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ATA Board Candidates’ Statements for ATA’s Elections .......................... 10
International Certification Study: Non-Degree Professional Certificate for Arabic .................................................. 17
Good Contracts Make Good Partners
By Chari Voss ................................................................. 19

Being prepared for the business of translating and interpreting means more than just knowing how to translate and interpret. Whether you work primarily with direct clients or with translation agencies and companies, knowing the basics about drafting and negotiating contracts is a must.

Sites of Interest for Translators: How to find information on potential clients
By Frieda Ruppaner-Lind .............................................. 21

What do you know about your potential client? This article gives a brief overview of valuable Internet resources for freelance translators, featuring several lists and archives that can be helpful in gathering information before accepting assignments.

Everyone is in Sales*
*Whether they know it or not!
By Jeffrey Hoffmann ...................................................... 22

Salespeople are not the only ones responsible for gaining and retaining clients. Ultimately, everyone in a translation company must take accountability for ensuring the next sale.

Maintaining Quality in the Flood of Translation Projects: A Model for Practical Quality Assurance
By Gabrielle Vollmar, translated from the German by student translators at the Translation and Interpretation Institute in Seattle, Washington ................................................. 24

Faster and faster production cycles are putting increased pressure on translation companies to translate more text at a faster pace and lower cost. All too often this is at the expense of translation quality: a tight schedule does not allow time and money for a thorough quality check. However, the choice between maintaining quality and meeting a deadline does not have to be a dilemma. The model for practical quality assurance of translations that are subcontracted to other companies, as outlined in this article, offers a possible solution.

Translating for an International Corporation (in-house and freelance)
By Ilona Helen Volmer .................................................... 28

In our industry, professionals need to be more than just excellent translators. Whether they work for a company or as a freelancer, they also need to know about project management and business administration. What is the typical process of a translation project and how do our translators fit in?
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Here’s the current list of documents that are available and their document numbers:

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Possible Strategies for the Translation of Foreign Patents  
By Steve Vlasta Vitek ........................................ 31

Although the translation of patents from Japanese, German, and other languages into English is a busy field, it is sometimes avoided by talented beginning translators because it has a reputation for being difficult. In spite of the many challenges in this field of translation, such as illegible faxes, complicated terminology, and lack of context, translators can usually find a legible copy for free on the Internet. They can also find and confirm relevant technical terms through a search on Websites such as the Japanese Patent Office and European Patent Office Website. This article suggests some translation techniques for patent translation. It also points out some similarities between linguistic techniques that can be used for the translation of Japanese and German patents, based on logical similarities between the two languages.

The First Workshop on the Teaching of Interpreter Training Held in Taiwan, Republic of China—A Pilot Study  
By Sheng-Jie Chen and Fritz G. Hensey .......................... 36

This study addresses the shortage of interpreter-trainers in Taiwan and proposes a solution—a teacher-training workshop. Such a workshop was held for the first time in Taiwan, December 15-17, 2000. This article investigates the process of implementation of the workshop and analyzes the feedback of participants. It is hoped that the concepts derived from this study may enhance teacher-training in similar workshops.

Successfully Managing Flash Localization Projects  
By Shaunessy P. O’Brien ......................................... 42

Macromedia’s Flash has become a vital tool for Web publishers and users alike. However, many of the features that contribute to Flash’s overwhelming success have also made it difficult to use during the localization stage of a Website. This article outlines some of the most common challenges of a Flash localization project and offers suggestions for how to overcome them.

Special Challenges in Interpreting from Japanese into English  
By Izumi Suzuki ............................................ 46

Interpreter/translator Izumi Suzuki walks us through the hazy maze of Japanese ambiguity, hard on the path towards clear communication. Her examples and easy style beguile us into thinking that the challenges are fun as well as funny. They aren’t.

Economics for Portuguese Translators  
By Alexandra Russell-Bitting ............................... 51

What do ministers of finance talk about when they get together? Based on a Portuguese-language source text on Brazil, this article will explore some basic economic terminology, with emphasis on meaning and proper usage in English and Brazilian Portuguese. The main topics covered will be exchange rate regimes, inflation, GDP growth, the balance of trade, interest rates, privatization, integration, the Real Plan, and fiscal discipline.
Sheng-Jie Chen teaches conference interpretation, public speaking, debate, and effective conference and meeting techniques at the National Taiwan University of Science and Technology in Taipei, Taiwan, and has published extensively in these areas. His working languages are Chinese, English, and Taiwanese for conference interpretation. He has translated over 300 English movies into Chinese and 50 Chinese movies into English. Contact: shengjie@mail.ntust.edu.tw.

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Izumi Suzuki was born and raised in Yokohama, Japan. She and her husband, Steve, manage Suzuki, Myers & Associates, Ltd., specializing in English<>Japanese translation and interpretation, business consulting in the Japanese interface, and bilingual travel assistance in the Detroit area. She is a conference interpreter and an ATA-accredited (English<>Japanese) technical translator. After completing her term as an ATA Board member, she is currently the administrator of the Japanese Language Division. Contact: izumi.suzuki@suzukimyers.com.

Steve Vlasta Vitek received his master’s degree in Japanese and English studies from the Charles University in Prague, Czechoslovakia, in 1980. He worked as an in-house translator for the Czechoslovak News Agency (CTK) in Prague in 1980-81 and for Japan Import Center in Tokyo, Japan, in 1985-86. He has been a freelance translator specializing mostly in the translation of Japanese and German patents and articles from technical journals for patent law firms in the U.S. since 1987. He recently moved from Northern California, where he spent almost two decades, to Chesapeake, Virginia. Contact: stevevitek@patentranslators.com (or stevevitek@pattran.com).

Ilona Helen Volmer graduated from a German university in May 1988 with a diploma in translation and interpreting for English and Russian. She joined the translation department of Nixdorf Computer AG in October of that year (the company was purchased by Siemens AG in 1990). Since joining the company she has held various positions within the department, including translator, senior translator, terminology coordinator, project manager, and, since August 1998, director of sales and marketing for Siemens Language Services. Contact: ilona.volmer@mch20.sbs.de.

Chari Voss is a freelance French<>English interpreter and French<>English translator in Washington, DC. She holds a Master of Arts degree in translation and interpretation from the Monterey Institute of International Studies. She works for translation companies, international organizations, and government agencies such as the U.S. Department of State. She also spent two years as an interpreter/translator at the UN International Criminal Tribunal for Rwanda, where she interpreted some of the first genocide trials in history. Contact: cvoss@frenchintoenglish.com or www.frenchintoenglish.com.
As the summer winds down and we gear up for the Annual Conference, here are a few noteworthy items.

**Record Membership.** ATA membership has surpassed last year’s record membership. As of July 31, ATA had 7,892 members. ATA finished 2000 with 7,757 members. Thanks again to all of you for your continued support of the association.

**Conference Preliminary Program.** The Preliminary Program and registration forms are online (www.atanet.org/conf2001). The Preliminary Program includes a tentative schedule of sessions. The sessions do change as new ones are added, since presenters cancel for reasons beyond our control (illness, family emergency, work conflict, etc.) Be sure to visit the ATA Website for the latest information.

**Energy Surcharge.** As many of you have probably read, following the blackouts and severe energy crunch parts of California faced last winter, several hotels started adding an energy surcharge of $2-5 a night. Needless to say this has caused much controversy in the meetings business. The Millennium Biltmore Hotel, the host hotel for the conference, has agreed to waive the energy surcharge for ATA conference attendees.

**Looking for a roommate at the conference?** According to the various conference hotels that ATA has worked with over the years, most have noted that ATA conference attendees share more hotel rooms than other adult groups at their meetings. (I inserted “adult” because school groups share more.) ATA used to offer a roommate referral service, but it became too labor intensive as the meeting attendance increased. ATA is once again facilitating finding a roommate. In the Members Only section of the ATA Website, you can post your request for a roommate in the Conference forum.

**New Employee.** Mary David has joined ATA as the chapter and division relations manager. She replaces Christie Matlock, who left ATA to pursue further academic study. Mary brings a strong background in running chapters, as a volunteer, with the American Association for Medical Transcriptionist. She has already been working closely with ATA’s chapters and divisions as well as with other local groups.

**Reminder.** If you are changing your address, phone/fax numbers, and/or your primary e-mail address, please be sure to pass along your new contact information to ATA Headquarters. You can e-mail, fax, or mail it to ATA Headquarters or you can simply update your profile in the online Translation Services Directory. We will then import the new information into the ATA database.

Don’t forget to register for ATA’s 42nd Annual Conference by October 1 to get the early-bird discounted rate. See you in Los Angeles!

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**La Fédération internationale des traducteurs (FIT) Archives**

FIT is seeking academic institutions, libraries, or foundations interested in serving as a repository for FIT archival materials. Letters of interest should address the nature of ownership of archival materials, physical and staff resources allocated to collections, access to collections for research purposes, copyright, financial arrangements, and the level of organizational support.

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Canada
As summer recreation, I am reading my way through the Palliser series by Anthony Trollope. I've loved novels all my life, but Trollope is definitely a mature taste. His three-volume tomes take us through the highways and byways of Victorian English life at a pace too leisurely for the young. He offers the twin pleasures of recognition—seeing how many aspects of human nature remain the same—and surprise—seeing how our culture and our expectations have changed. In the first novel of the series, the heroine, Alice Vavasor, finds herself at a ducal dinner table next to a Tory politician; an old curmudgeon set in his ways. She surprises herself, and him, by asking the pointed question, “Have you voted for the ballot?”

This question took me aback, too. How could one “vote for the ballot?” On looking into it, I learned that the secret ballot is a relatively late institution. Great Britain authorized ballots only in 1872. Until that time, voters cast their votes publicly and their landlord, boss, or aristocratic patron could tell precisely whom they voted for. To a Tory politician, this meant that wiser heads, who understood the way things ought to be, could be assured that their votes would prevail. They had influence over the less educated, or those of a lower social class. “The ballot” represented a dangerous trend towards democracy, taking power away from those in authority and giving it to the mob.

Well, I feel grateful to live in a country that votes by secret ballot, and sorry that so few of my fellow citizens exercise that right. In this issue you will find the statements of those hardy souls who have agreed to be nominated to serve the ATA as officers and directors—I extend my personal gratitude to them! I hope that you will read the statements carefully and cast your ballot thoughtfully. The involvement and support of our members in our elections is one of the ways we build a strong association. As you know, all active and corresponding members are entitled to vote. If you are an associate member, please consider applying for active or corresponding status, so that you too can vote in our next election. We need your involvement in our decisions.

One step we have taken this year is to simplify the proxy form. If you are not able to attend our election on Thursday, November 1, please do fill out your proxy form (coming in the mail) and either give it to a voting member coming to the meeting, or send it to Headquarters by the deadline. We need proxies to establish a quorum, and even more, to have the broadest possible participation in our election. Unlike Alice Vavasor, we can exercise our franchise freely, and I invite all you voting members to do so.
WPC Wash Pension Ad
Pick up page 78 Feb 01
Candidates’ Statements for ATA’s Elections

The election this year is to fill one two-year term for President-elect, Secretary, Treasurer, and three three-year terms for directors’ positions. The ballot will be mailed in late September.

President-elect: (two-year term)
Scott Brennan
sbrennan@compuserve.com

ATA’s goal in coming years must be to put translation and interpreting on the professional map. To achieve that goal, ATA must come into its own as an association of professionals and focus on promoting the interests of working translators and interpreters.

As the T/I profession takes on an increasingly important role in business and culture in the U.S., there will be ever greater pressure from outside to regulate and define us. If elected, I will fight to make sure we control where we are headed and how we present ourselves as a profession. There are tough decisions to be made, but better we make them ourselves.

Of course, the devil is in the details. I strongly support the strategy ATA has adopted to progress toward recognized and rigorous national translation standards on a par with other professional certifications, and to expand professional development opportunities and intensify our public relations efforts.

**ATA Accreditation.** Our goal must remain a professional credential that stands on its own merits and enhances the prestige and authority of ATA and the T/I profession as a whole. I believe that decoupling membership and accreditation puts ATA accreditation in a stronger position for adoption as a standard, de facto or otherwise, outside the T/I industry.

**Professional Development.** A thriving and diverse continuing education program is essential to a professional credential like ours and, more importantly, to the life of our association as a whole. The National Capital Area Chapter (NCATA) has moved decisively toward an emphasis on regular language- and subject-specific seminars during my second term as its president. If elected, I will work to step up ATA support, financial and otherwise, to encourage the kind of initiative shown by the organizers of the Financial Translation Conference this past May and by a number of divisions and local groups.

**Public Relations.** We have a compelling story to tell. The time has come to enlist outside experts to help us develop and implement a comprehensive, ongoing public relations strategy that supplements, targets, and amplifies the hard work of our volunteers and staff. Raising our profile outside the industry will benefit us directly (for example, through targeted marketing of ATA member services), but the long-term effects will be subtler and touch every aspect of our lives as working translators and interpreters.

One of my favorite things about ATA gatherings has always been the generosity among colleagues. We believe the work we do is important and dignified. Our strong feelings have also been the source of heated controversy in the past. I hope we never lose that, since it is a sign we are healthy and growing. It shows there is much more holding us together than driving us apart.

I feel honored to have been nominated to run for ATA’s president-elect. I believe I can bring a clear vision and practical approach to the work that lies ahead. Thank you for considering me to represent your interests.

Some background: Legal and financial translator in private practice in Washington, DC; ATA accreditations in Italian, French, and Spanish into English; currently serving on ATA Board of Directors and as president of NCATA; graduate of Georgetown University (English literature and linguistics).

Secretary: (two-year term)
Courtney Searls-Ridge
courtney@germanlanguageservices.com

I have been an active member of the ATA since 1979. Over the last 22 years I have tried to serve my colleagues, and our profession, through professional development, continuing education, and involvement in our professional associations. My colleagues in the ATA have honored me by electing me as a member of the Board and as secretary for the last two years. I have also served as chair of the Honors and Awards Committee and am the current head of the Mentoring Project Task Force. If elected, I will be glad to offer continuity on the Executive Committee in this time of transition. I am very pleased with the direction the ATA has taken in recent years, and I want to help support and encourage some very exciting trends.
1) I strongly support the recent decisions regarding the ATA accreditation program. I believe that they are necessary to make our credential as good as it can be. I recognize that change is difficult, and I want to help out over the next two years as we work together, collaboratively, to implement these decisions for our association.

2) The success of our regional conferences, and the specialized Financial Translation Conference last May, demonstrates the hunger among our colleagues for excellent training. I help meet this need in Seattle as academic director of the Translation and Interpretation Institute, which I co-founded. I would like to see us devote more time, energy, and resources to these unique professional development opportunities. They will complement our efforts to strengthen our credential, and equip our members to be as competitive as possible in the marketplace.

3) One new program in which I am deeply involved is the Pilot Mentoring Program. This program will be officially launched at the ATA Annual Conference with 30 pairs of mentors and mentees. The next task is to monitor the pairs, finalize the procedures that will be incorporated into the program, and prepare and present a proposal to expand the program in the future.

I believe that the Mentoring Program has the potential to offer great benefits, both to its participants and to the association as a whole. By setting up a supportive structure, we can leverage our members’ knowledge, help newcomers, and develop strong personal ties within the ATA. This could encourage a real flow of energy and commitment within the ATA, if all goes well. If reelected, I pledge my volunteer time and energy to this project to see that it is truly up and running for the next generation of translators.

4) We have made great strides in involving interpreters more deeply in the everyday life of the ATA, but more still needs to be done. If elected, I will continue to be a voice for interpreters on the Board, will support the Interpreters Division, and will work with my colleagues who are interpreters to strengthen this side of our association’s activities.

At this time when the business environment is putting ever more pressure on translators and interpreters, the ATA needs to be in the forefront. We can help each other by strengthening and improving the accreditation program; offering top-notch professional development opportunities; developing new programs, like the Mentoring Project, that will bring together the best of our history and the “cutting edge” of our future; and recognizing the important role that interpreters play in our professions, our society, and our association.

Treasurer: (two-year term)
Jiri Stejskal
jiri@cetra.com

A native of Prague, I left the then-communist Czechoslovakia for Austria in 1986, where I lived for the following two years. In 1988, I found a permanent home in the United States. I became an associate member of ATA in 1991, and an active member in 1996. In addition to the peer evaluation needed for my active membership in ATA, I was approved as an English-to-Czech translator by the U.S. Department of State in 1996. My other qualifications include education in both linguistics and business administration, as well as over 20 years of experience as a translator and 7 years as a business owner. On the academic side, I earned M.A. and Ph.D. degrees in Slavic languages at the University of Pennsylvania, where I have taught undergraduate and graduate language courses since 1990. I was also a founding member and served for number of years as an officer in the North American Association of Teachers of Czech, and acted as the chief editor of the association’s newsletter. On the business side, I quickly learned how to prepare and interpret financial statements and budgets after I was awarded a very large translation contract in 1997 and my company changed, practically overnight, from a struggling sole proprietorship to, at least temporarily, a thriving corporation. To that end I took a series of preparatory business courses at Wharton and subsequently enrolled in the Executive M.B.A. program at Temple University, graduating only last year, with Excel sheets still

Continued on p. 12
spreading themselves in my mind during many a restless night.

I fully support the current activities and policies of ATA. My ambition is to promote, both inside and outside our association, the following concepts, in whichever order you like, as they are equally important to me: quality, communication, and civility. I believe that lack of verifiable quality assurance procedures on all levels, as well as our willingness to take shortcuts which compromise quality, are the underlying causes of our struggle to be recognized as a “real profession.” Indeed, there is no profession without professional conduct. I further believe that open communication on all levels—among and between individuals, translation companies, and other professional organizations—is essential to the well-being of our association. It is precisely for this reason that I gladly volunteered to coordinate the ATA International Certification Study and have been working to establish links with language-related organizations throughout the world, as any attempts to shut ATA off to the outside world represent, in my opinion, a moribund effort. I launched a series of articles on the International Certification Study in the June issue of the Chronicle and I am planning to continue in this endeavor. Last, but not least, I want to promote civility, or professional conduct if you will, among all of us. Relationships between freelancers and translation companies are frequently strained for lack of understanding of each other’s position, and, within the freelance community, all too often I see reviewers concentrating on insinuating comments about anonymous translators instead of providing constructive comments needed for achieving a result all participating parties can be proud of.

I am delighted to have been nominated for the office of the treasurer. If elected, I will work hard to ensure complete transparency and integrity of financial and related procedures of ATA, and communicate all relevant issues to the ATA membership through appropriate channels.

Candidates’ Statements Continued

Director: (three-year term)
Virginia Benmaman
benmaman@cofc.edu

The past 21 years of my long career as professor of Spanish at the College of Charleston, South Carolina, have been devoted primarily to interpretation issues. As with so many of us during those early years, my entry into this emerging profession was pure happenstance. With scant resources available, I began to look for ways to educate myself and to help others, struggling as I was, with the multitude of issues facing us. After two years of participating in the New Jersey Department of Higher Education Project on Legal Interpretation in the mid-1980s, I received federal funding to work with two colleagues in developing a dictionary for practicing interpreters. The Bilingual Dictionary of Criminal Justice Terms was published in 1991, and the Bilingual Handbook for Public Safety Professionals followed shortly thereafter.

As an educator, my greatest concern was the total lack of professional graduate education and training programs for legal interpreters in this country. My goal was to tackle this challenge. Four years later, in 1996, the University of Charleston offered the first M.A. degree program in bilingual legal interpreting in the United States.

My other activities include service on the Federal Court Interpreters Advisory Board and the Advisory Committee of the National Center for State Courts. In addition, I have acted as a consultant to numerous interpreter projects in the U.S. and abroad. I have published extensively and presented at regional, national, and international conferences on topics related to interpretation.

Because of my experience as an educator, professional interpreter, researcher, author, and speaker in many different public forums, I believe I can make a further contribution by serving on the ATA Board. I fully support the ATA Interpreters Division and making the activities and needs of the interpreters in our membership more visible.

The changes occurring within ATA are reflective of the changes we will be experiencing in this and future decades. As our profession grows, we also must grow. We should look to ATA to help us keep abreast of the most current and relevant issues facing the profession. We should look to ATA to afford us opportunities to connect with each other and to learn from each other. I support cooperation with other organizations within our profession, and would like to see more outreach efforts to health and human services, legal associations, and other agencies in both the public and private sector. The increasingly diverse cultural and linguistic population in our society, as reflected in the latest
census and described in numerous press articles, will undoubtedly give more prominence to our profession in all aspects of our society. As an association, we should educate more service providers and open new avenues for employment.

I am committed to more and better training opportunities for both practicing professionals and newcomers. I am dedicated to the highest standards of our profession and wish to help provide opportunities for continuing education so that our membership can aspire to perform at these levels of excellence.

If elected, I will serve as a representative of the voice of the membership. I will take great pride in forming part of the leadership that has energized us so skillfully in recent years.

**Director:** (three-year term)

**Beatriz Bonnet**

beatriz_bonnet@syntes.com

It is a great honor to have been nominated to run for a second term on the Board of Directors of our great association. I have very much enjoyed working with my colleagues and believe I have made significant contributions during my two years on the Board. My ability to make positive contributions to our association comes from my willingness to serve our profession and from an exceptionally broad background. In addition to my education and former life as a musician, my background includes over 15 years of translation and interpreting experience, ATA-accreditation in English to Spanish and Spanish to English translation, federal certification as a court interpreter, approval for conference interpreting by the U.S. State Department, and 15 years of experience as president and CEO of Syntes Language Group, Inc., a translation, localization, and interpreting company. My experience also includes association work at the local and regional level. I was a founding member of the Houston Interpreters and Translators Association and served on the regional committee which helped organize the 1994 ATA Annual Conference in Austin. I have been a speaker at local, regional, and national conferences and workshops on a variety of topics relevant to our profession.

If re-elected, I will continue to work toward positioning the ATA as the preeminent professional organization for translators, interpreters, and allied professions. We have made great progress, but much still remains to be done in order to gain significant recognition in the outside world and obtain the status most of us fervently desire.

