, or contact us by e-mail.

Saint Louis Translators and Interpreters Network (SLTIN)
P.O. Box 3722
Ballwin, MO 63022-3722
Tel: (636) 394-5334 • Fax: (636) 527-3981
hunternyc1988@yahoo.com
Call for Papers
Third Asian Translators’ Forum (FIT) • December 6-8, 2001
Translation in the New Millennium:
Inter-Continental Perspectives on Translation

Organizers:
Hong Kong Translation Society
Centre of Asian Studies, The University of Hong Kong
Centre for Literature and Translation, Lingnan University

Venue:
University of Hong Kong and Lingnan University
Working Languages: English and Chinese

Organizing Committee:
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Teresa Tsai, University of Hong Kong
Candy Wong, C & C Joint Printing Co. (HK) Ltd

The Asian Translators’ Forum is a regional conference held once every four years under the auspices of the International Federation of Translators (FIT). The first Forum was held in Beijing in 1993 and the second Forum took place in Seoul in 1997. The Third Forum will contain sessions in the following formats:

Plenary sessions
Colloquia
Workshops
Publishers’ sessions
Panels for individual papers
Roundtable discussions

Special book exhibitions on translation studies and Chinese literature translations

As part of the celebration of its 30th anniversary in 2001, the Hong Kong Translation Society will also be hosting a number of special functions during the Forum.

Objectives:
To provide an opportunity for translation scholars in the Asian-Pacific region to meet with their European and North American counterparts;

To strengthen the network of connections for practicing translators to exchange experiences;

To build a basis for inter-regional cooperation and foster more joint translation efforts and transnational translation research; and

To enable researchers in various translation-related fields to present their most recent findings (a selection of scholarly articles from amongst those presented will be published after the Forum).

Preliminary Schedule:
The Forum will be held from December 6-8, 2001. The venue for the first two days will be The University of Hong Kong and the last day will take place at Lingnan University. There will be a sightseeing tour of Hong Kong after the Forum, subject to demand.

Sub-themes:
The Profession of Translation/Interpretation
The Computer and the Translator
Translation and the Law
Teaching Translation
Translation Theory/Translation Studies
Translation and Publishing.

Submission of Abstracts:
The Organizing Committee invites submissions of 300-word abstracts on any topic related to the sub-themes of the Forum, though abstracts on all translation-related issues are welcome. All abstracts will be refereed and those whose proposals and papers have been accepted will be notified. The organization of workshops, colloquia, and roundtable sessions focusing on related areas of interest is encouraged. Please forward all abstracts by May, 1, 2001 to: Leo Tak-hung Chan, Centre for Literature and Translation, Lingnan University, Tuen Mun, Hong Kong; Fax: (852) 2838-1705, E-mail: CLT@LN.EDU.HK (E-mail abstracts in MS Word format).

Abstract should include the following:
Name, Title, Affiliation, Address for Correspondence, Tel, Fax, E-mail, and Title of Abstract.

Important Dates:
Participants will be notified of the acceptance of their papers by July 31, 2001. Final papers should be submitted by October 1, 2001. Registration begins on August 1, 2001 with special rates available to those who register before October 15. Further calls for papers, with information on keynote speakers, length of presentations, etc., will be sent out in November 2000 and March 2001. For regular updates, check the Website at: www.hkts.org.hk. General inquiries can also be directed to: Centre of Asian Studies, University of Hong Kong, CASGEN@HKU.HK or Fax (852) 2559-3185; and the Hong Kong Translation Society, ADMIN@HKTS.ORG.HK; or Fax (852) 2465-2246.
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Seeking Commercial Translator
Commercial Translator-Language Italian wanted by Co importing/exporting Petro Products in Alexandria, VA. Must have Bach in Italian language, Translation/Language Interp. Respond to: HR Dept, Carbotrade USA Corporation, Luca Minna, 110-A South Columbus St, Alexandria, VA 22314.

Seeking Technical Translator
Technical Translator sought by company in Denver, CO specializing in business software solutions to work in Denver & other unanticipated job sites in the US. Translate technical documents, particularly software products, including on-screen computer documentation, user documentation, technical manuals, & hard copy documentation from English into Japanese. Manage translation files using translation manager software products. Create styles formats & standards & coordinate implementation in translated products. Make sure that translations comply with customary linguistic & cultural norms. Use computerized translation tools. Train other translators. Requires Bachelor’s in trans., linguistics, business, or related field (including econ.); 2 years experience in the translation of technical documents; must be fluent in Japanese & English. Must be able to pass standard technical translator test administered by the company. 8am-5pm, M-F; $47,187/yr. (2 openings.) Respond by resume to James Shimada, Colorado Department of Labor & Employment, Employment & Training Division, Tower II, #400, 1515 Arapahoe, Denver, CO 80202, & refer to Job Order Number CO4667512.

Seeking Technical Translator
Technical Translator sought by company in Denver, CO specializing in business software solutions to work in Denver & other unanticipated job sites in the US. Translate technical documents, particularly software products, including on-screen computer documentation, user documentation, technical manuals, & hard copy documentation from English into Spanish. Manage translation files using translation manager software products. Create styles formats & standards & coordinate implementation in translated products. Make sure that translations comply with customary linguistic & cultural norms. Use computerized translation tools. Requires 2 years experience in the translation of technical documentation, including computer software documentation & manuals; fluency in English & Spanish; must be able to pass standard technical translator test administered by the company. 8am-5pm, M-F; $47,187/yr. (2 openings.) Respond by resume to James Shimada, Colorado Department of Labor & Employment, Employment & Training Division, Tower II, #400, 1515 Arapahoe, Denver, CO 80202, & refer to Job Order Number CO4667512.

Translator and Simultaneous Interpreter
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Registration for all accreditation exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from the ATA Website or from Headquarters.

Please direct all inquiries regarding general accreditation information to ATA Headquarters at (703) 683-6100.

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