I understand how controversial the recent resolution the Board passed regarding the changes to the current accreditation program is. I will continue to work hard toward ensuring that the ATA leadership makes every effort to communicate the benefits of these decisions, continues an open dialogue with the membership, and takes into account the members’ concerns as we move toward progressively implementing the changes. Some of the proposed changes will be difficult, but I firmly believe they will be of great assistance in getting us closer to a position of preeminence and in raising the bar for the entire profession.

In addition to the “hot topic” mentioned above, I believe that much more needs to be done to further enhance the benefits of membership in our association. I would like to continue pushing for additional training opportunities and to include training not only on translation and interpreting topics, but also localization, project management, business, and related topics. I would also like to expand the number of venues and formats for such training. I strongly support our new mentoring program and the efforts we are making to provide new platforms for our members to contribute to our association as mentors or to benefit as mentees. Our outreach efforts need to continue both in terms of public relations and working with other institutions and organizations.

The more we strive to set high standards and make our association the standard setter, the more we will all benefit individually and as a group. I respectfully ask for your vote so that I may continue serving our association to help it achieve these goals.

**Director:** (three-year term)

**Robert Croese**

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What a pleasant surprise to have the Nominating Committee ask me to run for director on the ATA Board. As I pondered the nomination, I reflected on how my own linguistic

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training, translation and professional licensure testing experience, international residencies, and organizational ability could complement the skills of the fine and capable people already involved in the leadership of our association. After careful consideration, I decided to accept the nomination and thereby strengthen the representation on the Board of freelance translators and interpreters, who constitute at least 70 percent of the ATA membership.

I was born and raised in The Netherlands and immigrated independently at age 18 to the U.S., where I hoped to find enough land to raise flower bulbs. But one seemingly random encounter with a kind, multilingual lady changed my direction and sent me off in pursuit of a college education, and ultimately a lifetime of language-related work. My undergraduate work was in Greek and classical studies. I later obtained an M.A. in linguistics at the University of Texas, did 18 years of research in indigenous languages in Peru and Chile, and taught field linguistics at a university in Chile. Upon returning permanently to the U.S., I worked as an in-house translator and test developer for a national testing firm that specialized in professional licensure testing. During three years in that fascinating industry, I was involved in leading test-writing workshops, establishing pass/fail ratios, psychometrics, as well as supervising the translation of testing and educational materials into other languages.

I joined the ATA as soon as I became involved in the U.S. translation world, firmly believing that it is important to belong to the top professional organization in one’s field. I have now had a busy freelance practice for the past eight years, translating from Dutch and Spanish into English. I am also a member of my local ATA chapter, the Carolina Association of Translators and Interpreters (CATI), and have served on its Board of Directors. My active commitment to the purposes and activities of the ATA is demonstrated by my consistent attendance at every annual conference since joining. Through my CATI involvement, I also volunteered to organize many of the local chapter’s activities at the Hilton Head Island conference in 1998, and in the process became well acquainted with the ATA leadership and the commitment required to serve in this capacity.

If elected, I will start my term of service by listening to the membership, learning and making myself available for those tasks that lie within my areas of expertise. As a freelance translator, I will especially welcome input from my colleagues in order to represent them in an equitable and democratic manner. Above all, as an OWL (Ordinary Working Linguist) and a businessman, I will strive to promote the translation industry and help new and promising translators become successful in our rewarding and fascinating profession.

**Candidates’ Statements Continued**

**Director: (three-year term)**

**Clove Lynch**
clovell@earthlink.net

It is an honor to be considered for this important role in the ATA. I have benefited tremendously from my 10-year membership in the association, and am delighted to have the opportunity to give something back.

Many can argue with reason that good translation is a question of talent and not teaching. However, I can testify that what I lacked in talent when first starting out was mercifully compensated for by excellent instruction from the venerable ATA veterans at the Kent State University Institute for Applied Linguistics, who granted me a master’s degree in translation studies.

As a freelance translator, I have come to appreciate patient colleagues and mentors as well as good tools. I know the struggle of conscience involved in constantly trading quality for time, and am familiar with the progression from Net 30 to Net 90 and beyond.

As an in-house translator and terminologist, I had the opportunity to see how the case for translation in business is made, how often misunderstood its value is initially to the enterprise, and yet how quickly it can go from a back-room activity to a strategic management objective.

As a project manager in both small and large localization companies, I was a middleman between customer and translator, seeing the almighty deadline from the other side of the looking glass, which affirmed to me how critical translation was to a successful international software release. I also saw how many other complex processes are involved in getting the product to market.

As an implementation and support manager for translation tools, I refereed the tense play between new technology and conventional translation process,
doing numerous trainings and briefings for translators, managers, and software company executives.

Now, from my vantage point in the greater globalization industry, I see a growing gulf between the translator’s role in localization and the need in business for automation as a solution to growing demand and complex content. The increased consolidation in the localization industry and the advent of more automated solutions is troubling to many translators, who are feeling left behind as localization goes mainstream.

However, it is significant that business analysts are now writing reports on linguistic issues in globalization that end up on executive desks worldwide. By virtue of its seminal role in globalization, translation is now a core component of international business. This is an important stage in the maturity of the language industry and a great opportunity for translators.

I see great potential for the translation community to capitalize on the business momentum driving globalization, and would like to help both translators and industry benefit from the increased demand of a growing world market. As an ATA director, I will bring the globalization technology industry perspective to the association. If I am elected, and with the membership’s permission, I will work to increase the visibility of translators and the centrality of translation to the business of localization and globalization. I welcome input, encourage dialogue, and look forward to the opportunity to serve the ATA in this capacity.

Director: (three-year term)
Robert Sette
rsette@sctelecom.com

When I entered college I had my heart set on a business career, and foreign languages were just an ancillary area of interest for me. Two semesters of economics and one course in statistics later, I can honestly say that I found my “home” when I stumbled upon a Spanish professional translation course in the undergraduate catalogue. It was the first step on a fascinating journey into a wonderful profession, and now, 17 years later, I am honored to have my name added to the list of nominees for the Board of Directors of our association.

In addition to 12+ years of experience as a translator and occasional interpreter, I bring to the table significant administrative abilities as well as experience within the ATA. I worked on the first Membership Directory of the Science and Technology Division, and served as editor-in-chief of the Sci-Tech Translation Journal for two years. I have attended the ATA Annual Conference for more than 10 years, and have organized and proctored accreditation exam sittings in Pittsburgh, Pennsylvania. I have been involved in translator training for the past six years as an instructor in the Professional Translation Certificate Program at the University of Pittsburgh, my alma mater. When time permits, I have roamed the halls of FLEFO (CompuServe’s Translators Forum), and have learned a great deal from my colleagues there and occasionally made my own contributions.

As the Internet has transformed society and the business world, I have seen technology develop which at first seemed to threaten, but has actually come to enhance, my chosen profession. Throughout these developments I have been an advocate of professionalism and quality in our industry.

We are a diverse organization. We speak many dozens of languages. We are freelancers, translation company owners, and corporate and institutional representatives. At times we lose sight of our common bonds: we are an association of translators. If elected, I will work tirelessly to preserve the benefits which serve all members, and will continue to expand membership in our organization among the translation community in the United States. I believe the greatest benefit our association can provide is to promote a professional approach to translation and interpretation by educating clients through the various means available to us. In particular, I will work with local chapters to search out opportunities for giving voice to the benefits of working with professional translators and interpreters.

One important quality of leadership in any organization is the ability to listen. Another is the willingness to confront disagreeable issues without being disagreeable. If elected, I will promote effective dialogue between the membership and the Board, and will help to negotiate our way through difficult issues while keeping in sight our common purpose—to promote a profession for which we all share great zeal and affinity.

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In closing, I respectfully ask not only for your vote, but also for your energetic cooperation and contribution to successfully navigating the challenges and opportunities that lie ahead.

**Director: (three-year term)**
**Madeleine Velguth**
velguth@uwm.edu

An academic trained in literature, I came into the profession as a literary translator. As such, I participated in an NEH institute on translation theory at Binghamton University, and was eventually awarded the 1998 French-American Foundation’s Translation Prize. Students at my university, however, were looking for a practical application of their foreign-language knowledge—something that involved neither teaching nor literature. Since there was no translator training available in the upper Midwest, I felt that Milwaukee was a good venue for such a program. But I knew next to nothing about the profession, so I had deep misgivings about my qualifications to train translators.

It was attendance at my first ATA conference that gave me the impetus and the confidence to create the translation program at the University of Wisconsin-Milwaukee. In Colorado Springs I was able to talk to a great number and a wide variety of translation professionals: freelancers, in-house translators, project managers, company owners, directors of translation programs. Best of all, I met someone from a language company right in my home town who was willing to mentor and advise me. Faculty development grants permitted a colleague and myself to further our own professional development in pragmatic translation, terminology management, and in building and managing a translation program. This was done mostly through consultation with people I met at that and subsequent ATA conferences. Founded in 1997, our Graduate Certificate Program in Translation has grown steadily and now enrolls 24 students. Our graduates are finding employment in the translation industry. None of this would have been possible without the ATA.

One of my proudest achievement was passing the ATA accreditation exam (French->English), which I took at the St. Louis conference. Having successfully translated a general passage, a legal passage, and a semi-technical passage, I now had the credentials to give credibility to our program and the personal confidence that I was qualified to teach nonliterary translation.

The ATA has given me much. In return, I have contributed where able. I’ve given presentations at ATA conferences and published in the *Proceedings* and the *Chronicle*. As a member of the Training Committee, I wrote a lengthy comparative analysis of the translator training programs listed in Bill Parks’ directory. I’ve given presentations on translation at the Wisconsin Foreign Language Teachers Association conference and to middle school, high school, and university students. I organized an international translation conference at my university in 1995 as well as the Milwaukee Day of this year’s Mid-America Chapter of ATA WisCONFERENCE.

It is an honor to have been nominated as a candidate for the ATA Board of Directors. Our professional organization is a wonderful blend of interdependent constituencies. If elected, I will represent most directly my own area of competence, academic translator training, while continuing to learn from my colleagues who are active in other areas. Perhaps most importantly, I will apply what I learned in order to advocate for improved translator training and continuing professional development.

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**Candidates’ Statements Continued from p. 16**

If you were unable to attend the ATA Conference in Orlando, or you attended, but couldn’t fit everything into your schedule, you still have the opportunity to enjoy selected sessions related to Spanish that were presented during the conference. The SPD has compiled and published some of the sessions related to Spanish as originally presented by their authors.

Order your 211-page copy of Selected Spanish-Related Presentations from the ATA 41st Annual Conference in Orlando now. SPD members can enjoy this fabulous publication for $15! It is also offered at a reasonable $20 for non-SPD members. Contact ATA Headquarters today for ordering information!
International Certification Study: 
Non-Degree Professional Certificates for Arabic

By Jiri Stejskal

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o far, this series exploring non-U.S. certification and similar programs for translators and interpreters has taken us to South America and, in the August issue, to South Africa. This time, we will remain on the African continent, moving north to Egypt. Dr. David Wilmsen, director of the Arabic and Translation Studies Division (ASD) of the Center for Adult and Continuing Education at the American University in Cairo, is among the supporters of cooperation between ATA and foreign institutions. The information below is based on a letter received from him last year.

The Arabic and Translation Studies Division offers two non-degree professional certificates in Arabic/English translation: the Professional Certificate in Written Translation and the Professional Certificate in Simultaneous Interpreting. A full certificate requires successful completion of 21 classes, or 63 instructional units (comparable to credit hours), which may be completed in one year over three terms of seven classes each, a full-time load. Each term of seven subjects carries a mini-certificate related to the subdiscipline of translation emphasized in the given level.

Because some ASD students are also enrolled in degree programs at Egyptian national universities and others are already working, many of them opt to pursue their study of translation at ASD on a part-time basis, and therefore take longer than a year to complete a certificate. The course sequences for each certificate are described in detail in the ASD brochure, which can be obtained directly from Dr. Wilmsen (DWILMSEN@aucegypt.edu). ASD is currently involved in an institutional process studying the possibility of offering translation or similar certificates as associate degrees. ASD certificates are currently recognized in the local translation market as testifying to the bearer’s training and ability in translation.

The student body at ASD often includes foreign nationals, the largest number of these coming from Sudan, Palestine, the Arabian Peninsula, and other Arab countries. Other students come from such places as Japan, Korea, Sub-Saharan Africa, Eastern Europe, Latin America, Spain, England, the U.S., and Canada. In order to succeed in obtaining certification, a non-native speaker of Arabic must have attained…a proficiency in Arabic of at least Advanced+ as defined by the American Council of Teachers of Foreign Languages...

1. Groundwork in written translation, which provides an introduction to the discipline of translation, along with theoretical background and the requisite linguistic skills. Emphasis is on writing and inter-lingual transfer skills.

2. Print media translation, which provides training in the language of newspaper reporting, in economic, financial, and commercial translations, and in various other topics. It is intended to increase students’ mastery of techniques and terminology in various fields.

3. Legal and UN translation, which provides intensive training in the language of legal documents, UN terminology, documentary translation, and manuscript editing. Emphasis is on acquiring the skills of professionals in these fields.

The Professional Certificate in Written Translation is composed of the following three mini-certificates:

1. Groundwork in simultaneous interpreting, which provides an introduction to the discipline of translation and interpreting, along with theoretical background and the requisite linguistic skills. Emphasis is...
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.

Call for Papers Institute of Translation & Interpreting/IALB Conference on Language and Business
November 22-25, 2001
University of Hull • Hull, England
Please send abstracts to Dr. Catherine Greensmith, Department of French, University of Hull, Cottingham Road, Hull HU6 7RX England; Tel: +44 1482 465162;
E-mail: c.greensmith@selc.hull.ac.uk.

Upcoming Conferences & Educational Programs

International Certification Study Continued from p. 17 on oral performance and inter-lingual transfer skills.

2. Developing skills in simultaneous interpreting, which provides an increased mastery of the various techniques employed in achieving immediate response and accurate communication of a message. It is intended to increase competence in message recasting and in problem-solving strategies.

3. The Conference Interpreter Certificate, which emphasizes the skills of professional interpreters. All practice sessions are simulated real-life situations in various fields and with different accents. Holders of the Professional Certificate in Simultaneous Interpreting can also take a refresher course and obtain a Certificate of Achievement in Advanced Simultaneous Interpreting Practice.

In the next issue we will take a look at the accreditation process of translators and interpreters in Australia. As the editor of this series, I encourage readers to submit any relevant information concerning non-U.S. certification or similar programs, as well as comments on the information published in this series, to my e-mail address at jiri@cetra.com.

Choice Translating & Interpreting, Inc.
Looking for a freelance job or a full-time position?
Need help finding a translator or interpreter for a freelance job or a full-time position?

Check out ATA’s online Job Bank in the Members Only section of the ATA Website at www.atanet.org/membersonly

JOB ANNOUNCEMENT: TRANSLATION SERVICES COORDINATOR
Choice Translating & Interpreting, Inc. is hiring a full time Translation Services Coordinator in Charlotte, North Carolina. Choice Translating & Interpreting (CTi) is a translating and interpreting agency founded in 1995 to serve the medical, legal, manufacturing, marketing and education industries, as well as government and social services. CTi provides service in all languages.

Job Description: Coordinate multilingual projects with clients and subcontractors. Proofread and edit documents translated into/from Spanish.

Minimum Qualifications: Fluency in English and Spanish. Three year experience as professional translator and/or translation project coordinator. Proficiency in business productivity software such as Microsoft Office (Word, Excel). Proficiency in Translating and graphic design software a plus.

Compensation: Competitive benefits. Salary depends on experience.

Interested candidates should email or fax cover letter, current résumé, professional references, copies of relevant certifications, and salary requirements. No phone calls please. Our contact information: hr@choicetranslating.com, fax: 704.717.0046.
The terms of the contract should be divided into sections that are each numbered and headed. Since the provisions in this portion are stating promises, they should be written in the future tense. According to Child, it is better to use ordinary future tense, saying that each party “will” do certain things, rather than “shall,” “which carries the connotation of orders and a tone more appropriate to legislation than agreement” (Child, 117).

This section should begin with a description of the services to be rendered (translation, editing, simultaneous interpreting, consecutive interpreting, etc.). The description should also cover the agreed upon date, method, and format of delivery (e.g., electronically, as a Word file). Next, the terms of payment should be spelled out. Considerations for payment include: price, due date, late payment charges, cancellation fees or payments in the event of a stop work order, additional fees (extraordinary research, making stylistic changes at the client’s request after delivery, etc.), overtime fees (for interpretation), extraordinary additional costs (overnight delivery), royalties (for works to be published), and possibly recording fees (where the interpreted event is to be recorded). When expressing the payment due date, it is a good idea to state that payment will not be contingent on payment by a third party. In other words, you expect to receive payment by your due date regardless of whether your client has been paid by his/her client.

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Other considerations to include in the main body of the contract are:

- The term or duration of the contract in the event this is to be a standing contract over a certain period of time.

- A confidentiality clause in which you agree to respect the confidential nature of the client’s documents and proprietary information that is not otherwise general or public information.

- A clause waiving your responsibility to changes made to the translation by persons other than yourself.

- A *force major* clause.

- An indemnification/equitable relief clause (also called a “hold harmless” agreement).

In the confidentiality clause, you will likely wish to specify that confidential information does not include any terminological glossaries you compile while translating the document. You may also wish to retain the right to keep file copies of the translation and original, subject to your agreement not to disclose proprietary information. *Force majeur* refers to the extraordinary circumstances (such as flood, fire, and other “acts of God”) that excuse delay or nonperformance. *Black’s Law Dictionary* defines a hold harmless agreement as: “A contractual arrangement whereby one party assumes the liability inherent in a situation, thereby relieving the other party of responsibility. An agreement or contract in which one party agrees to hold the other without responsibility for damage or other liability arising out of the transaction involved” (*Blacks*, pg. 504). In layman’s terms, this is a clause designed to shield you from any future liability that may result from your work.

Finally, there are the housekeeping provisions, which are statements of policy concerning the administration of the contract. In her book, Child recommends using the present tense for these provisions since they state policies and not promises. For example, “If any of the provisions in this agreement are held invalid, the remaining provisions survive.” Typical housekeeping provisions include the complete agreement clause, the severability of invalid provisions, and the governing law provision. The complete agreement clause generally states that the contract represents the entire agreement between the parties, and that any changes must be in writing and signed by both parties. Severability of invalid provisions means that if one of the provisions is deemed to be invalid by a court, the remaining provisions will continue to be in effect. For example, this clause may state that if the contract is annulled, you are still bound by the confidentiality provisions for a certain period of time thereafter. The governing law provision names the state whose laws are applicable to the contract. There may also be a provision stating that disputes will be resolved through binding arbitration. Basically, as Courtney Sears-Ridge, managing director of German Language Services explains: “A contract is a way to avoid misunderstandings later, so anything that could cause a misunderstanding should be in there.”

**On the Signing End**

In some cases, your clients will already have their own agreements for independent consultants. This is often the case with translation agencies and companies. Clearly, such companies have an interest in using a boilerplate agreement when working with such a large number of independent consultants. Additionally, some of the departments of labor in certain states have adopted stringent definitions of “employee” versus “independent contractor” for tax purposes. This has prompted some translation agencies and companies to use a boilerplate agreement with all their independent contractors in order to define the relationship clearly and to protect themselves. However, as Kevin Henzdel, COO and director of Language Services at ASET International Services Corporation, points out: “Translation companies are responsible for coming up with equitable arrangements so both sides are protected. A contract should satisfy and protect both parties.” Sears-Ridge agrees: “A contract is a 50-50 deal.”

When you are on the signing end, it is important to go over the contract with a fine-tooth comb and make sure you understand all of the provisions. Remember, there is always room for negotiation. If there is a provision you do not feel comfortable signing, you have the option of discussing and

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Sites of Interest for Translators: How to find information on potential clients

By Frieda Ruppaner-Lind

(Much of the following information was part of the presentation “Internet, Friend or Foe,” given jointly with Dick and Anja Lodge at the Nordic Division’s WisCONFERENCE on April 20, 2001.)

Life without the Internet is hard to imagine for most people today, but especially for translators. The Internet offers countless resources and venues to communicate with other translators and exchange information. It also can make us more visible and easier to find for potential clients—either direct clients or agencies. All it takes is joining a couple of databases for translators or interpreters such as Aquarius (www.Aquarius.net) or Proz.com (www.proz.com), just to name a few, and don’t forget the ATA online Translation Services Directory.

Even if you decide not to be listed in any of the databases, you may decide to respond to interesting job offers posted on these or other sites, such as the Job List for Freelancers at Yahoo!Groups. Whether or not it makes sense to bid on any of these jobs can be debated, but one thing is certain: Sooner or later you will receive e-mails from potential clients asking if you are available for a project, or you will be asked to do a sample translation. If this potential client is an agency you are not familiar with and you wish to find additional information, you can turn to several lists where information is available regarding agency clients.

A good starting point is www.groups.yahoo.com, where several useful lists can be found. One is the TCR List (Translator Client Review), a strictly moderated list where subscribers can post inquiries regarding translation agencies and exchange information. To subscribe, send an e-mail to TCR-subscribe@yahoogroups.com.

Other lists at Yahoo!Groups include language-specific lists like the German Language Division or GLD-List. You must be an ATA and GLD member to join. Subscribe by sending an e-mail to gldlst-subscribe@yahoogroups.com. The Partnertrans-List is another German list where, in addition to general topics and terminology questions, payment issues and agency information are discussed. ATA or GLD membership is not required for this list. This list used to be at Yahoo!Groups but was recently moved to www.domeus.de. You have to sign up with your e-mail address and will then receive a password to access the list. The same site (www.domeus.de) is also home to a list named “Zahlungsmoral,” which deals with mostly German translation agencies.

For many years, the Foreign Language Forum (FLEFO) on Compuserve not only served as a forum for terminology research, but also to exchange information on agencies. The only drawback was that you had to be a Compuserve subscriber. This changed a few months ago and FLEFO is now accessible to everyone at http://forums.compuserve.com/vlforums/default.asp?SRV=ForeignLanguage.

A very well known list is the Payment Practices List. This list is strictly for inquiries about translation agencies and posting replies. No other discussions take place on this list. The main Website, www.macroconsulting.com, offers plenty of information about list policies, guidelines, and subscription information. The site also contains links to the Better Business Bureau Website and to databases in several European countries and Canada, as well as phone directories for most countries. The Payment Practices Archives are available on a subscription basis and cost around $17 per year. Another database of translation agencies at the same site is the RTA List (Reputable Translation Agencies), available for approximately $67 per year.

When replying to inquiries on any of these lists it’s important to remember that only facts can be stated (e.g., date of your invoice, payment terms, date payment was received, etc.). Be objective and never add anything that could be considered slander.

Measures that freelancers can take to avoid potential relationship problems are very aptly described at Proz.com. From their home page, click on “Site Map” and then click on “Billing Tips” at the bottom of the page.

Hopefully these sites will be helpful and informative when gathering information about potential agency clients. Please send any questions or comments to frieda@compuserve.com.

…The Internet offers countless resources and venues to communicate with other translators and exchange information. It also can make us more visible and easier to find for potential clients…
Though we generally only consider sales and marketing personnel responsible for lead and sales generation, the promotion of a translation company and its services is a team effort. Full-time employees, such as project managers, desktop publishers, and even administrative and other support staff, also help make the sale through their actions, especially when their duties involve direct communication with clients. Contract employees (i.e., independent translators) have a dual responsibility to not only sell themselves as a resource to a translation company, but to also help that translation company obtain work. This article will discuss how working together can ensure the continued success of all parties involved. It will attempt to prove the following points:

Point #1: The performance of your entire company must be consistently excellent to ensure your sales force has current, highly favorable client references in their sales arsenal.

Point #2: The second, third, and all subsequent projects your company may hope to obtain from a new client will hinge on how well your company handles the first project.

Salespeople
Of course, the “front line” in the battle to gain and retain clients consists of the sales and marketing professionals for a company. Whether the translation company is a large corporation with a strategic marketing team and phone banks full of eager young salespeople making cold calls or a small, two or three person company whose owner handles all of the sales efforts, the fundamentals are the same. Salespeople must appeal to a potential client through promises of high quality, quick turnaround, and, often the key selling point, price.

In the translation industry, sales and marketing efforts have an added obstacle: client education. Of course, client education is a part of selling any product or service. However, due to a general lack of knowledge about the translation process in 2001, our salespeople must field such questions as: “Can’t you just run the text through a computer and have it come out translated at the other end?” or “Why can’t I view this Japanese text file on my laptop?” In other words, a translation sales force needs to be as educated (or more so) about the service being offered as any sales force in any industry.

Let’s assume your motivated and knowledgeable salesperson has almost convinced a client to allow your company to provide translation services. However, as a last step, the client wants something else—references. Here is where the rest of the translation company begins to play a role in making the sale. References are only as good as the last project you completed for a particular client. One misspelled word can ruin an excellent client reference, despite years of flawless work.

If your salesperson submits sterling references from satisfied clients and lands the project from a new company, it is, hopefully, only the very beginning of your relationship with this new client. A good salesperson is already looking ahead to the next project, and the next one and the next one! Your entire translation company must do excellent work on this first job so the new client will want to use you again.

Project and/or Account Managers
The vast majority of client interactions will take place with your company’s project or account managers. These are the people on your team responsible for scheduling, preparing status reports, problem resolution, and all other general hand-holding throughout the course of a translation project. Ideally, they are always just a phone call away (time zones notwithstanding!) to assist the client with whatever is needed.

Obviously, this group is vital to client satisfaction. Frequently, how a project or account manager says something to the client is almost as important as what is being said. They must be pleasant and helpful to the client at all times. The correct answer to a problem is never “no,” but rather “here is an alternative” or “let’s discuss options.” They are facilitators, not obstacles.
Often, the project or account manager is the last person a client speaks to at the end of a project, and that final contact may be all the client takes away from the entire translation experience. A hint: let that final interaction be a follow-up satisfaction survey to take the guesswork out of whether or not your client will consider using your company again.

Production Personnel

Even though they may never have direct interaction with a client, production personnel, including desktop publishers, editors, programmers, and others, affect the likelihood of getting the next sale through their actions. They do this through the quality of the work they provide. Obviously, a client who receives a translated document with formatting errors in it will be far less likely to go back to that same translation company for future requirements.

On the other hand, production personnel can make a significant contribution toward client satisfaction and landing future sales by always staying meticulous regarding details and conscientious about the projects they work on. For example, did the client forget that the European versions of a document should be converted to A4 size paper before they are formatted in other languages? Is there a stocking number on the back cover that the client didn’t say anything about, but that your team suspects should be changed for each language? Going beyond simple cut-and-paste production duties and really providing added value to the translation by staying on top of these issues and helping the client make good decisions will be noticed, and will go a long way when a new project comes up for a bid.

Administrative Staff

Is the person responsible for answering your translation company’s phone always pleasant and helpful? Does the first person a potential client meets in your reception area present a professional and courteous image? Though appearance, tone of voice, phone etiquette, and other such matters may seem trivial, they can have a tremendous impact on your company’s image. Often, those little extras can be the difference between making the sale and handing it to a competitor.

Independent Translators

Independent translators must sell themselves. Their livelihood depends on convincing translation companies to use their services (or, in some cases, marketing themselves directly to the client). A translator may have an excellent résumé, a good sales pitch, etc., but just as with translation companies, it is the translator’s high quality and consistent reliability that will ensure repeat business.

Of course, there is no repeat business for an independent translator if the translation company is not making the sales to clients. Therefore, the translator has a second sales responsibility: to make sure the translation company’s client is happy. Of course, error-free high quality translation is the most important aspect of this responsibility, but there is more to it than that. For example, does the translator have direct contact with the client during review cycles? If so, is the translator always courteous and timely with revisions? Is the translator open-minded about client suggestions and willing to discuss changes to a translation, or does he or she refuse to entertain the idea of revising text? Again, every communication with the client has an effect on the next sale. The easier it is for a client to work with your company, the more likely the probability that they will call you the next time a need arises.

Summary

The translation industry is competitive, more so in today’s tough economic client than ever before. Gaining a competitive edge to ensure strong sales can only be accomplished through the cooperation of everyone in a translation company, not just the sales force. Quality work, consistent service, and attention to every client interaction, no matter how seemingly insignificant, are the keys to building strong references and loyal clients.

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Maintaining Quality in the Flood of Translation Projects: A Model for Practical Quality Assurance

By Gabrielle Vollmar, translated from the German by student translators at the Translation and Interpretation Institute in Seattle, Washington. (See caption on page 27 for names.)

(Note: This article by Gabrielle Vollmar [chief editor of doculine Verlags-GmbH] appeared in German in Lebende Sprachen [XLVI, Volume 1, First Quarter 2001] as “Damit die Qualität nicht in der Übersetzungsflut untergeht: Ein Modell für eine pragmatische Qualitätssicherung bei Übersetzungsprojekten.” It was translated, with the permission of the author, by a team of students at the Translation and Interpretation Institute in Seattle, Washington.)

...all too often, increased pressure to translate more text less expensively and more quickly does not allow time and money for a thorough quality check...

The information age we live in is also the age of globalization and, therefore, of translation. This has caused rapid growth in the translation industry over the past few years, especially in technical fields, and the pace will most likely pick up even more in the near future. The production of technical documentation and its translation into the languages of the world market have become key business activities in industry. A product and its translated documentation must be put on the market, or rather, on different national markets, at the same time. And product development cycles are getting shorter all the time. This increases the pressure to translate more text less expensively and more quickly. All too often this is at the expense of translation quality: a tight project schedule does not allow time and money for a thorough quality check. However, the choice between maintaining quality and meeting a deadline does not have to be a dilemma. The following model for practical quality assurance offers a possible solution. It has been used on a test basis by transline Deutschland Dr. Ing. Sturz GmbH, a German translation agency, since early 1999.

The Scenario

The practical quality assurance (PQA) system described here is only used for projects in which the translations, including a complete editorial review, are subcontracted to other trustworthy translation agencies that have previously been evaluated. PQA is not used for translations by:

- Freelance translators
- New translation agencies that have not yet been evaluated

The evaluation is automatically tallied using a database on a Lotus Notes platform. This program is based on an Excel spreadsheet, which can perform these operations as well. The advantage of using a database is simply that the evaluation results can be automatically transferred to the translator database. Further details follow.

A Two Step Quality Check

The PQA consists of two steps. First, the project manager arranges for a “formal” quality check. The reviewer who conducts this check does not have to know either the source or the target language.

If the translation passes the formal quality check, a qualified reviewer conducts the actual linguistic quality check. This review can be taken care of in-house or by an external reviewer in the target-language country.

The Formal Quality Check

The formal quality check takes place immediately after receipt of the translation. The project manager checks the “hand off” for:

- Completeness (for example, were headers and footers translated?)
- Formatting (for example, was the customer layout overwritten correctly?)

In addition, comments are made about whether the contract agency handed off on time and whether special instructions, such as text length restrictions, were followed.

In each of these categories, the translation agency receives a rating of “Good,” “Average,” or “Poor,” depending on how many of the criteria received a “no.” The quality check computer program tallies these ratings automatically. If any of the criteria receive a “Poor” rating, the result of the formal quality check is...
“Rework.” This usually means that the entire translation is sent back to the translation agency for corrections. There is usually not enough time in a translation project to accept inferior quality and make costly corrections in-house.

In addition, the reviewer enters the word count of the source text and the estimated expansion factor. The program then calculates the estimated length of the target text. The reviewer enters the actual length of the sample target text, and the program calculates the actual expansion of the translation at hand. If the actual expansion falls more than 30 percent above or below the estimate, the reviewer receives a warning. Because the data file of the source text is often overwritten during translation, a high target-text expansion rate might indicate that source-text passages were accidentally left in the target text. Of course, a high expansion rate might also be the result of long-winded formulations in the target text. A shorter than expected target text might indicate that passages in the source text were accidentally not translated.

This warning does not necessarily require a “Rework” by the contract agency, but it will be considered when determining how much linguistic testing will be necessary (see below).

When the formal quality check is completed, the program generates an appropriate entry directly into the translator database, with evaluation results in the following categories:

- Completeness/Formatting
- Delivery
- Instructions followed

This guarantees an ongoing and thorough evaluation of all translation agencies that can easily be referred to when awarding new translation projects.

The Spot Check

The linguistic quality check is not carried out until after a translation has passed the formal quality check. This phase is a spot check. The length of text to be checked is calculated on the basis of:

- The category of the translation agency
- The client’s quality requirements
- The results of the preceding formal quality check (see above)

We classify agencies into the following categories:

- **Trainee Agency**—A translation agency that has just completed our multistep application process and is delivering the first smaller projects to us.

- **Junior Agency**—A translation agency that has proven reliable and has already completed some projects with good evaluations.

- **Senior Agency**—A translation agency that has, for the most part, met all our requirements for years regarding deadlines and high-quality translation.

- **Suspended Agency**—A translation agency whose services have not been satisfactory.

The status of our translation partners is checked regularly against the ongoing evaluations and, if necessary, adjusted accordingly. There are no set intervals for these status reviews, since the number of projects, the length of each project, and the complexity of each project all play decisive roles. The resource manager responsible decides each case on the basis of his or her experience, but a status update should take place at least once a year.

The length of the quality check for a given translation depends upon the status of the agency:

- **Trainee Agencies**: 100% of the translation (complete editorial review)
- **Junior Agencies**: 5% of the translation
- **Senior Agencies**: 1% of the translation

Since the length of the test sample is limited, individual spot checks of 500 words are selected in order to get the most representative result possible. This means that the actual linguistic test is conducted on several short, but important, segments extracted from different places in the text. For example, if the total length of a trans-

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lation is 30,000 words and the contract agency has “Junior” status, 1,500 words must be checked (i.e., three spot checks of 500 words from throughout the text). Passages are selected at random using a simple software tool. Before forwarding the sample text to the reviewer, however, the project manager checks that the texts selected are suitable.

The PQA framework determines the exact length of the quality check right at the beginning of the project. This allows the project manager to calculate the time and expense that will be necessary to review the sample text when he or she is determining schedule and cost for a translation project.

The Linguistic Quality Check

In the linguistic quality check, the maximum number of points that can be taken off for mistakes is equivalent to two percent of the test length. In the example used here, this would be a maximum of 30 mistake points for a 1,500-word sample text. Mistake points are calculated on the basis of mistake categories. We differentiate among critical mistakes, serious mistakes, and minor mistakes. Mistakes are weighted differently according to the mistake category.

A critical mistake always results in a “Rework” as well as a rating of “Poor” for the translation agency. Therefore, it is given one more mistake point than the maximum number of mistake points allowed. A critical mistake could be:

- A mistake that results in an incomprehensible text
- A mistake that results in a misunderstanding of the text in a sensitive area
- A serious mistake in a prominent place in the text
- A serious mistake that is repeated

A serious mistake is assigned five mistake points. A serious mistake could be:

- A mistake that results in a misunderstanding of the text
- A minor mistake in a prominent place in the text
- A minor mistake that is repeated
- Omission of a previous correction

The third mistake category, minor mistake, includes any mistake that does not fit the “critical” or “serious” categories. Minor mistakes are each assessed one mistake point. Mistakes in “style” are calculated at only one half of a mistake point.

In addition to categorizing levels of mistakes, the linguistic quality check differentiates among types of mistakes. These are mistakes of:

- Completeness (omissions and additions in the target text)
- Understanding (misunderstanding the source text)
- Terminology (e.g., not using appropriate technical terms, the incorrect transfer of numbers, phrases, proper names, etc., not using DIN-approved transliterations of abbreviations, physical and mathematical units)
- Spelling, grammar, punctuation
- Style (not using language equivalent to the register of the text, not using a style guide)
- Consistency (inconsistent use of technical terms or client-specific terminology)

Different types of mistakes have different tolerance limits. In our example of a 1,500-word sample text, the maximum number of mistake points would be distributed as follows:

- Completeness: 1
- Understanding: 2
- Terminology: 8
- Spelling, grammar, punctuation: 7
- Style: 7
- Consistency: 5

If the reviewer in our example discovered a serious mistake, the translation would have to be reworked because it would fall above the maximum of two mistake points in the “comprehension” category, even though it would fall below the total allowed number of 30 mistake points. The tolerances for individual types of mistakes are as relevant as the overall tolerance in deciding whether or not the sample text is graded “Passed” or “Rework.”

However, only the total sum of points is considered when the translation agency is being evaluated. The following ratings are used:
Of course, the PQA presented here does not offer a 100 percent guarantee (nor does a complete editorial review). However, it does provide an option for checking translations for a tolerable rate of mistakes, while adhering to budget and time limits that are often too tight. Quality is, after all, a relative concept, not an absolute. But this practical approach to testing means saying goodbye to “very good” as the only level worth striving for, in favor of “good enough.” It is always a balancing act between trust and control, and between objectivity and subjectivity. For testing and evaluation that is fast, efficient, transparent, clearly presentable, always comprehensible, and reproducible, it is necessary and desirable to make the test parameters and standards as objective as possible. Nevertheless, we must not forget during this process that we are dealing with language, a living and thus highly subjective medium (despite all efforts for controlled language, etc.). We should, therefore, always be aware of

**Tolerating Mistakes**

Like the ratings in the formal quality check, this rating is also entered directly into the translator database, and supplies important information for the ongoing evaluation of the translation agency, as well as an important basis for awarding new projects.

**Sorry! Quality Failed**

When a translation fails one of the two quality checks, the project manager and the reviewer decide together whether to send the entire translation back to the contract agency for reworking.

The largely objective parameters on which the decision is based make it possible for the project manager to clearly explain this decision to the agency. In addition, the standard “quality failed” notation neutralizes an otherwise emotionally charged situation that is awkward for both sides.

This thorough evaluation also gives the agency in question continual opportunities to improve its performance, which means that the evaluation can become an important part of the contract agency’s own quality assurance system. It also initiates a learning process that leads to noticeably higher quality right from the start.

The reworked translation once again undergoes formal and linguistic quality checks. During these checks, the spot checks from the first round of testing are checked again and additional samples are added. The total length of the second test may be increased in view of the “quality failed” rating on the first sample, at the discretion of the project manager, or the appropriate reviewer.

**Integration into the Workflow**

Ideally, this two-step quality check is performed not just at the end of the entire translation project, but throughout the project as various installments are delivered. This way, the contract agency receives the necessary feedback about quality at an early stage in the translation process. The agency can make appropriate improvements or corrections immediately and is able to take these into account for the sections that have not yet been translated. Mistakes can be avoided so they will not have to be corrected at additional time and expense after the entire translation is finished.

The deadline for delivering the translation to the end-client can be met—with (and despite) the quality having been checked!

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**Certificate Candidates at the T&I Institute in Seattle, Washington.** Left to right: Jurgen Pohl (English to German); Elroy Carlson (German to English); Birgit Louise Nick (English to German); Johanna Brugman (German to English); Ruediger Erbrich (English to German); Vesna Brezak (English to German); and Marisa Wright (German to English).
Translating for an International Corporation (in-house and freelance)

By Ilona Helen Volmer

Companies with single-country operations and global product marketing have one thing in common with international corporations who maintain offices and factories all over the world: a pressing need to translate marketing materials, product documentation, Websites, and internal correspondence. Translation clients and contractors must coordinate their work closely, and time is always of the essence.

...Companies may differ in terms of the products and services they have to offer, but their business processes are often similar, and they all need to integrate a translation service provider into the general workflow.

Companies may differ in terms of the products and services they have to offer, but their business processes are often similar, and they all need to integrate a translation service provider into the general workflow.

Our Work at Siemens Language Services

Siemens is an international electrical engineering and electronics firm, with a tradition of innovation that goes back more than 150 years. Roughly 460,000 employees in over 190 countries communicate with customers and each other.

Thirty in-house Siemens Language Services employees have produced 200,000 pages of translation, completed 15,000 hours of localization work, and provided 30 days of interpreting services for customers both within and outside the Siemens Group during the recent past. They worked with 70 different language pairs in the year 2000. Language Services currently maintains three offices in Germany (two in Munich and one in Paderborn) and there are plans to open a branch in the United States next year.

Translating at Siemens Language Services

Certified under ISO 9001, our translation workflow and its specific interfaces focus on the needs of three partners: clients, Language Services, and suppliers. With each assignment received, we first verify that we have sufficient internal resources for the requested language combination, the subject matter, the necessary translation tools, and the capacity. If not, we turn to our pool of translation partners. Once the translation is returned from the translator, we check it internally for accuracy and quality, and consult worldwide Siemens companies for any support that may be needed.

(I will provide details about the individual steps in this process in my presentation at the ATA Annual Conference in Los Angeles, where I will be speaking on November 3, 2001. If you do not plan to attend the conference, but would like to learn more about our translation process, please feel free to contact me by e-mail.)

An additional service we offer for certain kinds of documents—primarily corporate translations and publications and marketing and advertising materials—is “senior editing.” Senior editing involves editing translations, occasionally even rewriting the translated document, to suit the particular requirements of the document’s target audience. A target audience is generally a culture as manifested by a country, region, or ethnic group, but could equally be an industry or profession. Examples of projects that are good candidates for senior editing include the preparation of text destined for a print advertisement or trade show brochure, the examination of a contract by a legal expert, or rewriting an executive’s translated speech or publication to suit the target audience (up to and including the appropriate witticisms and cultural references). Although senior editing is generally performed in-house, we occasionally work with particularly expert translation partners in providing this service.

Translation Partners

Our translation partner database contains over 200 individual translators and translation companies. The latter, in turn, work with their own subcontractors. We continuously review the work of these partners to match each job profile to the right translator in terms of language combination, specialization, deadline, and necessary equipment. Of particular importance to us is that our translators always work into their native languages.
Good Translation Skills Are Not Enough

Both internal and external translators must have strong business and project management skills. Other strengths include communication and interpersonal skills in dealing with clients, teamwork, an absolute commitment to deadlines, and complete familiarity with the technology needed to render translation services. This last point, in particular, requires a highly innovative approach and a commitment to ongoing learning. In-house employees receive regular training in new products and tools, and our external translators demonstrate the same commitment to maintaining cutting-edge skills.

To work with Siemens Language Services, translators must have complete mastery of their native languages. While this may seem self-evident, even to the degree of raising an eyebrow or two among our readers, it bears mentioning. We have occasionally encountered applicants for in-house positions and external contract work who do not meet this standard, particularly in recent years.

Customer Benefits

Complete customer satisfaction is our top priority. To achieve this, we advise customers on the best way to prepare for the translation process so that every step along the way can proceed smoothly. The services we provide in this context range from developer consulting to subject matter delimitation, introducing clients to document management systems, and even Web design. One service that is especially relevant in today’s market is intercultural consulting for company mergers and similar events.

Our clients also expect us to discuss technical and scheduling difficulties early on, so that we can reach a solution that is acceptable to both parties.

The Art of Application

Applicants seeking permanent employment should submit a CV, references, and also a statement indicating why they wish to work for a particular company or department. We ask external translators (freelancers) to provide information on their language combinations, areas of specialization (an excessively long list of fields does not tend to inspire confidence), hardware and software, a list of reference customers and prices (per word or per line, the latter calculated at 55 keystrokes per line), and hourly rates.

The CV should be laid out as a table. In contrast to common practice in English-speaking countries, German-speaking employers prefer the CV to be organized in descending historical order, with the least recent item first (such as college education), followed by more recent data (with the applicant’s current position at the end).

While translation departments are not likely to reject an application that fails to follow this rule, it should be noted that applications for permanent positions will probably make their first stop in the human resources department. If the human resources staff is unfamiliar with other cultural practices, the initial impression made by the applicant may be affected.

We often ask both internal and external applicants to do a one- to two-page test translation, which is typically completed by the applicant free of charge. Sometimes no deadline is specified. The applicant should then contact the department and agree upon a deadline that is realistic and that can be met without fail with the finest quality you can provide. Avail yourself of all resources at your disposal for

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Translating for an International Corporation Continued

researching terminology, including the company or department from which you received the test translation. If possible, send questions via e-mail. If you are given a file to overwrite, retain the original formatting and be sure to check details such as headers and footers. Once you have returned the test translation, rest assured that the company will contact you. If you do not receive an immediate response, this may be because the company has a large number of applications to review.

Translation, localization, and interpreting form part of a complex business process in which everyone must work together harmoniously and in the spirit of cooperation. Therefore, it is extremely important that individual steps in the translation process are defined and accepted by all those involved.

Many of our external translators have worked for us for many years. We build successful partnerships with them—and they are truly our partners. These partnerships have two strengths: the first is based on our certainty that our translators will meet their deadlines and provide Siemens Language Services with high-quality translations, so that we can satisfy customers who require both superior translations and organizational smoothness (in particular, the ability to honor rapid turnaround times). We can also count on our translators responding flexibly to shifting customer demands and meeting situations with a sense of humor: together we weather the occasional chaotic project, nearly-impossible customer deadline, or source text that was faxed five times and is now illegible. In turn, our translators know that once we have established this partnership with them, we will come back to them over and over and rely on their expertise.

Good Contracts Make Good Partners Continued from p. 20

proposing modifications with the other party. Normally, a contract can be modified by simply crossing out the wording you wish to strike or by adding any additional wording, and initialing and dating your changes. The other party must also initial and date any changes to make the modifications valid.

Since boilerplate agreements are by nature more general, there may be provisions that are too vague or too indefinite in scope that you may wish to clarify. For example, often there is a no-compete clause. A no-compete clause serves to prevent one party from taking advantage of the relationship by using any knowledge or connections acquired in the course of performing work. Clearly, translation agencies and companies have to protect themselves in this respect since the translator may, and the interpreter will almost always, have direct contact with their client. Of course, ethics would also dictate that the translator or interpreter not use this position to solicit the agency’s client. However, it is a good idea to be specific in this provision. You may wish to make sure the no-compete clause states that you will not “knowingly” contact the client, and that the provision does not apply to clients with whom you have already had prior contact through other means. In addition, it is a good idea to ensure that the no-compete clause is limited in time. For example, many clauses will say: “Translator agrees not to solicit or accept other work from any client of Company to whom he/she was referred by Company for a period of one year after completion of last assignment for that client.” Others specify two years. An indefinite no-compete clause will likely not hold up in court. According to a Washington, DC-based lawyer, Jason Bartell: “Traditionally, courts will hold no-compete clauses invalid unless they are specified for a certain time that is reasonable for the industry, and they are limited in terms of geography.”

In short, be sure to thoroughly read and understand any contract before signing it. If a translation company or another client does not send you a contract, write your own. A contract need not be complicated and confusing. If you elect to draft your own contract, the ATA has devised a model contract (available at www.atanet.org) that serves as a good basis. The International Association of Conference Interpreters also has a model contract for interpretation. In addition, there is a plethora of samples available in books on contract writing and on the Internet. Remember, good contracts make good partners, and good partners make for good business.
Translations (like wives) are seldom faithful if they are in the least attractive.

—Roy Campbell, South African poet

Although the translation of patents from Japanese, German, and other languages into English for patent law firms is a busy field, this type of translation work is sometimes avoided by talented beginning translators because it has a reputation for being “difficult.” This article presents some thoughts on possible strategies that can be employed by translators, in particular relative beginners, in the patent translation field.

Patent law firms often need English translations of patents for the purposes of litigation aimed at preventing an infringement of patent rights. In an effort to keep their costs down, sometimes these firms will request that “only the claims” of a patent be translated. It should be said that it is not really fair to ask a translator to translate only the claims of a patent, since this portion is usually the most complicated part. Some claims are written in a language that makes sense during the first reading, but some claims are about as easy to interpret as the smoke signals of a long lost civilization. To further complicate matters, often only the claims portion of a patent is faxed to a translator with no context or figures to help him or her understand their meaning. Claims sometimes use language that is deliberately ambiguous in order to formulate a broad claim, even though the patent may be for something which provides only a relatively small and incremental improvement. Moreover, the legibility of a second or even third generation fax is often poor. This presents enormous problems, in particular when it is impossible to determine with any degree of certainty which characters are used in the Japanese text.

In these situations it may sometimes seem as if the whole world is taking part in a general conspiracy against translators. We are often asked to do the impossible and are blamed for everything if we fail to produce a translation that is less than perfect, regardless of the difficult conditions under which we must work. As we all know, everything is always the fault of the translator. The adage “shoot the translator” is always the logical conclusion when things go wrong.

On the other hand, it is understandable that clients of patent law firms, who are ultimately footing the bill, would not want to spend hundreds or thousands of dollars on the translation of entire patents that may or may not be relevant to a particular patented design. Despite this, it is still difficult, or impossible, to translate a cryptic section of text without any context. Fortunately, we can often find the context on our own without any help from our penny-wise clients.

Legible text of patents is available for free on the Internet.

The complete text of most published unexamined and examined Japanese patents (Kokai and Kokoku) can be downloaded or printed for free from the Japanese Patent Office (JPO) Website (www.jpo.go.jp) or from the European Patent Office (EPO) Website (www.ep.espacenet.com). The search page of the EPO site makes patents and utility models published in English, Japanese, German, and French in Adobe PDF format available to anyone.

…Thanks to the online availability of patents in foreign languages…we can now go and take a look at the entire text, including figures, whenever we are presented with…nearly incomprehensible and/or illegible claims…

Possible Strategies for the Translation of Foreign Patents

By Steve Vlasta Vitek

Continued on p. 32
the text of patents in languages such as German, French, and Japanese, but also a short English summary of the “Constitution of the Patent” that was filed in Japanese, German, French, and other languages. By simply typing in technical terms, we can do a field search for other patents containing the same design. One can also search for patents published by the same company, or under the name of the same inventor, which may have been published in languages such as English, Japanese, and German. This is very helpful not only for confirming the correct translation of technical terms, but also when patent lawyers request the translation of only the claim portion of a foreign language patent that was filed initially in English in the U.S. or Europe.

Claims usually need to be changed in Japanese to comply with specifications for filing in Japan. These specifications are somewhat different from those in the U.S. or Europe, as claims are generally defined more narrowly in Japan and more broadly in the United States. If we have the name of the inventor, and we can always find out the name if we have the correct patent number, we should be able to find the original patent that may have been filed in, for example, English or German.

However, translators are sometime also asked to translate the entire text of a Japanese patent that was filed originally in English and then translated by a Japanese patent lawyer (a benrishī) into Japanese. In these circumstances only the claim portion of the patent is usually changed, and the part “Effect (Operation) of the Invention” is sometime added to comply with Japanese patent laws. This probably happens either because U.S. patent lawyers don’t know that the rest of the Japanese patent will be essentially identical to the text in English, provided that the “benrishī” is a good translator, or because they want to know the exact wording in Japanese, regardless of the cost.

One mistranslated word in a patent can cost a manufacturer millions.

While most translations into Japanese are very good, or at least that has been my experience thus far, it is understandable that it is important for a law firm to try to find out as much as possible about the entire translation of a certain patent. And while translation costs represent a tiny fraction of the entire cost of patent litigation, a poor translation can cause immense problems. This is evidenced by an often cited case involving a patent infringement case, when the term “boron” was mistranslated in a chemical patent into Japanese by an incredibly sloppy translator (apparently a Japanese patent lawyer) as “bromine.” The patent holder lost the infringement case as a result of this translation error. Although the patent holder appealed the ruling, the appeal was denied because under Japanese patent law, a patent examiner must recognize from the invention’s description that the language used is clearly in error in light of the rest of the application.

A quick search on the Internet that enables us to quickly find life-saving context for isolated patent claims, which may be next to incomprehensible without the full text of the specifications and drawings, may thus prove invaluable. For example, as a rule, Japanese does not specify singular or plural. Whether a certain term refers to one part or several parts (or a plurality of parts, if we want to sound like U.S. patent lawyers) can usually be determined only from figures showing labeled parts. The EPO Website is particularly useful to patent translators because it displays the text of patents filed in English, Japanese, German, French, etc., with a short summary in English.

The English summary (which, in the case of Japanese patents, is incidentally the same summary that is also available on the English part of the JPO Website, along with machine-translated portions of some relatively recent patents) is usually a translation of the patent part entitled “Constitution.” This section is generally located on the first page of the patent. This English summary is mostly written in fairly good or very good English if the original patent was written in German or French, but the English is often hard to understand and sometime quite hilarious when the original patent was written in Japanese. The choice of English words is often less than felicitous, and the structure of the English sentences in these summaries often mimics Japanese grammar to an extent that makes the meaning very hard to understand. Nevertheless, it is very useful when we can see how another translator, apparently a native Japanese translator with some background or experience in a given field, would translate relevant terms. Most of the time,
these relevant terms are correct. Obviously, the problem is that native speakers of languages such as Japanese, Chinese, or Korean, which are very different from English, lack sufficient linguistic training or, judging from the results, perhaps even a basic aptitude for foreign languages. The people who write these summaries are probably not really translators by training, but rather engineers, chemists, etc., who “also know English.” The dilemma here is actually much bigger.

How can we be native speakers in two languages when we live only once?

A good patent translator should be a native speaker in both the source and target language (and when we examine the meaning of the word “native,” we find that what this really means is that he or she would have to be born at least twice in one lifetime). Also, he or she should also be a trained patent lawyer with a specialized degree, for instance a Ph.D. in chemistry or biology. In a way, this explains the sometime hilarious language of English summaries of Japanese patents published by official and respected institutions. Although there are exceptions confirming the rule, a good, fully bilingual patent lawyer (who can really translate Japanese patents into good English) is likely to stick to the practice of patent law, which tends to pay better than translation. Thus, the translation of patents into English tends to be practiced mostly by people who are not really qualified either as patent lawyers or as competent translators.

What has changed in the last few years is the fact that translators, who are mainly linguists, now have immediate access via the Internet to all kinds of information that used to be available only to technical specialists in their respective fields. It is exciting how the ease with which specialized information can now be accessed in any language has put a premium on the ability to access this information in more than one language and to make it available to monolingual technical specialists.

The other part of a strategy that beginning patent translators may need to employ in order to tackle initially unfamiliar texts is the linguistic part. This area is generally more familiar to most translators, as it is not very different from what they learned or should have learned in school.

The basic rule that a relative novice can follow when translating a foreign patent is the old golden rule: start from the simpler parts and do the most complicated part at the end. After 15 years of translating Japanese patents almost daily, with a generous sprinkling of German patents and a few in French, Czech, Slovak, Russian, and Polish thrown in for good measure, I still translate the claims, usually the most treacherous part of the job, at the end. I think that it is best to skip the claims and do them only when I understand the meaning of the text and thus the design of the patent. The reason why claims are at the beginning of Japanese patents but at the end of European patents, which is where they should be, is again very simple. Everything is usually the other way round in Japan, which includes the Japanese language and all things Japanese in general. Therefore, when translating a Japanese patent, it makes sense for us to modify the order somewhat and start from the title page, but then to skip the claims and work our way through the description of Prior Art (existing technology) and Preferred Embodiments (practical examples) back to the claims.

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Possible Strategies for the Translation of Foreign Patents

Nobody thinks quite like the Japanese, with the possible exception of the Germans.

Surprisingly, many components of the linguistic analysis techniques that I find useful for the translation of Japanese patents also work very well for German patents. The verb is at the end of the construction in Japanese, as it is in German. It is possible to string together several Japanese characters that are not normally used as independent words in Japanese, which is very similar to the way German compound nouns are used in technical terms.

The main problem, both in Japanese and German, is to make sure that the right link is established between the right components, in particular that the right nouns are connected to the right verbs. In German, this link is indicated, among others, by the case of the noun, whether it is singular or plural, and by the tense. However, in Japanese, the link is indicated mostly only by particles (joshi). Sometimes it is not as simple as it sounds, either in German or Japanese. There is an undeniable affinity between the psychology of the two languages, and, not surprisingly, I have heard Japanese people comment that they find it easier to get along with Germans than with other nationalities, including Americans. In long, extremely complex sentences, it is best to identify the subject or object first (the subject will be identified with the particle “ga” and the object with the particle “wo” in Japanese, and by its case in German). If there is no subject in Japanese, it is tempting to use the topic, or “wadai,” as the subject in English. However, this often does not work because the “wadai” has a largely adverbial function in Japanese. The best “direct” translation of “wadai A” would be “as far as A is concerned.” This is also usually the worst possible translation to use in English. In other words, the most faithful translation is also the least attractive one, especially if this “as far as” or “with respect to” construction is used several times. This is a dead giveaway that the translator is an amateur who is not really sure how the Japanese parts of speech really belong together or what a clearly comprehensible English sentence looks like. If there is no subject (particle “ga”) or topic (particle “wa”) in Japanese, the “wadai” (topic) may be continued from a previous sentence. Sometimes it will be found several clauses or sentences back on the previous page or in the title of the entire section. But the topic can usually be found quite easily in the Japanese text, unless the text is written by a particularly poor and/or mean writer participating in the general, clearly documented conspiracy against translators mentioned earlier in this article.

“Patentese” should make sense—it’s the law!

Although what the writers of Japanese and German patents produce may seem at first glance completely incomprehensible, the text usually does make sense provided that one can keep in mind the underlying objective of the allegedly improved design. I find it very useful to create a mental image of the main task to be achieved by a patent—for instance, the design of a keyboard for a Japanese typewriter. I then go back to this mental image I have created for myself, often with the help of the figures contained in the patent, every time I seem lost in long convoluted sentences. It may seem silly, but it helps me when I try to connect the right verbs, often hidden among the verbiage at the end of a hideously long sentence, with the right nouns.

It is perhaps understandable that it should not be the job of patent lawyers to make their description simple to understand. If it was simple to understand, inventors could decide to write their own patents for their own inventions and patent lawyers might then have to look for a different job. As my wife once put it, a Japanese patent lawyer is a “muzukashii nihongo o kaku senmonka” (a specialist who specializes in writing difficult Japanese.) Nevertheless, it is their job to write the description in a way that makes sense, and our job is to figure out what they actually mean. According to patent law, patents should be written in such a way so that “a person with ordinary knowledge in the art” would be able to understand the description. Therefore, what is required from translators is “ordinary knowledge,” or an understanding of the basic concepts, rather than a detailed knowledge of the field in question.

To understand patent lawyers, we have to think like them. Instead of concentrating on words, words, and more words (as in how many words can I translate per hour), we have to try to keep in mind the gist of the design and the purpose of the patent. That is, a broad definition of a certain technique that, if copied by the
competition, will provide evidence for a patent infringement lawsuit. In some cases, this so-called “ordinary knowledge of a person in art,” may be a very specialized language that is quite difficult to understand (in my case, for instance, the field of biotechnology or dentistry). On the other hand, even a patent describing a relatively complicated medical device (for instance, an angioplasty device) may have relatively few specialized medical terms, such as the names of heart muscles, while the remaining terminology will be quite simple even for a translator who is not used to this field. Because medical translation is not my specialty, when I am asked to translate a medical patent, I first take a good look at the text and then either translate the patent myself or, if the terminology is very complex, refer it to colleagues who are specialists in this field.

It’s a dirty job, but somebody’s got to do it.

The fact is that there are thousands of patents in foreign languages that need to be translated quickly, and only a limited number of translators who are able to translate them competently. Thus, the translation of patents represents a fairly reliable source of work for translators, especially those who translate from Japanese and German and are willing to invest the time and energy required to overcome the initial “learning period.” Patent translation is also very rewarding because in addition to having a constant source of work, often at higher rates than for other types of translation, patent translators are constantly learning about the amazing machines and technologies in the world around them.

And as we translate, it is kind of gratifying to know that, unlike “civilians” (nontranslators), we are actually getting paid while learning about the clever gizmos surrounding all of us wherever we go.
This case study addresses the interpreter trainer shortage in Taiwan. In order to satisfy the demand for qualified trainers, the first workshop on how to conduct interpreter training took place in Taiwan, December 15-17, 2000. Although originally entitled "The International Translation and Interpretation (T/I) Teacher Training Workshop," it focused on interpretation instead of translation due to the fact that in Taiwan there is more of a shortage of interpretation instructors than translation instructors.

Chen then implemented the workshop with the logistic support of the DAFL faculty and graduate students. At the end of the workshop, Chen requested feedback from the participants. Finally, Chen integrated this feedback with other related data in order to come up with suggestions to facilitate interpreter teacher training and to complete the study.

The goal of this study attempts to bridge the gap between interpretation and research on interpreter training.

Subjects
Subjects involved in the study consisted of 66 workshop participants. There were also 9 instructors, including Professors Hensey and Chen, acting as participant observers. These workshop participants (1 elementary school teacher, 15 graduate students, 6 high school teachers, 1 assistant professor, 1 associate professor, and 42 lecturers) included novices, experienced interpreters, and interpretation instructors in college. Most of the lecturers of interpretation among the workshop participants obtained their masters’ degrees in translation and interpretation from the Graduate Institute of T/I (GITI) of Fujen University in Taiwan or from the Chinese Program of the Monterey Institute of International Studies Graduate School of Translation and Interpretation (MIIS/GSTI) in the United States. All the workshop participants were recruited through regular mail sent to their departments or schools. The instructors of this workshop were all accomplished researchers and professionals in interpretation.

Data Collection
Data were derived from interviews, workshop materials, and Chen’s reflective notes, headnotes, and fieldnotes. In addition, for purposes of data collection, at the beginning of Chen’s presentation in the last session of the workshop he asked participants to do a multiple-tasking exercise he developed (Chen, 1998). Chen asked them to listen to his presentation, shadow it, and at the same time jot down their reactions to the workshop. Thirty-three out of the 66 participants provided feedback. Those who completed the responses received two articles...
Chen had written, *The Application of Mnemonic Devices to Interpreter Training* (2000a) and *Interpreting in Taiwan* (2000b).

**Research Site**

The workshop was given at the international conference center at the hosting university. The conference room seated 66 participants. Each seat was equipped with a control panel that could be tuned to six different channels, output jacks for earphones, and a microphone. In addition, the conference room contained a VCR, an overhead projector, an electronic projector, and a computer connected to the Internet.

**Working Languages**

The working languages in this workshop were Chinese, English, Spanish, and Japanese. The common working language was English. Among the instructors, except for Professor Hensey and Ms. McClean, who spoke English and Spanish, the other instructors all spoke Chinese as their first language and English, Japanese, or Spanish as their second language. The other instructors and participants spoke both English and Chinese. One participant and one instructor were Japanese interpreters and did not speak English fluently. In Taiwan, most Japanese interpreters are fluent in mainly Japanese and Chinese.

**Data Analysis**

Following qualitative data analysis methods, the participants’ feedback and the other data were analyzed. The analysis of data was based on three major coding systems: open, axial, and selective (Strauss & Corbin, 1990).

**Research Questions**

The study attempted to answer the following research questions:

1. Can a training workshop for teachers of interpretation resolve problems due to the shortage of teachers of interpretation?

2. How do participants react to the training?

3. How may the results of this study be utilized to facilitate a training workshop for interpreter trainers?

**Literature Review**

With the exception of Hammer (2000), who described an interpretation teacher-training workshop at the MIIS/GSTI, no other literature has been available which dealt specifically with the experience of organizing a short-term training workshop for teachers of interpretation. Other researchers have dealt with non-language-specific interpreter training for various purposes. For instance, Schweda-Nicholson (1994) implemented an interpreter-training program for mental health interpreters where participants included speakers of five working languages. In addition, she conducted interpreter training for the FBI, with eight working languages in a single course. Mackintosh (1989) trained both novice and experienced interpreters in a single course involving interpreters of 16 nationalities. Mackintosh (1991) also implemented a course to enhance the competence in English of interpreters of various languages. Viaggio (1998) taught three groups of interpreters of three different working languages who were required to interpret his speeches on translatology. Chen (1999) designed and implemented a semester-long interpreter certificate course at Austin Community College. Here, participants were speakers of Japanese, Spanish, Chinese, and Korean, with their common working language being English.

**Research Problems**

As has already been stated, Taiwan is experiencing problems due to a shortage of teachers of interpretation. This may be attributed to the following causes: the unique demographic, geographical, and economic features of Taiwan (see Council for Economic Planning and Development, 2000); shifting the focus of EFL teaching from competence to communication; and competition in the job market. In addition, most universities require a Ph.D. as a basic qualification for becoming a faculty member. For more information about interpreting, interpreter training, and interpretation teacher shortage problems in Taiwan, see Chen (2000b).
The Workshop Design Process

To alleviate the problems caused by a shortage of teachers of interpretation, the DAFL of the hosting university held a series of committee meetings concerning the organization of a workshop focusing on the training of teachers of interpretation. As a well-known researcher and instructor in T/I in Taiwan, Chen was responsible for drafting a proposal for the T/I teacher-training workshop, for inviting instructors from Taiwan and the U.S., and for having the proposal submitted to the Ministry of Education and the National Science Council to obtain funding. During the workshop, Chen was also responsible for coordinating all the workshop components with his colleagues. He decided that this workshop should focus on interpretation instead of translation, inasmuch as Taiwan is in short supply of interpretation instructors instead of translation instructors. What follows is the workshop agenda.

Workshop Agenda

December 15: The workshop began with two keynote speakers (Professors Yu and Hensey). The first was the vice-president of National Chiayi University, who spoke about the significant role of translation in the global village. The second keynote speaker was Professor Hensey, who spoke on “Dialogue Interpreting: Four Functional Roles of Interpreters in Face-to-Face Interaction.” Following the keynote speeches, Professor Hensey and Ms. McClean demonstrated preparatory exercises relevant for major modes of interpreting, such as role-play and memory strengthening. After that, a colleague spoke about teaching translation online.

December 16: Professor Hensey and Ms. McClean worked on consecutive skills, memory notes, and simultaneous interpretation. The director of the Center for International Negotiation and Interpretation of National Taipei University discussed the application of rhetoric devices to interpreter training. The director of the GITI of National Taiwan Normal University talked about the program design and reform of the GITI. The former director of the GITI of Fujen University outlined the principles for designing interpreter training materials as well as for testing and the evaluation of interpreters.

December 17: Professor Hensey and Ms. McClean worked on simultaneous interpretation, giving an overview of theories and pedagogic perspectives. After that, another colleague spoke on the application of translation theories to interpreter training. Finally, Chen wrapped up the workshop by giving a presentation on the last phase of interpreter training—how to coach students to interpret at international conferences. At the end of the workshop, instructors were awarded certificates for teaching and participants were awarded certificates for attending the workshop.

Participants’ Reactions to the Workshop

During the last phase of the workshop, Chen asked participants to write both positive and negative feedback while shadowing his presentation on how to coach students to interpret at international conferences. Out of the 66 participants, 33 gave written feedback to the workshop. They made remarks on the course design, instructors, logistic supports, and other aspects. The following is a summary of their reactions to the workshop.

Program Design was Excellent. The participants agreed that this groundbreaking workshop was truly rewarding, challenging, inspirational, and interactive. Moreover, the skills taught were relevant and useful to teaching. One participant commented: “This workshop deals with not only the theoretical aspect of translation and interpretation but also with the more important aspects of practical training, empowering the participants with the concrete ideas of what translation and interpretation are.” (Among other things, participants learned how simultaneous interpretation and consecutive interpretation work.) However, participants also offered the following suggestions:

1. They wanted to know more about the practice of interpreting and wanted the instructors to share more of their interpreting experiences with them. Specifically, they were interested in finding out how much interpreters earn for interpreting at a conference, how interpreters can get interpretation jobs, and how relay interpreting works.
2. They wanted the workshop to provide more interactive learning activities, such as working in pairs and groups in smaller classrooms with moveable furniture. In other words, they wanted to learn more activities that would be applicable to their own classroom use.

3. They wanted to have handouts, including transparencies, from all the speakers, since they felt it was difficult for them to concentrate on the workshop and take notes at the same time.

4. They wanted to learn how to conduct research on interpreter training.

5. They felt disappointed when there was a change of agenda at the last minute. For example, one Chinese keynote speaker and one American instructor were replaced because they were unable to attend.

6. Regarding the schedule, they wanted the workshop to start at 9:00 instead of 8:30, and finish at 5:30. They also felt that more time should be allotted to each speaker so participants could have a better grasp of the concepts and the contents being presented.

7. They also wanted the speeches or workshops to be more relevant to the title of the workshop.

Finally, they commented that discussions and training related to the actual work of T/I should have played a more significant role for participants to benefit from the sharing of working experiences.

**Instructors were professional, responsible, and inspirational.** Participants felt the workshop instructors were willing to impart valuable knowledge on interpretation. Specifically, they introduced important aspects of interpreting, including consecutive and simultaneous interpretation, sight translation, interpretation skills, and interpretation problems and solutions. They would like to invite Professor Hensey and Ms. McClean back next year, because these two instructors were knowledgeable, responsible, experienced, and interesting. Above all, they were willing to share their interpretation experience and skills.

However, participants would like to have more reference materials for training themselves and training their students. They would also like the instructors to control the time allotted for their sessions more efficiently.

**Logistic supports were good.** Participants were pleased with the excellent logistic support, including catering services and transportation. They commented that the boxed lunches and dinners and the refreshments provided during the morning and afternoon breaks were excellent. They thought the staff was friendly and helpful, the transportation efficient, and the conference room facilities very good. However, the participants should have been taught how to use the microphones, earphones, and other equipment. (For instance, they really did not need to go up on stage to interpret, because they could have done so from their seats.)

Participants also commented that the computer did not work well on the first day of the workshop, and that poor Internet connections occurred while one instructor was talking about teaching translation online. They commented that a smaller classroom might have encouraged more participation.

**General Comments.** Participants felt that the workshop provided them with general ideas about interpreter training, and that they had learned a lot about how to train themselves and how to train students. In addition, they commented that they had learned how to learn and teach English more efficiently. This workshop has aroused some participants’ interest in learning interpreting, teaching interpreting, and attending more T/I workshops. It also increased their confidence in interpreting and teaching interpreting. Before attending the workshop, most of them did not have prior interpretation experience. However, after this workshop they have developed the confidence to learn more about interpreting and the process of teaching interpretation to undergraduate students. (However, one participant decided not to become an interpreter after learning that interpreting is so...)

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exhausting.) Moreover, participants found that they had more respects for interpreters.

Participants concluded by suggesting that more workshops like this one be offered again, that Professor Hensey and his co-instructor be invited again, that a Website on interpretation instructor training be built, and that an evaluation form be developed to solicit feedback.

Implications for Professional Practices

The participants’ feedback will provide valuable information to facilitate future interpreter teacher-training workshops. However, Chen and Hensey would like to make some suggestions for professional practices based on their observations.

Individuals invited to the workshop must be professional, responsible, and communicative. In a workshop of this type we need to trust many people, including the workshop proposal writer, the speakers from Taiwan and abroad, and the staff at the workshop. In order for everything to run smoothly, it is important to work with people who are responsible and communicative.

The course content should meet the needs of participants. When Chen initially wrote the proposal, he had the participants’ expectations in mind and designed the workshop from their perspectives. As a result, participants were very satisfied with the design of the workshop. Since Chen’s research focus is interpreter training, he was able to anticipate what participants were looking forward to learning at the workshop. They need to learn how to design their courses, collect learning materials, structure training tasks, administer tests, and coach students to interpret at international conferences at the final phase of training. Therefore, Chen focused on those components when designing the workshop. In addition, he let all the instructors know what the focus of the workshop was and what components the other instructors had decided to work on before asking each one what he or she wanted to deal with.

The participants were satisfied because they got what they wanted. However, when some component of a workshop is more theoretical and tangential, the instructor should explain to the participants its relevance to what they are learning, since some of them may be incapable of relating theories to practices. Participants will learn more effectively if they can relate what they learn to what they are expected to do in their classrooms or in authentic interpretation situations. For instance, since they were so eager to know more about how interpreters work, how much they get paid, and how to get an interpretation job, a future workshop should include a component on the practice of interpretation in Taiwan and a question/answer session to meet their needs.

The course packets should include a complete set of each instructor’s teaching materials. A course packet including such materials as the instructors’ handouts, transparencies, and the speech texts in full should be provided. All course materials should be posted on the instructors’ Websites for participants to download. As previously mentioned, some participants commented that it was difficult for them to listen to the instructors and take notes at the same time.

Equipment must be tested and retested on the day of the workshop, and a technician must always be present. Although Chen had all the visual and audio equipment tested and found them satisfactory, on the first day of the workshop a piece of equipment (the Internet connection component in the computer) still broke down when an instructor was using it. Luckily, a trained graduate student got the equipment working again. The equipment should be turned on and tested at the beginning of a break before each session in which it is to be used, so that it can be fixed in time when problems occur.

As many English-speaking instructors as possible should be invited. More than one senior colleague and some participants expressed the opinion that Chinese participants prefer to attend a workshop given by English-speaking instructors, preferably native speakers of English, instead of Chinese-speaking instructors. Consequently, as many English-speaking instructors should be invited as possible.

Catering should be excellent and transportation services efficient. In order to save time, both instructors and participants
were given a boxed lunch, and menus were changed from meal to meal. Refreshment including coffee, tea, and about six trays of finger food and a variety of fruit were served once in the morning and once in the afternoon. This provided an opportunity for informal networking among participants and instructors.

Conclusion
From the demographic profile of the workshop participants, it becomes evident that this workshop has broken new ground in the field in terms of helping to solve the interpretation teacher shortage by training existing faculty members to teach interpretation courses. However, more work is required to make the workshop more available and attractive in order to recruit university faculty members with a Ph.D. degree. Of course, learning interpreting is not achievable overnight.

As keynote speaker, Professor Hensey said at the workshop, interpreter training and interpretation teacher training are ongoing processes. Interpreters should attend professional conferences and workshops on a regularly basis to continue acquiring new knowledge and skills. For instance, they should attend ATA Annual Conferences, among others listed in the ATA Chronicle, because such conferences provide opportunities for researchers, instructors, and professional interpreters to interact with each other. As another keynote speaker at the workshop said, “This workshop is just the beginning of a series of interpretation teacher-training workshops in the future in Taiwan.” To sum up, further research is encouraged to find out how many of those who attend a teacher-training workshop actually become interpretation teachers and, in addition, what problems they face and how they solve them.

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Successfully Managing Flash Localization Projects

By Shaunessy P. O’Brien

Whether it is playing a game, taking a virtual tour of a product or site, or learning from an interactive lesson, there is no doubt about it: Macromedia Flash has become a vital tool for Web publishers and users alike. Designers as well as Web users praise Flash for its ease of use and functionality. Unfortunately, the same cannot be said for the process of localizing Flash movies for different audiences.

…the main challenges translators will face when engaging in a Flash localization project are things like creative translations due to space constraints, marketing gimmicks, and pop cultural references…

For translators, many of the same issues found in any localization project will also apply to Flash. But the main challenges translators will face when engaging in a Flash localization project are things like creative translations due to space constraints, marketing gimmicks, and pop cultural references.

Blame the Designer, Not the Tool

In October 2000, Jakob Nielsen proclaimed Macromedia’s Flash technology to be “99% bad” (www.useit.com/alertbox/20001029.html), partially because “Internationalization and localization is complicated.” Never one to mince words, Jakob Nielsen has caused quite a stir in the Flash designer community, and, predictably, many experts disagree.

The fact that a Website uses Flash does not necessarily make it inherently faulty, these experts argue. It only makes it faulty if designers abuse the creative power that Flash offers. In other words, it’s not the tool that’s to blame but the people using it.

“I am not sure the designers and, more importantly, the users, are ready for Flash,” notes Jeff Schueler, president of Usability Sciences Corporation. “In our experience, the majority of sites around the world are sorely lacking in basic usability fundamentals. Giving developers the power to make the designs even more ‘unique’ is not necessarily the proper solution from a usability perspective.”

Localization Challenges

Macromedia, for its part, is increasing support for non-U.S. users. “About half of Macromedia’s business is international, and our products are used by people around the world,” explains Jeremy Clark, product manager for Macromedia Flash. “Macromedia Flash and the Macromedia Flash Player natively support English, French, German, Japanese (via Shift-JIS), Swedish, Brazilian Portuguese, Spanish, and Italian.”

In addition, Macromedia’s separate Generator can be useful for the localization of Flash movies. Generator templates separate content from design and stores content—in as many languages as desired—in a database. Flash movies can then be compiled into appropriate languages, either offline or dynamically at runtime.

Despite this strong assistance for international users, poor planning and design can easily derail the localization of Flash movies. A few of the production challenges that often surface during a Flash localization project include:

Bitmapped text—The lack of editable text elements is the single most expensive issue that is encountered during Flash localization projects. Because bitmapped text cannot be edited, translators need to recreate potentially complex effects, resulting in cost and time overruns.

Confined design concepts—While a Flash stage may be large enough to accommodate the English content, it may not be large enough to fit wordier foreign languages. This does not only apply to stages, but to anything within Flash: anticipate expansion.

Complex scripting—One of Flash’s most powerful features often turns to a nightmare during localization when translators attempt to find translatable text within scripts. Few designers provide an explanation of how scripts work and fewer still anticipate different character sets (text entry) and text expansion (field size).

Animation—It is not uncommon for U.S. designers to think only about the English version. Sometimes they may not even
be aware that a Flash movie will be localized down the road. Either way, most Flash animations do not account for foreign-language text expansion or for differences in language grammar and usage.

Additional language support—Localization of Flash movies into Asian and Middle Eastern languages is a trial-and-error affair. Japanese projects can be localized by using the Japanese version of Flash on a native Japanese operating system. Other double-byte languages aren’t as straightforward: “We don’t officially support Chinese (simplified or traditional), Korean, or any other multi-byte language,” says Macromedia’s Clark.

To make matters worse from the translator’s perspective, Flash localization projects need to be completed manually. The localization tools that are available to automate and streamline the translation process for documents and software applications (e.g., Trados, Catalyst) cannot be used for Flash projects.

Tips for Managing Flash Localization Projects
Translating Flash content and modifying designs for various countries can be a tedious and expensive undertaking. The good news is that Flash localization projects aren’t really different from other localization projects. The same issues must be resolved regardless of the media and project type.

For instance, Usability Sciences’ Schueler points out that: “the rules of what dictates a graphic to be ‘good’ or ‘bad’ remain the same, regardless of the medium. If a graphic is really appropriate for one culture but offensive to another, then this issue will arise whether it was delivered in HTML, or Flash, or another format.”

Beyond graphic design issues, there are four main areas that are often troublesome and require special attention:

1. Project Specification
Despite being straightforward to produce, this document is often overlooked. The project specification aims to define:

- Text attributes/effects
- Color specifications
- Action-scripting information
- Animation explanations
- Movie/scene interaction

Companies used to software localization efforts are comfortable with preparing localization kits for vendors. The project specification follows a similar approach. Like a localization kit, the project specification is intended for anybody associated with a Flash project. In addition to translators, the designers, Web engineers, and marketing folks will also benefit from its explanations and organization.

The project specification covers basic project information as well as explanations for more complex aspects of a Flash project, such as settings for a text fill or information on how scenes interact with one another. While Flash experts could attain all of the information in the project specification from an analysis of the project, the advantage of a formal specification is that anybody working on the project will be able to determine the correct filters and settings.

<table>
<thead>
<tr>
<th>Specifications</th>
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<tbody>
<tr>
<td>• Heading text—24pt.—Arial Bold</td>
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<tr>
<td>• Body text—12pt—Arial regular</td>
</tr>
<tr>
<td>• Buttons (up state)—made in Photoshop—12pt Arial—text effect: drop shadow—Opacity 50%, Knockout—Shallow. Buttons_template.psd file provided</td>
</tr>
<tr>
<td>• Buttons (down state)—made in Photoshop—12pt Arial—text effect: drop shadow—Opacity 100%, Knockout—Deep. Buttons_template.psd file provided</td>
</tr>
<tr>
<td>• In the pre-loading animation, the intro paragraph is masked and this layer must be turned off to get to the text.</td>
</tr>
<tr>
<td>• Any variable text can be reached in each scene on the first layer named (action layer)</td>
</tr>
</tbody>
</table>

2. Tables of Text
Text contained within Flash projects is usually noneditable. In order to localize the project, all text needs to be extracted for the translators. Any standard word-processing application can be used to create a three-column table. The first column contains the file name of the content to

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be translated. Be sure to include the full file name and extension. Where appropriate, also provide directory information (i.e., whether it is a true directory or a nested folder within your Flash library).

The second column holds the content to be translated. This can be a one-word button or header text or an entire paragraph of text—be sure to accurately reflect the capitalization of the source text. To ease the matching of body text with graphics, page breaks, text wrapping, and so on, limit the amount of text in a cell to one paragraph.

The third column is used for notes and additional information such as settings for text effects or an explanation of why seemingly duplicate graphics are required. (See Table 1.)

Compiling tables of translatable text will not only save time and money during the localization phase of the project, it will also streamline future revisions and English content evaluations. And since Web-based Flash movies content are not searchable by search engines, text from the tables form a basis for producing appropriate meta tags for your Web pages.

3. Text Expansion

Text expansion is the most common culprit when Flash localization projects go awry. With most Web and documentation projects there exists (in principle, at least) virtually endless room for text to expand and for pages to be added. But since Flash requires you set up an exact stage area, text expansion can dramatically change the look and feel of how information is presented in your movie. The only exception to this is if you are using scripting within Flash to produce a scrollable field or utilizing one of Macromedia Generators’ many features in conjunction with Flash to produce scrolling text. But that is another matter entirely, to be visited in another paper.

Many European languages can expand by as much as 25 percent in comparison to English. The difference in expansion rates is due in part to the efficiency of the English language, but can also be attributed to the translation process itself.

**English:**

Single Point Data Entry differs from Summary Point Data Entry insofar as Summary Point allows you to specify a Number of Points and an SD. The Main Table will contain only one column for each Analyte for Single Point (for the mean value); there will be three columns (number of points, mean and SD) for Summary Point.

---

**Table 1**

<table>
<thead>
<tr>
<th>Path/Directory</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library/buttons/home</td>
<td>Home</td>
<td>Buttons have eight-character max. length.</td>
</tr>
<tr>
<td>Library/buttons/next</td>
<td>Next</td>
<td>Buttons have eight-character max. length.</td>
</tr>
<tr>
<td>Library/buttons/back</td>
<td>Back</td>
<td>Buttons have eight-character max. length.</td>
</tr>
<tr>
<td>Library/graphics_text/body_1</td>
<td>You never know what people will put in their Flash movie, do you? Well, that all depends.</td>
<td></td>
</tr>
<tr>
<td>Library/graphics_text/body_2</td>
<td>This would be the spot. You know the place where the next frame of text would go.</td>
<td></td>
</tr>
<tr>
<td>Library/graphics_text/body_3</td>
<td>This would be the spot. You know the place where the next frame of text would go.</td>
<td></td>
</tr>
<tr>
<td>Library/preloader/top</td>
<td>Pre</td>
<td>Two words; one on top of the other</td>
</tr>
<tr>
<td>Library/preloader/bottom</td>
<td>Loading</td>
<td>Two words; one on top of the other</td>
</tr>
</tbody>
</table>
**Corresponding German:**


The opposite tends to be true for Asian languages. The use of symbols instead of letters makes these languages more space efficient. As a result, Asian texts tend to be shorter than the corresponding English text.

Flash designers should be mindful of text expansion and contraction. This is especially true when it comes to defining a stage area, but also applies to the size of buttons, text fields, and even non-text elements that take up valuable screen real estate.

4. **Editable Elements**

Safeguard the editable versions for all of the symbols! Many organizations have learned the hard way what happens when the editable symbol source files cannot be found at the time of localization. The source files need to be recreated, and the time and expense of the Flash localization project can double or even triple.

Starting with version 5, Flash allows users to share common elements between movies. “For example, if you had the French and Japanese version of movies on the same server, then bitmap graphics and other elements can be shared between these movies,” explains Clark.

All of this requires planning and documentation. A good way to manage source files is to leave behind duplicate symbols and to group the symbols using separate folders in your Flash library. (See Image 1.)

A related concern is the size of Flash files. This issue looms large overseas. If not considered, says Schueler, “this will limit the overall benefit of Flash. For example, we did some projects in parts of Taiwan where getting a 28.8 modem connection was a challenge. Clearly, the extra time needed to download and view a Flash movie would cause users to abandon a site in frustration.”

To keep files size to a minimum, delete duplicate symbols before publishing the movie. By keeping two different versions of your file—one editable, one for publication—you achieve both objectives.

**Planning is the Key**

The localization of Flash movies is still a new and relatively unrefined...
Special Challenges in Interpreting from Japanese into English

By Izumi Suzuki

The origin of the Japanese language is still a mystery. ...Only natives of the small islands of Japan (which amount to the size of California) speak it as a native tongue...

Now, here are some details we should remember. Often the subject is omitted (especially “I”). Also, there are no articles in Japanese. And there are virtually no plural forms! So what actually happens is: Apple/s ate not. When this Japanese sentence is interpreted, one must instantly glean (or guess) from the context that the subject is probably “I,” and that only one apple was involved.

Whether a sentence is going to be past or present will not be known to the interpreter until the end of the sentence. Note that the choices are past or present. These are the two tenses that exist in Japanese. Someone may protest, “How do you say ‘It will rain tomorrow?’” The answer is, “It may rain tomorrow.” A mere human won’t know what is going to happen tomorrow. All we can do is to “guess.” (Don’t you think the American weatherman could defend himself better if he were to say “may” instead of “will”?) Actually, the “It” in “It will rain” is not only superfluous in Japanese, but would be considered a mistake. So the Japanese would say, “Tomorrow rain fall may.” Returning to the tense issue, there is no past perfect tense or present perfect tense. For example:

English: I have never played basketball.
Japanese: “Basketball play did is not.”

English: I would have climbed that mountain if it had been sunny.
Japanese: “Sunny was if, that mountain climb did but.”

Another characteristic of the Japanese language is that it uses particles after nouns, verbs, and adjectives to show cases and locations (similar to English prepositions). Case particles indicate whether the noun that precedes a particle is a subject, direct object, or indirect object, which is not a difficult grammatical concept. However, this gives a Japanese speaker flexibility in placing a subject and/or an object in a sentence that would be considered extraordinary in English. A sentence in Japanese may make sense even if the sentence order is not typical. Thus, a subject may come at the very end of a sentence. In that case, all the interpreter can do is wait anxiously to find out what the speaker is talking about. (Simultaneous work can get exciting, to say the least.)

The challenges with location particles come from the fact that they don’t necessarily correspond to English prepositions. For example, there is no difference between “on” and “above,” nor between “below,” “beneath,” and “under.” A serious legal problem once occurred due to the improper interpretation of one little particle: “ni.” A mother whose baby was found drowned in a pond was interrogated by the police through an amateur interpreter. When she was asked...
five vowels. Here are a few more examples:

**English:** Volleyball  
**Japanese:** *bareh—bo—ru*

**English:** Team play  
**Japanese:** *chi—mu pureh*

**English:** Thoroughbred  
**Japanese:** *sarabureddo*

(The rules are quite regular, so once you get used to them, things are not too bad.)

What are trickier are those words coined by the Japanese for the Japanese. Can you guess what the words in Table 1 mean? (A vowel with a dash, —, means it is prolonged.)

When a Japanese client, in a (mis-guided) attempt to help the interpreter, incorporates many Japanglish words while speaking, the interpreter has to resist the temptation to just pronounce words in the English way (false cognates). He must translate them into proper English words. It would be easier to interpret “Anohito wa hosoi desu.” than “Anohito wa suma—to desu.” to “That person is slim.”

So far the challenges we have discussed have been technical. Once you recognize them, they can be managed. Now let’s take a look at the cultural side. Japanese society emphasizes social hierarchy. In fact, a Japanese person cannot begin talking to others comfortably if he doesn’t know where he stands in relation to them. Depending on his relative position, he should speak with different degrees of politeness. Japanese is loaded with polite expressions, called *keigo*, which are necessary to maintain proper social hierarchy. Some expressions are used

<table>
<thead>
<tr>
<th>Japanglish</th>
<th>English Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naita—(nighter)</td>
<td>Nighttime baseball game</td>
</tr>
<tr>
<td>Sha—pen (Sharp pen)</td>
<td>Mechanical pencil</td>
</tr>
<tr>
<td>Eya—taoru (Air towel)</td>
<td>Hand dryer</td>
</tr>
<tr>
<td>Basuke</td>
<td>Personal computer</td>
</tr>
<tr>
<td>Anime</td>
<td>Basketball</td>
</tr>
<tr>
<td>Esute</td>
<td>Animation</td>
</tr>
<tr>
<td>Suma—to</td>
<td>Esthetic spa</td>
</tr>
<tr>
<td>Bariya furi—(Barrier-free)</td>
<td>Slim, thin</td>
</tr>
<tr>
<td>Hotto (hot)</td>
<td>Wheelchair accessible</td>
</tr>
<tr>
<td>Defure</td>
<td>Coffee</td>
</tr>
<tr>
<td>Infure</td>
<td>Deflation (economic term)</td>
</tr>
<tr>
<td>Manshon (Mansion)</td>
<td>Inflation (economic term)</td>
</tr>
<tr>
<td>Kosuto daun (Cost down)</td>
<td>(Euphemism for) apartment</td>
</tr>
<tr>
<td>Bo—ru pen (Ball pen)</td>
<td>Cost reduction</td>
</tr>
<tr>
<td>Sofuto (soft)</td>
<td>Ballpoint pen</td>
</tr>
<tr>
<td>Defure</td>
<td>Software</td>
</tr>
</tbody>
</table>

where she took the baby, she answered, “Baby pond ‘ni’ left.” The interpreter interpreted, “I left the baby in the pond.” “Ni” should have been interpreted as “at” in this situation. The interpreter (obviously) did not know what happened, and perhaps assumed the mother killed the baby (intentionally or not). This tiny misinterpreted particle was a major factor in the decision of the prosecutor to charge the mother with first-degree murder!

The real technical challenge comes from modifiers. All adjectives in Japanese come in front of nouns, just as in English. The problems are relative pronouns, or the lack of them. All of the phrases that modify a noun are put in front of it. Here is an example:

**English:** “We have developed the core technologies that have helped boost the value of our brand.”  
**Japanese:** “(We) our brand’s value boost help did core technologies develop did.”

You can imagine what would happen when the interpreter needs to sight-translate a legal document in court. Tough!

Another thing that makes interpreting from Japanese to English exciting is the existence of English-sounding Japanese words, which are called “Japanglish.” These words are different from transliterated English words, which have their own challenges due to the fact that there are fewer vowels and consonants in Japanese than in English. There are no [æ], [U], [v], or [l]. So “roller,” when transliterated, becomes “ro—ra.” And, except for the “n” sound, each consonant must be accompanied by one of the

Continued on p. 48
Special Challenges in Interpreting from Japanese into English

Continued

to humble oneself down, others show
normal politeness in business situa-
tions, and yet others are used for
showing respect. It is usual in a com-
pany situation to call a person in a
higher position by a title, such as
“President” or “General Manager.” If
there are two section managers at one
time, for example, they are called
“Section Manager Tanaka” and “Sec-
tion Manager Kaneda.” “You” is never
used. Of course, when these expres-
sions are interpreted into English, they
all become “you.” So, in this case, it is
more challenging to interpret from
English into Japanese, because if an American says “you,” the
interpreter has to change it to the proper title + name combi-
nation. It would be unfortunate (and unprofessional) for the
interpreter to forget titles and names. (That is one reason why
I make sure to collect all the participants’ business cards before
a meeting.)

Several common verbs change themselves completely to
show different degrees of politeness. For example, see Table 2.

When a Japanese person speaks and uses keigo, the inter-
preter must express the speaker’s politeness within a range that
does not sound awkward. When there are many other things to
worry about, this is not easy.

Another cultural point: in Japanese, there is a substantial
difference between written (formal) words/sentences and
spoken (casual) words/sentences. A challenge occurs when a

Table 2

<table>
<thead>
<tr>
<th></th>
<th>Dictionary Form</th>
<th>Normal politeness</th>
<th>Humble</th>
<th>Respectful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verb “to go”</td>
<td>“iku”</td>
<td>“ikimasu”</td>
<td>“mairu”</td>
<td>“irassharu”</td>
</tr>
<tr>
<td>Verb “to eat”</td>
<td>“taberu”</td>
<td>“tabemasu”</td>
<td>“itadaku”</td>
<td>“meshiagaru”</td>
</tr>
</tbody>
</table>

Table 3

<table>
<thead>
<tr>
<th>Spoken word</th>
<th>Equivalent written word</th>
<th>Homonyms with different meanings</th>
</tr>
</thead>
<tbody>
<tr>
<td>watashi (I)</td>
<td>小生 sho—sei (humble ‘I’)</td>
<td>賢勢 winning momentum  小成 small success  招僑 call and invite  笑声 laughing voice</td>
</tr>
<tr>
<td>ovaru (finish)</td>
<td>終止 shu—shi</td>
<td>修士 Master’s degree  宗旨 Religious sect  支出 Profit and loss  終始 From beginning to end</td>
</tr>
<tr>
<td>naoshi (correct)</td>
<td>修正 shu—sei</td>
<td>習性 Habit  終生 Through one’s life  集成 Compilation  植業 Sunny day in the fall</td>
</tr>
<tr>
<td>kuwaeru (add)</td>
<td>添加 tenka</td>
<td>天下 World  轉化 Transform  転嫁 Account responsibility  点火 Ignite</td>
</tr>
</tbody>
</table>
speech is written beforehand. Although the speech is intended to be oral, when the speechwriter puts it in writing, it tends to become formal as a matter of course. Sentences tend to get longer and formal words that are usually never spoken are used. Unfortunately for the interpreter, the Japanese are so cautious, since they hate to make any mistakes in front of others, that they prepare speeches in writing most of the time. There would be no problem if they would write in the same manner in which they speak. However, most of the time they write as if the text will be read. Actually, because there were such vast differences between written and spoken Japanese more than a hundred years ago, there was a movement in the Japanese literary world to make written and oral styles and vocabulary the same. Writers started to write their stories as if they were being spoken. This took care of the majority of the problems, but not completely. To this day, there are still plenty of words that are written but not spoken. I think this comes from the fact that such words are easily recognizable when they are read in Chinese characters, but when they are spoken, it is hard to tell right away what they mean, since there are many words of the same pronunciation that have different meanings. See Table 3 on page 48 for a few examples.

When a written word is used in a speech, the interpreter must choose homonyms that have the right meaning from the context. For example, there are 127 homonyms listed in one computer program having the same sound as “ken”! This is challenging, especially in the simultaneous mode.

So, there are many challenges that one faces as an interpreter from Japanese to English. If I were to select the greatest challenge, however, it would be the bias towards ambiguity that is deeply rooted in the Japanese language and soul. It is possible to speak with clear meanings in Japanese, but given a choice, a Japanese native uses words and phrases that are ambiguous or that do not have much meaning. Raised in a homogeneous society, Japanese people do not put value on clear (read: confrontational) speech. It is not the speaker’s responsibility to transfer the meaning to the listener. It is the listener’s responsibility to understand what the speaker is trying to say. The listener who gets the correct meaning is considered a skilled listener (a good boss, a good friend, or a good spouse). Thus, Japanese speech is full of ambiguous expressions that are hard (or impossible) to interpret into clear English. Here are some examples:

1. **Yoroshiku onegai shimasu.**
   
   **LITERALLY:**
   — or —
   “(I) ask (you) (to treat me) well.”
   “(I) ask (you) (to make our dealings) good.”

   **EXAMPLE:**
   (A meets B for the first time)
   A: *Hajimemashite.* “How do you do?”
   B: *Hajimemashite.* “How do you do?”
   (some light, preliminary conversation, usually business-related)
   A: *Yoroshiku…* “Nice to do business with you.”

   **EXAMPLE:**
   (A asks B for a favor)
   (greetings, rambling explanation, humble request)
   B: *Wakarimashita.* “I understand (implied affirmative).”
   A: *Yoroshiku…* “Thanks for taking care of it.”

2. **Domo**
   **LITERALLY:**
   “(It) cannot be completed.”
   — or —
   “(It) will never end (my obligation).”

   **EXAMPLES:**
   *Domo* (in greeting)! “Welcome!”
   *Domo* (in appreciation)”Thanks.”
   *Domo* (in apology) “Sorry.”
   It can be used together with “*arigato*” (thank you) or “*sumimasen.*”

3. **Yoroshiku**
   **LITERALLY:**
   “Very.”

   **EXAMPLES:**
   *Domo* (in greeting)! “Welcome!”
   *Domo* (in appreciation)”Thanks.”
   *Domo* (in apology) “Sorry.”
   It can be used together with “*arigato*” (thank you) or “*sumimasen.*”

4. **Chotto nain(o) desu ga**
   **LITERALLY:**
   “A little there is not, but…”

   **MEANING:**
   “We’re out (of what you wanted).”

   The “a little” insertion has no useful meaning, but it (*chotto*) is used to somehow soften the fact of the inability to satisfy the request (usually a client or customer). This is an example of how “adding ambiguity” is used to soften harsh reality. (Perhaps in the old days, simply saying “we’re out” to a samurai resulted in a quick separation!)

5. **Kekko desu**
   **LITERALLY:**
   “(It) is fine.”

   **MEANING:**
   “(I) am fine.” (“No more, please.”)
   — or —
   “(It) is fine.” (“Yes, please more.”)

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F O C U S  
Y O U R  
I N T E L L I G E N C E

We want you to know.
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Special Challenges in Interpreting Continued

It depends on context and gesture. (Actually, the speaker probably doesn’t care whether there is another cup of tea or not, as far as he has answered politely to the offer.)

6. Sorewa, sorewa...
Literally: “That is, that is…”
Meanings vary, but this is a polite (ambiguity added) response to another’s comment, perhaps similar to “Is that right?” “Uh-huh…” or “I hear you.” After a sad comment, in low tones, it means: “I’m very sorry to hear that.” After a happy comment, in bright tones, it means: “Wow! That’s just great.” The flow of the oral meaning follows the flow of emotional context by allowing wide variations in meaning instantly through ambiguity. In truth, Japanese native speakers miss this agility in other languages.

7. …~ to omoimasu
Literally: “…is (what) (I) think.”
While this can be rendered “I think that…” to do so every time would be unnecessarily repetitive and inaccurate. This is another example of “adding ambiguity” to increase politeness (“this is merely what I think, and it may not be so…”).

8. …~ dewa nai no dewa nai desho ka?
Literally: “Isn’t (it) that (it) is not (so, that)…”
This is an ambiguity additive to satisfy the most discriminating tastes of an ambiguity addict! It is a tentative double negative question that rolls rapidly off the tongue in the last split second of the comment. When an interpreter encounters such an ambiguity addict, they can only slide in some comment like “Mr. A is giving you his personal comments today.” Whew.

These are just a few examples of ambiguous expressions in Japanese. The list goes on and on. I hope I have covered some of the challenges that Japanese>English interpreters face every day. If you have comments or questions, feel free to contact me at izumi.suzuki@suzukimyers.com.
The purpose of this article is to introduce translators to some basic economic terminology in English and Portuguese and to provide background information and comparative statistics to highlight the significance of the terms in the context of Latin America and its development, with special reference to Brazil. Definitions of the terms are provided and have been specifically tailored to the needs of translators and simplified, where necessary, for easy referral.

Sources of Terminology
This article is based on my 13 years of experience translating from Portuguese into English at the Inter-American Development Bank (IDB) [Banco Interamericano de Desenvolvimento—BID]. The IDB is an international organization whose purpose is to provide loans and other services to developing countries in Latin America and the Caribbean in order to promote social and economic development.

The Bank has 45 member countries, each of which has a representative called a governor who sits on the Board of Governors (Assembléia de Governadores). The governors of the IDB are usually the ministers of finance of the member countries. At the annual meeting of the Board of Governors, all 45 governors meet to discuss the economic situation in Latin America and internal IDB issues.

In their annual meeting speeches, the governors for the borrowing countries usually review their economies’ performance in the year just ended. In this article, I will be using excerpts from the speech given by the governor for Brazil, Martus Tavares, Minister of Planning, the Budget and Management, at the annual meeting of the IDB Board of Governors, held in New Orleans, Louisiana, in March 2000.

The main sources of terminology, definitions, statistics and other information for this article come from the basic socioeconomic data compiled by the IDB, the 1999 Annual Report of the IDB, the 1999 Annual Report of the World Bank, the World Development Report 1999-2000 of the World Bank, and the Human Development Report 2000 published by the United Nations Development Programme (UNDP). Most of these resources are available in Portuguese and online (see bibliography).

It is important to remember that statistics vary from one source to the next. The ones cited here are used for illustrative and comparative purposes, and were taken from the same source for the same year wherever possible.

Economic Terminology
Turning now to the source text, we will discuss some of the key economic terms it mentions. As for any translation, we must bear in mind the context of the document and its reader-ship. The governor of Brazil delivered this speech to a meeting of his peers from the entire region, along with other high-ranking officials from many other countries, reporting to them on his country’s economic performance.

Exchange Rate Regimes
The governor begins his speech by recalling the situation Brazil was in a year earlier, when the IDB Board of Governors was meeting in Paris. He describes the dismal repercussions that were expected from the decision in January 1999 to “allow a free float of the exchange rate” (deixar flutuar a taxa de câmbio). He is referring here to the system or regime used for the exchange rate.

Anyone who has traveled abroad is familiar with exchange rates: the rate at which a country’s “local currency” (moeda local) or monetary unit is exchanged for the currency of another country. And no doubt when we in the U.S. plan a trip abroad, we have wicked thoughts of that country’s currency lowering in value when we visit so that we can get a bigger bang for our buck (i.e., U.S. dollars).

Free Float
But the exchange rate may or may not be allowed to vary, depending on the

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Economics for Portuguese Translators  Continued

exchange rate regime used for the currency in question. If a government never intervenes in the currency markets, the currency is said to be on a “free float” (livre flutuação). This is the system the U.S. follows for the dollar. In a free float, when a currency increases in value, the phenomenon is called “appreciation” (valorização); when it decreases, “devaluation” (desvalorização).

Currency Peg

At the other extreme of exchange rate regimes is a currency “peg” (paridade monetária), where the exchange rate of a local currency is fixed to a major currency like the U.S. dollar, French franc, or Japanese yen. Argentina, for instance, pegs its currency to the dollar.

In between the two extremes there are a number of other options that allow varying degrees of flexibility. For example, a government may decide to set a currency “band” (banda), a range within which the currency is allowed to fluctuate.

The International Monetary Fund (IMF) [Fundo Monetário Internacional, FMI] reports that many developing countries have switched from pegged exchange rates to floating currencies, and notes that “greater exchange rate flexibility has been associated with more open, outward-looking policies on trade and investment generally.”

The Asian Crisis

The governor of Brazil makes an oblique reference in his speech to the “process” that began in Asia, commonly known as the “Asian crisis” (crise asiática). What was this infamous Asian crisis? It began in July 1997, when the government of Thailand was forced to devalue its currency, causing the Thai stock market to plunge. Currency devaluations and stock market crashes spread across Asia in a process referred to as “contagion” (contágio).

Most of the local currencies in the countries affected used to be pegged to the U.S. dollar. Banks had made loans to businesses in dollars. In fact lots of loans, including too many for shady deals, with the banking authorities asleep at the wheel. The local currencies had to be devalued, but the bank loans were still in dollars, so the businesses had to spend much more money to pay for them. This made the businesses lose value as well, causing the bottom to fall out of the local stock markets.

Outside Asia, Argentina, Brazil, and Russia were among the economies to suffer sharp declines in their stock markets and fluctuations in their currencies. In the case of Brazil, since 1994 the exchange rate of the local currency, the real, had been “managed,” or subject to a currency band. In the wake of the Russian crisis, in January 1999, the Brazilian government decided to adopt a floating exchange rate regime.

When the currency was allowed to float, it dropped in value, so you needed more reais to buy a U.S. dollar than before. Fortunately for Brazil, however, the devaluation was much less dramatic than expected.

Fallout in Latin America

In its overview of Latin America and the Caribbean in 1999, the Annual Report of the IDB describes the “international setting” as follows: “The Asian crisis, which began in 1997, led to a contraction of prices for basic commodities that continued to affect many Latin American and Caribbean countries…. In other words, because of the economic crisis in Asia, prices for Latin American exports, which include copper, coffee, wheat, soybeans, and sugar, dropped and remained low.

Moreover, notes the Report, “the contraction in capital inflows to the region also deepened in 1999.” The Asian crisis had made foreign investors nervous about investing in other developing countries, leading to a decrease in the flow of private funds into Latin America, which got worse in 1999.

The U.S. Economy

The IDB Annual Report does have some good news. Despite the adverse external conditions for Latin America we just discussed, “the international economy performed well in 1999, mainly due to the sustained growth of the United States’ economy.” How does the strength of the U.S. economy affect Latin American countries? Because the U.S. is the main trading partner of many, including Brazil, accounting for 20 percent of Brazilian exports.

Inflation

In his speech to the IDB Board of Governors, the governor of Brazil notes that in early 1999 economists were predicting a return of “inflation” (inflação) in the country. Why would this
be so awful? Because in recent economic history, Brazil has suffered greatly from inflation.

First, let’s look at how you calculate inflation. Changes in prices are generally measured by the “consumer price index” (CPI) [índice de preços ao consumidor. IPC], also known as the “cost-of-living index.” According to Webster’s Third New International Dictionary—Unabridged, the consumer price index is a measure of “the change in the cost of typical wage-earner purchases of goods and services as a percentage of the cost of these same services in some base period.”

According to the “Country Brief” published by the World Bank (Banco Mundial), in the late 1960s and early 1970s, Brazil’s economy experienced its “miracle years,” with high annual growth rates (we’ll get back to growth rates later). But in the 1980s, its economic performance was poor and inflation rose steadily.

Hyperinflation

In fact, IDB president Enrique Iglesias refers to the 1980s as “the lost decade,” because most countries in Latin America suffered major setbacks in development gains. Inflation spiraled out of control in many cases, soaring to such astronomical levels that it became known as “hyperinflation” (hiperinflação). For instance, Brazil’s official inflation rate in 1990 was over 2,900 percent, meaning that, say, a $1.00 bottle of milk more than doubled in price every other week. The inflation rate in Argentina at that time was 2,300 percent, and both Nicaragua and Peru endured rates of over 7,400 percent.

In this context, the rate cited by the governor for 1999, at less than nine percent, was no doubt a vast relief to the economic authorities and the population alike.

Recession

The other dire prediction the governor recalls was a deepening or worsening of the recession (recessão). According to Webster’s Third, an economic recession is “a period of reduced general economic activity marked by a decline in employment, profits, production, and sales that is not as prolonged or severe as a depression.”

So what qualifies as a “depression” (depressão)? “A period of low general economic activity marked by mass unemployment, deflation, a decreasing use of resources and a low level of investment.” “Deflation” (deflação) is “a contraction in the volume of available money or credit resulting in a decline of the general price level”; in other words, the opposite of inflation.

GDP

The next statistic the governor of Brazil cites is PIB, which stands for produto interno bruto or “gross domestic product” (GDP). GDP consists of the total output of goods and services produced in a country. Imagine adding up all the crops grown, all the merchandise manufactured, and all the services provided (for instance by airlines, restaurants, hotels, banks, and so on) in that country during the year. That figure shows the size of the economy.

So how big is the Brazilian economy? According to IDB statistics, in 1999 Brazil posted a GDP of over 536 billion (yes, billion) dollars. Let’s compare the figures for Brazil with those of the other two biggest economies in Latin America, Argentina and Mexico. Argentina had a GDP of close to 234 billion dollars and Mexico, 350 billion.

Now, if we included money coming into Brazil from other countries, for instance in the form of foreign investment, that would give us “gross national product” or GNP (produto nacional bruto [PNB]), so bear in mind that GDP and GNP are not synonymous.

Per Capita GDP

To reflect a country’s population, GDP is sometimes expressed as “per capita GDP” (PIB per cápita), which is calculated by dividing GDP by the population. The Latin expression per capita used in English and Portuguese means “by heads” or “for each person.” In 1999, Brazil’s GDP was much higher than Mexico’s.

But what happens when population is taken into account? With a population of 170 million, Brazil posted a per capita GDP of less than $3,200, lower than the figure for Mexico, which has a population of 100 million, at $3,600. Argentina, with a population of only 37 million, had a per capita GDP of $6,390.

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Economics for Portuguese Translators Continued

**GDP Growth**

However, the governor of Brazil is not concerned with per capita GDP or GDP per se in his speech, but with its annual increase: how fast is the Brazilian economy growing? He notes that in early 1999 the annual GDP growth rate was expected to drop by four to five percent. Instead, the economy managed to grow by 0.8 percent. Not bad, considering that in 1999 average estimated GDP growth for Latin America as a whole was only 0.4 percent.

**Economic Sectors**

The governor mentions growth in the industrial sector in particular. Here the term “sector” (setor) refers to the three main areas of the economy: the primary, secondary, and tertiary sectors (os setores primário, secundário e terciário), which are agriculture, industry, and services, respectively.

The economy can also be broken down into other technical fields, referred to as sectors, such as transportation, energy, communications, water supply and sanitation, housing, education, health, tourism, and so forth. In turn, each sector is divided into subsectors (subsetores). The transportation sector, for example, consists of the road, rail, air, maritime, and river transportation subsectors.

**Balance of Payments**

In the next paragraph, the governor discusses the impact of the devaluation on “exports” (exportações), the sale of goods abroad. If a local currency drops in value, then the country’s exports become cheaper, usually leading to an increase in exports. Imports, of course, become more expensive, so they usually decrease.

These statistics come under the general heading of the “balance of payments” (balanço de pagamentos), which measures the difference between a country’s income and spending, in terms of trade in goods and services, transfers and other inflows and outflows of funds. Let us first take a look at trade in goods.

**Balance of Trade**

One component of the balance of payments is the “balance of trade” (balança comercial), which compares exports of goods with imports of goods, expressed in U.S. dollars. IDB statistics show that in 1999, Brazil had a balance of trade of minus 1.2 billion dollars, meaning that it imported 1.2 billion dollars more than it exported. Compare that with the trade balances of Argentina at minus 830 million dollars and Mexico, with minus 5.36 billion dollars.

**Current Account Balance**

Another component of the balance of payments is the current account balance (saldo em conta corrente; saldo das transações correntes). Note the unusual structure in the full name in English: “the balance [of payments] on current account.” The current account balance equals the trade balance (imports and exports of goods) plus the balances of services, income, and current transfers. An example of services would be international banking. Income includes payments from abroad for such things as dividends, and transfers include remittances (remessas) sent by immigrants back to their home countries.

The governor reports that a “trade surplus” (superávit comercial) helped “improve” (read: reduce) the current account deficit (déficit em conta corrente).

Like many other economic statistics, the current account deficit is expressed as a percentage of GDP.

The 1999 Statistical Yearbook, published by ECLAC, shows the current account balances for 18 countries in Latin America and the Caribbean from 1997 through 1999. Only two countries had a positive current account balance in 1999, Venezuela and Ecuador, which are both oil producers. The others had deficits as high as 12 percent of GDP (Panama). Thus, Brazil’s account deficit of about five percent was average, and hardly any worse than the previous year’s. This is good news, considering the extremely low expectations.

**Foreign Direct Investment**

The governor notes that the current account deficit was entirely funded by foreign direct investment (investimentos estrangeiros diretos), that is, investors from outside of Brazil investing directly in Brazilian companies, to the tune of 30 billion dollars in 1999. Foreign direct investment is contrasted with “portfolio investment” (investimentos de carteira), which
is when foreign companies or individuals invest in stocks, bonds, and so on.

The Private Sector

Interest Rates
The governor notes that low “interest rates” (taxas de juros) should help ensure GDP growth of at least four percent in 2000. Interest rates are the rates charged by banks on loans. As those of us who have ever had an outstanding balance on a credit card know, the higher the interest rate, the more we have to pay.

We have to use money to pay off those balances that we could have used for other things, like shopping, which economists call “domestic spending” (we’ll come back to this later). What business is this of the government’s? Remember that whenever we make a purchase, the government gets a piece of the action through sales taxes; if we shop less, the government is getting less income.

Privatization
Moving on to explain the unexpectedly high, rapid growth of the Brazilian economy in 1999, the governor highlights two processes as partially responsible. The first is “privatization” (privatização), the selling off of state-owned enterprises to private companies. Why would a government want to get rid of them? Because in Brazil, like in many other Latin American countries, they are often inefficiently run, money-draining companies that would be better run by the private sector. The money earned by the state from such sales can then be used to reduce the “fiscal deficit” (déficit fiscal), the shortfall in the state coffers (more on that later), or to supplement social sector funding.

The Real Plan
Brazil began privatization in the early 1990s. In 1994, it launched the “Real Plan” (Plano Real), the main goal of which was to reduce inflation. Privatization was a main component of the plan, along with a managed exchange rate and deindexation.

We have already discussed the exchange rate regime, but what is this “deindexation” (desindexação)? It means eliminating “indexation” (indexação), the practice of tying wages and contracts to inflation so that they automatically go up when the cost of living does.

Integration
According to the governor, the other process that helped the Brazilian economy grow so much in 1999 was “integration” (integração). Integration, in the economic sense, means removing barriers to trade among groups of countries. Why would a country want to promote economic integration?

Comparative Advantage
Economists often point to how a country can exploit its “comparative advantage” (vantagem comparativa), according to the theory that it is better for a country to devote its resources to lines of production in which its relative superiority over other countries is greatest.

Say Country A has the ideal climate to grow coffee cheaply, but hardly produces any televisions. Meanwhile, Country B produces lots of cheap TVs, but can’t grow coffee. Since it would be more expensive for Country A to build its own TVs than to import them from Country B, and vice versa, it will be mutually beneficial for the two countries to trade with each other.

Then imagine what that will do for the coffee farmers in Country A and the TV manufacturers in Country B. Thus, trade agreements help domestic markets grow and stimulate domestic firms to produce goods and services of better quality, in greater quantity, and at a lower cost.

Barriers to Trade
There are two main types of barriers to trade: “tariffs” (tarifas), which are basically customs duties or taxes on imports, and “nontariff barriers” (barreiras não alfandegárias, restrições não tarifárias), which are all the other ways to keep foreign goods and services out of a country, such as import quotas.

Trends in Latin American Trade
The IDB Annual Report notes that in 1999 Latin America and the Caribbean continued to make efforts to

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strengthen regional integration agreements and push for new trade agreements with neighboring countries in the Americas and with the rest of the world. However, the Russian economic crisis of 1998 led to a shrinking of trade in the region and with trading partners around the world. During the period from 1990 to 1997, global exports for Latin America and the Caribbean grew at an annual average rate of 13 percent, but dropped in 1998 to just two percent. In 1999, they fell again, this time over one percent.

Regional Trade Groups

Two regional trade groups in the Americas are of special interest to Brazil:

- The Southern Common Market, which is known in English by its Spanish acronym, MERCOSUR (sometimes also lowercase in English, “Mercosur”), is called Mercado Comum do Sul or Mercosul in Portuguese. It consists of the countries located in the southernmost part of South America: Argentina, Brazil, Paraguay, and Uruguay, along with associate members Bolivia and Chile.

- In 1998, all 34 countries in the Americas launched official negotiations for the Free Trade Area of the Americas (FTAA) [Área de Livre Comércio das Américas—ALCA]. This process is going to take a while: the negotiations are officially scheduled to go on until the year 2005.

Fiscal Discipline

The Governor of Brazil notes “fiscal discipline” (disciplina fiscal) as another factor in the economic growth of the country. Here he is referring to the financial situation of the government, or “public finances” (finanças públicas). Like a business, a government has to report its financial balance, the difference between its income (all the money it receives) and its expenditures (all the money it spends). If there is any cash left over, it has a surplus (superávit). If the government is in the red, then it has a “fiscal deficit” (déficit fiscal).

The fiscal deficit is usually expressed as a percentage of GDP. According to a Letter of Intent from the Minister of Finance of Brazil to the IMF outlining the country’s economic policy program, the public sector deficit reached the equivalent of 9.5 percent of GDP (significantly below the program projection of 10.8 percent of GDP). In Latin America as a whole, the fiscal deficit averaged 3.7 percent of GDP, according to IDB figures. The Minister of Finance points out that the high figure for Brazil reflects the impact of the devaluation on the country’s foreign debt, although it’s interesting to note that the governor fails to mention the actual figure in his speech.

It is important to note here that the English “fiscal” and Portuguese fiscal can have two different but related meanings. Webster’s Third New International Dictionary—Unabridged states that “fiscal” can mean: (i) having to do with the public treasury or revenues ("fiscal deficit"); or (ii) financial, having to do with the money resources, income, etc., of a nation, organization, or person or the managing of money matters, credit, etc. (“fiscal year”).

Reducing the Fiscal Deficit

What can a country do to reduce its fiscal deficit? It could export more, but as we mentioned earlier, prices for Latin American exports have been low, reducing income. The IDB Annual Report notes that efforts to reduce the fiscal deficit were also hindered in many countries by “reduced domestic spending (with consequently lower tax receipts) and higher domestic interest rates, which increased debt servicing.”

“Domestic spending” (gastos internos) means purchases of goods and services within a country (not from abroad). As we mentioned earlier, when people spend less, the government collects less money from sales and other taxes.

Conclusion

As you can see, economics is a vast field that we have barely scratched the surface of. However, the terminology discussed in this article should provide translators with the basic concepts necessary to handle a general economic report. The attached bibliography includes notes about helpful resources. As with any highly technical field, dictionaries are of limited use, but there are many excellent Internet sites, often in more than one language.
References

Print Materials:

Excellent Bilingual (Portuguese/English) publication with extensive statistics on Brazil.

Cavalcante, José Cândido Marques, Dicionário Inglês-Português de Termos Econômicos e Comerciais, Vozes, Petrópolis, 1986.
Not recent, but solid basic economic terminology.

Inter-American Development Bank, 1999 Annual Report.
Published in English, French, Portuguese, and Spanish. Reviews the socioeconomic situation in Latin America and the Caribbean, the IDB’s key areas of activity, lending by country, and financial statements. Available free of charge, except for shipping (see IDB Internet site below).


Published in English and Portuguese, as well as other languages and available free of charge, except for shipping charges (see World Bank Internet site below).

Published in English, French, Portuguese, Spanish, and other languages, with a different focus each year. “Technical Notes” at the end include definitions of indicators (see World Bank Internet site below).

Internet Resources:

Economic Commission for Latin America and the Caribbean: www.eclac.org and www.cepal.org
Anuario estadístico de América Latina y el Caribe—Edición 1999: www.eclac.org/espanol/Publicaciones/anu99/indice.htm
Mostly Spanish-language publications, research and studies, projects, databases, news, and more.

Foreign Trade Information System (Organization of American States): www.sice.oas.org
Excellent site with information in English, French, Portuguese, and Spanish, including the full texts of international trade agreements (such as NAFTA and MERCOSUR agreements) and bilateral investment treaties, as well as links to official investment sites.

Inter-American Development Bank: www.iadb.org
Basic socioeconomic data (available in English and Spanish): www.iadb.org/int/sta/english/statshp.htm
English and Spanish information on IDB projects, publications, policies, research and statistics. Some material available in Portuguese and French.

International Monetary Fund: www.imf.org

Merriam-Webster Online: www.eb.com
Located on the Website for Encyclopedia Britannica Online.

Ministério do Planejamento, Orçamento e Gestão do Brasil (Brazilian Ministry of Planning, the Budget and Management): www.planejamento.gov.br/

Ministério da Fazenda do Brasil (Brazilian Ministry of Finance): www.fazenda.gov.br/
Includes background of Real Plan: www.fazenda.gov.br/portugues/real/planreal.html

United Nations Development Programme: www.undp.org
Human Development Report:

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ATA: What is the history of the chapter (including establishment date, place, individuals, and stated goals and mission)? What radius does the chapter cover (any members outside the U.S.)? How many members do you currently have?

NCTA: The NCTA was founded in San Francisco in 1978 by Thomas Bauman and a core of local translators who believed that their common interests would be well served by a regional professional association.

While its membership is drawn primarily from the San Francisco Bay Area and generally from Northern California, a good number of translators and interpreters from other states and from abroad have also chosen to become NCTA members. As of June 2001, there were 477 individual members and 46 corporate/institutional members. Membership is open to individuals, U.S. businesses, and U.S. institutions engaged in translation or interpretation, who agree to abide by the bylaws and by the ATA Code of Ethics.

The NCTA holds quarterly meetings in San Francisco and publishes a quarterly newsletter. Its aims are to address the needs and concerns of professional translators and interpreters, to provide guidance to those entering the field, and to foster the standards and public recognition of the profession.

ATA: What is the local attitude toward translation and interpretation professionals—positive or negative? Any examples?

NCTA: The San Francisco Bay Area, home of Silicon Valley and hub of Pacific Rim commerce, is highly aware of the need for communication in foreign languages. As a result, local translators are in great demand for their ability to provide on-site quality assurance of translations obtained from other locations, and for their well-defined specialties in these areas. In addition, foreign business visits to local enterprises and the professional conferences attracted to San Francisco provide a steady demand for interpreters.

ATA: In your opinion, what is the NCTA doing to raise the awareness of the profession locally and nationally, and what more do you think needs to be done to accomplish this goal?

NCTA: Among other things, NCTA participates in the pledge drives of local PBS stations, maintains membership in other professional groups such as the Media Alliance, and attends local meetings of the Society for Technical Communications. It also organizes an annual Trade Fair at which it exhibits and presents new products and services in the T&I industry. An immediate project is the free distribution of its Directory of Translators and Interpreters on CD-ROM to selected hospitals, organizations, and professional associations in Northern California.

ATA: Have there been any recent changes within the chapter (structurally)?

NCTA: Members can vote for the directors and officers of the board of the NCTA by mail. This required the approval and change of new by-laws by the general membership, which was obtained at a general meeting in 1999.

ATA: Are there any recent additional benefits (not found on the Website) to members?

NCTA: We have held a traditional annual post holiday party in winter, a summer picnic in different local parks, and recently instituted a Kaffeeklatsch with the chapter president for networking and the exchange of ideas, experience, and support. The NCTA also establishes community awareness by maintaining three mailing lists solely for its members.

The change from a conventional job fair to annual Trade Fair (as part of the quarterly general meetings) can also be understood as an additional added value to the membership benefits. At the Trade Fair visitors have a chance to meet face-to-face with product and service providers in the T&I industry. In addition, they can attend the presentations, the panel, or the workshop, all catering to the interests and needs of language professionals. A dedicated area for networking among language professionals and local agencies compliments the opportunities the Trade Fair offers for every visitor.

ATA: What are the future goals/plans for the chapter?

NCTA: Research on the demographics of language professionals in Northern California, and surveys to identify the changing needs of language professionals together with the growth potential of the association. The data, reflecting the changing nature of the profession, will be used by the NCTA board of directors to implement new appropriate membership structures and policies.

ATA: What are some of the other benefits of NCTA membership?

NCTA: NCTA’s activities and services include:
• A quarterly newsletter, the Translorial.
• Member e-mail mailing lists for immediate local networking.
• The NCTA Directory of Translators and Interpreters, with a separate Professional Section, providing detailed information on member qualifications and specialties.
• A telephone and online (www.ncta.org) referral service to help potential clients find professionally qualified members.
• Quarterly meetings for networking and general-interest programs.
• The professional publication A Practical Guide for Translators.
• Semi-annual local sittings of the ATA accreditation exam.
• Specialized continuing education workshops.

Probably the most important direct financial benefits of being a member of the NCTA are:
• Participating in the translator and interpreter referral service.
• Networking with colleagues willing to share their experience and knowledge in terminology, software, payment

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Western Translation Theory from Herodotus to Nietzsche
Compiled by: Douglas M. Robinson
Publisher: St. Jerome Publishing: Manchester, U.K.
Publication Date: 1997
ISBN: 1-900650-00-2
(Hardcover, xxi +337 pp.; 124 texts by 90 authors with biographical headnotes, footnotes, capsule biographies of all persons mentioned in the texts, a preface, a bibliography of references, a bibliography for further reading, and name and subject indices)

The Translation Studies Reader
Edited by: Lawrence Venuti and Mona Baker (advisory editor)
Publisher: Routledge: London and New York
Publication Date: 2000
ISBN: 0-415-18747-8 (paperback, but also available in hardcover)
(xiv +524 pp.; selected 20-century articles on translation with an introduction, five overviews of the main trends in translation theory during various time periods, a bibliography, and an index)

Reviewed by: Mark Herman

The short review of these two books is: Yes, add them to the list of books essential for anyone interested in knowing what Western translators and non-translators have been saying about translation for the past 2,500 years. It is probably fortuitous that the time spans covered by the two books join exactly without overlapping. Robinson includes extracts from texts by Herodotus (484?-430 BC), Nietzsche (1844-1900), and 88 others in between, while Venuti includes 30 more or less complete texts spanning the 20th century.

Robinson includes “theory” in his title, but there is no “translation theory” in the contemporary sense, because all the documents in his book were written before “translation theory” was invented. Therefore, readers need not worry that they will encounter arcane phrases that require translation out of academese before they are comprehensible. And Venuti, whose authors are obviously concerned with modern and post-modern themes, has largely managed to avoid writings that drown their arguments in the semantic terrorism that sometimes characterizes contemporary literary studies.

One thing that strikes the reader upon opening Robinson’s book is the sheer number of people not usually associated with translation who have had something to say about it. These individuals include royalty (not only King Alfred of England, who has long been known for his interest in translation, but also Queen Elizabeth I of England and King Duarte of Portugal) and poets famous for work in their native languages (Dante Alighieri, Samuel Johnson, Johann Wolfgang von Goethe, Percy Bysshe Shelley, and Robert Browning). Another fact made clear by Robinson’s book is that the same ideas about translation come up again and again across the centuries. The same arguments are fought over and over, including the argument over whether literary translation should be undertaken at all.

It is also obvious that, when actually translating, many translators pay absolutely no attention to anybody’s theories, including their own. For example, Shelley wrote A Defence of Poetry in 1821, a year before his death, in which he stated:

“...the language of poets has ever affected a certain uniform and harmonious recurrence of sound, without which it were not poetry, and which is scarcely less indispensable to the communication of its influence, than the words themselves, without reference to their particular order. Hence the vanity of translation; it were as wise to cast a violet into a crucible that you might discover the formal principle of its colour and odour (quoted in Robinson, 244).”

Yet, despite these words, Shelley was “an avid translator—from ancient Greek especially, but also from the German of Goethe, from the Spanish of Calderón, and from the Italian of Dante” (Robinson, 244).

Goethe’s view of translation was very different from Shelley’s. Shelley was a romantic, believing that each language has inherent in it a unique national genius. Goethe, a man of the Enlightenment, believed the point of great literature and poetry is that it illuminates what is universal. Therefore, Goethe, in one of his statements on translation, almost contradicted Robert Frost’s 20th-century pronouncement that “it is the poetry that gets lost in translation”:

“I honor meter and rhyme, for that is what makes poetry poetry, but the part that is really, deeply, and basically effective, the part that is truly formative and beneficial, is the part of the poet that remains when he is translated into prose (Goethe, in Dichtung und Wahrheit/Poetry and Truth [1811-14], translated by Robert R. Heitner, quoted in Robinson, 222).”

The above passage appears in Robinson’s book in translation, as do many other documents, which requires certain assumptions about translation on the part of the reader before anything is read. Such assumptions remained largely implicit until the 20th century, but the very first article in Venuti’s book calls them into question. This article, Walter Benjamin’s “Die Aufgabe des Überset-

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The wide-ranging documents in both Robinson’s and Venuti’s books include much of interest for cultural historians in general as well as for those specifically interested in translation. And both books, plus several others I could name, should be required reading for anyone attempting to review a work of literature in translation.

Svensk-engelsk fackordbok för näringsliv, förvaltning, undervisning och forskning (Swedish-English Specialized Dictionary of Technical Terms Used in Business, Industry, Administration, Education, and Research)

Author: Ingvar E. Gullberg
Publisher: Norstedts Ordbok (not P.A. Norstedt)
Publication date: January 2000 (third edition)
ISBN: 91-7227-093-4
Available from: Almqvist&Wisell International (or other local Swedish bookstores, and some bookstores abroad).
Price (recommended): SEK 1790 ($180)
Number of Pages: 2,158
Scope: About 200K words and phrases, 300K+ translations, with some 25K new words added in the third edition.

Reviewed by: Yngve Roennike

The third edition of Ingvar Gullberg’s classic and comprehensive specialized dictionary is finally here, or rather has been here since January 2000, following a lapse of some 23 years since its second edition in 1977. That edition was either not reprinted or reprinted only once, but since it was done on lead-type composing machines, which quickly became obsolete, no presses were available for further reprinting. Also, reprinting efforts, for instance by way of photocopying, were abandoned, in part because some of the content had become outdated. It has been an absence sorely felt, especially by those who were unable to secure a copy before it vanished early on from the shelves, and seemingly ubiquitously so.

The present edition comes in two volumes, whereas the first “vintage” edition in 1964 was one very hefty book. Contributing to the reduction in bulk per volume is the paper grade, Munken Book 70g, which is high-grade, wood-free (free from mechanical wood pulp—source: Gullberg), and environment-friendly paper, but with a slightly sallow appearance and without the previous glossy sheen and smoothness. It has also been given a new tricolor, striped jacket, streamlining it with the rest of Norstedt Ordbok’s publications.

The preface has been culled and curtailed from the previous editions. Luckily, it still contains the serendipitous quote from an unspecified Danish source defining the lexicographer’s laborious task thus: “By A, at the start of the lexicon, Mr. Brandt is young, slender, and elegant; by Z (or Ø), he drives around in a wheelchair with a trumpet in his ear (of course, it rhymes in Danish).” You can also find the memorable quote: “Vieles ist bekannt, aber leider in verschiedenen Köpfen.” by Werner Kollath.

The new edition has been expanded with new material gleaned by Ingvar Gullberg, himself. However, he was precluded from participating in the actual work on the third edition due to his advanced age. A project group of editors and freelance collaborators was subsequently co-opted.

The dictionary covers a wide spectrum, indeed, as was always its hallmark. Moreover, it is not restricted specifically to Swedish-language users, as it purports to be “for all those in the Nordic countries having contact with the English-language field.” For instance, there is a liberal sprinkling of names of institutions, establishments, foundations, and the like, of the other Nordic countries and their English translations. British (American, etc.) institutions, in all their manifestations, are also translated, or rather back-trans-
lated, which raises the question as to why there is not a Gullberg dictionary going from English to Swedish, per se, as that is where you would naturally look for such entries. The publisher’s response is that they have been looking to compile just such a dictionary, but efforts were hampered by several factors. For example: the lack of financial backers; the fact that Ingvar Gullberg’s assiduously collected material is stored on approximately one million machine-typed, business-card-sized manuscript cards that cannot easily be scanned; and the inadequacy of fabricating an English-Swedish volume by simply turning around or mirroring the Swedish-English volume in its present digital format, which would likely create a vacuum of essential and desirable English terms that would then have to be added.

Despite its wide range, which is also apparent from a full seven-page listing of abbreviations of the areas covered, I have always felt that Gullberg’s forte was within the fields of business, economy, industry, and society. And true to that tradition, a list of countries, their currences, and respective three-letter abbreviations have been added at the beginning of the first volume. Even when looking up a technical term, one should be able to find the approximate, or nearly approximate, social or cultural term it relates to. Example: After pappersmassa (pulp, paper [wood] pulp) and pappersmassafabrik (pulp mill), we find Pappersmassaförbundet (the [Swedish] Pulp Employers Federation, now part of Sveriges Skogsin- dustriförbund or SSIF [the Swedish Association of Skin and Leather Goods Manufacturers]). Needless to say, collocations on such a massive scale are rare or non-existent in other comparable works from the other Nordic countries, or anywhere else for that matter. If we compare with Jyrki K. Talvitie’s and Ahti Hytönen’s Finnish-English Technical and Business Dictionary, there is a large slate (slugs) of terms for pulp ([paperi] massa), as could be expected, but they are all technical. Gullberg looks atrophied here by comparison. However, we do have three solid pages elsewhere in Gullberg showing various Finnish establishments in their English renditions.

What Gullberg lacks in quantity in certain less-covered areas is often made up for by quality and thoughtful triage. We have field indications, U.S. versus U.K. English usage, contextual examples, and sometimes an explanation of what is actually meant by a certain Swedish term if no concise translation match exists. Examples: The term sjukvård (medical attendance, nursing, public health) unfolds in a fan of further expressions, such as: allmän sjukvård (public health nursing [abbreviated PHN]; general nursing care); allmän hälsö- och sjukvård i Sverige (public health and sick care in Sweden); and, almost de rigeur, Svenska Hälsö- och Sjukvårdens Tjänstemannaförbund (abbreviated SHSTF—historically the Swedish Federation of Salaried Employees in the Hospital and Public Health Service, now part of Vårdförbundet, the Swedish Federation of Salaried Employees in the Hospital and Public Health Services); and open sjukvård (out-patient medical service [care]). Vårdbiträdé, short for sjukvårdsbiträdé, has nursing aid (esp. U.S. usage), nurse aid, nurse’s aide, nursing auxiliary (esp. British usage), even practical nurse, hospital attendant, nursing (nurse’s) assistant (esp. male [hospital] orderly), and also stretcher-bearer and nonprofessional aid (also U.S. usage). What, no guerney-bearer? Even so, the cup is brimful!

Another work of comparable scope in the business field is Affärslexikon (Business and Commerce Dictionary), compiled by, and only available in electronic format, from Wordfinder, a Swedish software producer. This dictionary also contains nonspecialized, everyday words. Let’s compare the two for a moment, and look at the Swedish word lagerinventering. Affärslexikon lists stock-taking, stock check, and inventory-taking. Gullberg lists stocktaking, U.S. stock check, and inventory. Not much difference, but fysisk inventering (physical inventory) is only listed in Affärslexikon. Nevertheless, I remain partial to Gullberg, as it often seems more meticulous and precise. I have been painstakingly avoiding Engström’s technical dictionaries, even though they were reputedly upgraded not too long ago from a deplorably low level. Therefore, I am unable to make any comparisons with that particular work that would be fair.

Sometimes arguably fancy and newfangled expressions occur, looking slightly out of character with mainstream Gullberg. For example, forsök-och-misstag (trial and error) in the field of science and education. Perhaps “peer review,” kept untranslated in Swedish, could also be expected, but it is not to be found.

In addition to the above-mentioned works, versatile Scandinavian translators will benefit from consulting Langkilde and Høedt’s various Danish/English specialized dictionaries. A note of caution, though: If you have these in electronic format from Textware, a Danish software producer, be aware that they are incompatible with the electronic versions of Gullberg and other dictionaries from Wordfinder. Task-switching between the two often means heading for a “crash and burn,” due to an alleged illegal function call. This is highly annoying, but neither software company has yet proposed a remedy for this problem, which they strangely decline having any knowledge of.

In conclusion, I would like to thank the publisher for kindly providing me with the requisite background information.

Notes:
1. Ø used to be the last letter of the Danish alphabet, as it still is in Swedish, prior to the introduction of Å from Swedish, which replaced AA.
2. Some of this probably bears a Web-search comparison/affirmation.

Visit ATA online at www.atanet.org
Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. E-mail address: JDecker@uplink.net. Please make your submissions by the 25th of each month to be included in the next issue.

Just six days ago my copy of the ATA’s 2001 Membership Directory arrived. Apart from being humbled about being granted the privilege of communicating with ALL these people 11 times a year, the Translation Inquirer notes two things. First, he is no longer in frightful geographical isolation professionally. Some of the county seats in this part of the Commonwealth now have ATA members. Pennsylvania’s ATA population is definitely rising. Second, the Membership Directory is now fatter than my telephone book, leading me to wonder what its outward appearance will be in, say, 20 years.

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

New Queries

(E-D 9-01/1) A ProZ correspondent wondered about earnings blackout calendar in the phrase Public disclosure and trading in company securities with the 2001 revised earnings blackout calendar. What does the term mean, and how can one present it in Dutch?

(E-F 9-01/2) This is all about the possible rehabilitation of a word with an ugly past, and that is what ought to provoke much interest. A transatlantic correspondent seeks a French equivalent to work closely with. The more neutral, but perhaps less accurate, rendering is “traavailler avec,” especially in a context where the client wanted to emphasize the value it puts on close working relationships. Another matter entirely is “collaborer.” Opinions seem to vary on whether, after 56 years, this has lost its unfortunate connotations from World War II. The media often refer to “notre collaborateur” or “notre collaborateur,” so, for them, the term seems to have lost its whiff of Nazi affiliation. How do ATA members feel about it?

(E-G 9-01/3) A translantic correspondent needed snappy German for a situation in which X has to take a break. In hospitals where nursing increasingly involves specialization, it would be difficult for a nurse to go from one department to another, Theresa says.

(G-E 6-01/4) (“präsidial-magistral”): Administering that this is just a guess, Sibylle Fnrka believes the first half of this compound may have to do with the Swiss federal authorities, while the second might refer to a canton administration.

(G-E 6-01/5) (“unergeteilte Pulver”) As pointed out by Sibylle Fnrka, these are powders in bulk or larger packages, whereas “abgeteilte Pulver” would be powders packaged in portions. In this context, she says, “geteilt” and “unergeteilte” have nothing to do with cutting in the sense of diluting or mixing, but rather dividing.

(E-G 7-01/5) (“für die Richtigkeit der Ausfertigung”): Volkmar Hiranter states that this always refers to the original document. The expression originates from a time when issuing a document was still a laborious act, and clerks would wipe the sweat off their foreheads. The corresponding phrase for a situation in which a copy would be certified is “für die Richtigkeit der Abschrift,” indicating

“Leistungsschutzberechtigte?” It may be something like licensee of performing rights, but the correspondent is not sure.

(R-E 9-01/8) Kestrel was taken by the snappiness of the aphorism Симпатичная НИЯ С УМОМ, а НОТОМ—ОНИН, as found in a Russian newspaper. How would a good English equivalent sound?

(Not Enough) Replies to Old Queries

(E-G 7-01/2) (“floaters” in the nursing profession): Theresa Reinhardt believes that this would be called a “Springer” (using a term transferred from the world of factory labor). The astute proofreader of this column, Per Dohler, agrees. This is “jemand, der fü X einspringt,” when that X has to take a break. In hospitals where nursing increasingly involves specialization, it would be difficult for a nurse to go from one department to another, Theresa says.

(E-Sp 9-01/5) Renato Calderón confronts the thorny problem of rendering college into Spanish. In the Latin world, “Colegio” is typically a high school. Therefore, his solution, until recently, was “Colegio universitario.” Then, using the Bolivian model, he switched to “universidad mejor” for four-year institutions of higher learning, and “universidad menor” for those offering two years. But to equate colleges with the latter is to ignore all those fine four-year colleges in the U.S., so readers are invited to comment on this difficult matter.

(F-E 9-01/6) In a Belgian context dealing with environment management, the term “entreprise citoyenne” appeared. It may indeed be, as the translator rendered it, socially responsible enterprise, but has the term become prominent enough to merit a standard English version?

(G-E 9-01/7) From the world of German legalase, has a stock translation emerged for...
that someone copied ("abschreiben") another document. All this from a translator who is an Austrian national living in Germany with plenty of experience in Austrian legalese.

(G-E 7-01/4) ("Absetzpunkt"): “Absetzpunkte,” says Theresa Reinhardt, are marks left on a part by other parts when they are stacked. She feels that this word is a creative neologism on the part of a German. Working in that spirit, anyone can feel free to coin an English term with the same connotation, such as stacking marks.

Alan Berson, in his “Beyond the Dictionary” column for ITI, reports that uptalk (the tendency, especially among the young, to end declaratory sentences with an upward, questioning inflection) has made its way into written English as well. At a Bella Pasta restaurant, a diner received a questionnaire regarding the quality of service with questions such as: “I was served in a timely manner?” “The restaurant was clean?” “I would recommend Bella Pasta to a friend?” Oddly, these questions, when written, sound like sarcastic replies to a statement already made, to be followed by an emphatic negative. By the way, a drama professor from a university in the Pittsburgh area has declared war on uptalk, lamenting that it creeps into the plays he directs and distorts what the playwright originally meant. Poor soul!

United States Department of Commerce, Economics and Statistics Administration: www.esa.doc.gov/
The Foreign Trade Division of the ESA posts online statistics on U.S. trade with the other countries and regions of the world, by month and year from 1985 to 2000.

World Bank: www.worldbank.org
News, publications, topics in development, data on countries and regions, in English, French, Portuguese, Spanish, and other languages.

United States Central Intelligence Agency: www.cia.gov
The World Factbook: www.odci.gov/cia/publications/factbook
Overview by country of basic facts, including economic data.

In-depth statistical analysis of economic growth and social progress worldwide by country. Includes helpful glossary of “Selected Definitions.” Full report now available online in English, French, and Spanish. Print version available in continental Portuguese.


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Economics for Portuguese Translators Continued from p. 57


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Maintaining Quality
Continued from p. 27

the shortcomings inherent in standardized or “objective” translation, as well as in models like the one described here.

Notes
1. Sensitive areas include warnings, directions, introductions, and abstracts.
2. Prominent areas include cover pages, captions, or other areas emphasized by layout, such as sidebars, boldface type, and headings.

Successfully Managing Flash Localization Projects
Continued from p. 45

process. Unfortunately, there are few resources available to help automate the localization of Flash projects. With proper planning and a good understanding of the potential trouble spots, Flash localization projects can be completed effectively and efficiently.

Chapter Profile
Continued from p. 58

practices, job information, and customer referrals.

For more information, contact NCTA Administrator Juliet Viola at: P.O. Box 14015 Berkeley, CA 94712-5015 Tel: (510) 845-8712 Fax: (510) 883-1355 E-mail: ncta@ncta.org Website: www.ncta.org/
Elizabeth M. Lewis believes that since advertising is creeping into everything, including the content of movies and television programs, public schools, and tattoos, that interpreters should be able to increase their income by weaving it into their interpretations. She gives three examples:

It’s 10:30 and our agenda calls for a coffee break. Please be back in exactly 15 minutes. In the meantime, we hope you will enjoy your steaming cup of Café Dorado, genuine Costa Rican coffee for your drinking pleasure. Mmmmmmm, Café Dorado, always tastes as good as it smells. And remember to pick up some of the delicious pastries provided by our friends at Spoon. Remember, 222-2222. Spoon for all your catering needs.

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The Secretariat has asked me to pass around a sign-up sheet for tomorrow’s field trip. Space on the bus is limited, so we need you to tell us how many in your party will be going along. I will start the list to my right, and send along with it my solid gold Cross pen with the feather-light touch. The world’s most distinguished writing instruments, personalized engraving free if you act now. Offer good for one month only.

Gabriela Hebin gives the lie to the common notion that people who write manuals have no sense of humor. One company that writes software instruction manuals required the services of 12 translators into 12 languages to render one of its examples: Lewis Carroll’s “Jabberwocky.” That was for the regular manual. The advanced manual used the same author’s “Hunting of the Snark.” Ms. Hebin ends her submission with the lament: “Ay cómo me complican la vida estos gringos!”

Finally, and once again, from the world of opera. I harp on this subject both because opera translation is my profession and because operas are particularly prone to mistranslation since, by definition, they are in a language no one understands. According to the July/August 2001 issue of the British magazine Opera Now, the Festival Amazonas de Opera, at the Manaus opera house deep in the heart of Brazil’s Amazon rainforest, printed these items in a recent opera program:

A “barytone,” a student of both “music and conduction,” took part in the “mounting of…Dessana.” There is no mention of a sexual harassment suit.

A tenor took part in “the runs of Madama Butterfly and Don Giovanni.” Oh, come on, neither Puccini nor Mozart hated tenors that much.

And some opera singers are indeed overweight, but it is still in poor taste to say that someone performed in “Porky and Bess.”

Submit items for future columns via e-mail to hermanapter@earthlink.net or via snail mail to Mark Herman, 5748 W 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.

Herman is a librettist and translator.

Round and About

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Spanish
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• Local group meetings held in Asheville, Charlotte, and Research Triangle Park, NC; and Columbia and Greenville/Spartanburg, SC.
• Membership directory, $12; CATI Quarterly subscription, $12.

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Fax: (305) 387-6712
E-mail: info@atafl.com • www.atafl.com

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Attn.: Meeri Yule
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E-mail: translate@kc.rr.com • www.ata-micata.org

National Capital Area Chapter of ATA (NCATA)
P.O. Box 65200
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Tel: (703) 255-9290
Fax (703)393-0387
E-mail: sbrennan@compuserve.com • www.ncata.org
• 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.

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New York, NY 10163-4051
Tel: (212) 334-3060
www.nytranslators.org

Northeast Ohio Translators Association (NOTA)
1963 E. Sprague Road
Seven Hills, OH 44131
Tel: (440) 526-2365 • Fax: (440) 717-3333
E-mail: mond1@ameritech.net • www.ohiotranslators.org

Northern California Translators Association (NCTA)
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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.

• Quarterly General Meetings (1:00-5:00pm, UC Berkeley Extension, 55 Laguna St., San Francisco): Dec. 1.
• 2001 NCTA Membership Directory available on CD-ROM or diskette for $10. To purchase, mail remittance to the above address, or fax/telephone Master-Card/Visa number and expiration date.

Northwest Translators and Interpreters Society (NOTIS)
P.O. Box 25301
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Tel: (206) 382-5642
E-mail: info@notisnet.org • www.notisnet.org

Southern California Area Translators and Interpreters Association (SCATIA)
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Affiliated Groups

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E-mail: izumi.suzuki@suzukimyers.com • www.mitinweb.org

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Salt Lake City, UT 84119
Tel: (801)973-0912 • Fax: (208)441-5390
E-mail: ellingge@qwest.net • www.utia.org

Other Groups

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Box 830688
Richardson, TX 75083-0688
Tel: (214) 883-2093 • Fax: (214) 833-6303

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 1474
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Tel: (512) 396-8887 • Fax: (512) 396-4835
www.aatia.org
E-mail: president@aatia.org

The California Court Interpreters Association (CCIA)
345 S. HWY 101, Suite D
Encinitas, CA 92024
Tel: (760) 635-0273 • Fax: (760) 635-0276
www.ccia.org
E-mail: ccia345@earthlink.net

Chicago Area Translators and Interpreters Association (CHICATA)
P.O. Box 804595
Chicago, IL 60680-4107
Tel: (312) 836-0961
www.chicata.org/
E-mail: 74737.1661@compuserve.com
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E-mail: grdelgado@aol.com

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Houston, TX 77208-1285
Tel: (713) 935-2123
www.hitahouston.com

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Note: All announcements must be received by the first of the month prior to the month of publication (For example, September 1 for October issue). For more information on chapters or to start a chapter please contact ATA Headquarters. Send updates to Walter Bacak, ATA Chronicle, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Tel: (703) 683-6100; Fax: (703) 683-6122; e-mail: Walter@atanet.org
Upcoming Accreditation Exam Information

California
November 3, 2001
Los Angeles (2 sittings)
Registration Deadline: When capacity is met*

Colorado
September 22, 2001
Denver
Registration Deadline: September 7, 2001

Massachusetts
December 1, 2001
Boston
Registration Deadline: November 16, 2001

New York
March 23, 2002
New York City
Registration Deadline: March 8, 2002

Argentina
December 3, 2001
Rosario
Registration Deadline: November 16, 2001

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

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.

* Candidates may register for the AM or PM session at the Annual Conference, but not both due to space limitations. Choice of sitting is only available until we reach capacity. Early registration is recommended.

CONGRATULATIONS

Congratulations to the following people who have successfully completed accreditation exams:

Italian into English
Andrew Bertallot
Bernardston, MA

Spanish into English
Gloria A. Cardona
Silver Spring, MD
Beth L. Farkas
Munster, IN
David L. Kent
Silver City, NM

English into German
Andrea U. Brugman
Seattle, WA
Stephanie M. Dostal
Seattle, WA
Nanette Gobel
Los Angeles, CA

English into Spanish
Sabela Avion-Martinez
Monterey, CA
George Espinosa
Roseburg, OR
Martin Gaspar
Boston, MA
Mauricio A. López
Austin, TX
Ruben Sindicaro
Woodland Hills, CA

The Active Member Review Committee is pleased to grant active member status to:

Tanja Abramovic
Summit, IL
Galina Bachner
Forest Hills, NY
Odile J. Legeay
Houston, TX

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by Constance E. Crooker, Attorney
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Conference Registration Form
American Translators Association 42nd Annual Conference
Millennium Biltmore Hotel, Los Angeles, California • October 31-November 3, 2001

Name:____________________________________________________________Membership #:_____________________
(Last)                           (First)          (Middle)

Employer:___________________________________________________________________________________________
(Only list employer if you want it to appear on your badge. Students should give their school.)

Address:____________________________________________________________________________________________

City:______________________ State/Province:_____________________ Country:________________________________

Telephone Numbers: Primary ____________________________ Secondary:_____________________________________

Fax:______________________________________ E-mail:___________________________________________________

Conference Registration Fees:                  ATA Member  Nonmember*  Student Member**
Early Bird (By October 1)     $245         $335         $110         $______
One-day (indicate day _________)     $125         $170         NA         $______
After October 1              $305         $420         $130         $______
One-day (indicate day _________)     $160         $220         NA         $______
On-site (After October 26)     $380         $525         $150         $______
One-day (indicate day _________)     $195         $270         NA         $______

*Individuals who join ATA after July 1, receive ATA membership for the remainder of 2001 and all of 2002 for
$142.50. If you elect to do this, you qualify for the ATA member registration fee.

**Student-member rate is only available to ATA student members.

Note: One-day and student registrants do not receive a copy of the Proceedings.

ATA Membership: Join ATA or renew your membership. (See the Application for Membership, page 89.)

Preconference Seminars: Wednesday, October 31 (See Preconference Seminar Registration Form, page 82.)

Accreditation Exams: (See the Accreditation Registration Form, page 83.)

Social Functions:
Italian Language Division Reception, Wednesday, October 31  $ 15 @ x__ $______
German Language Division Reception, Thursday, November 1  $ 20 @ x__ $______
Translation Company Division Networking Event, Thursday, November 1  $ 40 @ x__ $______
French Language Division Reception, Friday, November 2  $ 35 @ x__ $______
Closing Banquet, Saturday, November 3  $ 55 @ x__ $______

Form of Payment: [ ] Check/Money Order [ ] Credit Card Total Payment $______

Cancellations received in writing by October 19, 2001 are eligible for a refund. Refunds will not be honored after
October 19. A $25 administrative fee will be applied to all refunds.

Charge my: [ ] VISA [ ] MasterCard [ ] American Express [ ] Discover

Card No._____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____ Expiration Date:_____________________

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Please make your check or money order payable to ATA, in U.S. funds, and return it with this form to:
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• Over 60 exhibits featuring the latest publications, software, and services available;
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• Much more!

The Registration Form and Preliminary Program will be mailed in July to all ATA members. The conference rates are listed below. As always, ATA members receive significant discounts.

<table>
<thead>
<tr>
<th>Conference Registration Fees</th>
<th>ATA member</th>
<th>Nonmember</th>
<th>Student Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-Bird (by October 1)</td>
<td>$245</td>
<td>$335</td>
<td>$110</td>
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<tr>
<td>One-day</td>
<td>$125</td>
<td>$170</td>
<td>n/a</td>
</tr>
<tr>
<td>After October 1</td>
<td>$305</td>
<td>$420</td>
<td>$130</td>
</tr>
<tr>
<td>One-day</td>
<td>$160</td>
<td>$220</td>
<td>n/a</td>
</tr>
<tr>
<td>On-site (after October 26)</td>
<td>$380</td>
<td>$525</td>
<td>$150</td>
</tr>
<tr>
<td>One-day</td>
<td>$195</td>
<td>$270</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Note: Students and one-day participants do not receive a copy of the Proceedings. All speakers must register for the conference.

Hotel Accommodations

The Biltmore Hotel, the host hotel, is conveniently located in downtown Los Angeles at 506 South Grand Avenue. The hotel is 30 minutes from Los Angeles International Airport. Conference attendees can register at the discounted rate of $150 single/double, plus tax ($175 single/double, plus tax, for the Club Floor) per night. This rate is good until October 9, 2001, or until all rooms in the ATA block are reserved, whichever comes first.

To make your hotel reservations, contact the Biltmore at 1-800-245-8673 or 213-624-1011. Be sure to specify that you are attending the ATA Annual Conference.

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- “When the Steel Hits the Sky”: Technical Terms in Literary Translation—Maria Barros
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- What Translators and Interpreters Need to Know About Diabetes Mellitus—Michael A. Blumenthal
- Dealing with Linguistic and Cultural Identity in Literary Translation: Analysis of the Spanish Translation of “How the García Girls Lost Their Accent” by Julia Alvarez—Alicia B. Cipria
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