Plan now to attend ATA’s Annual Conference. Join your colleagues for a rewarding experience in Phoenix, Arizona.

ATA’s 44th Annual Conference will feature:
- Over 150 educational sessions offering something for everyone;
- The Job Exchange where individuals promote their services and companies meet translators and interpreters;
- Over 50 exhibits featuring the latest publications, software, and services available;
- Opportunities to network with over 1,200 translators and interpreters from throughout the U.S. and around the world;
- and much more!

Preliminary information, along with the Registration Form, 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>
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<th>ATA Member</th>
<th>Non-Member</th>
<th>Student Member</th>
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<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>
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<tr>
<td>After October 1:</td>
<td>$305</td>
<td>$420</td>
<td>$130</td>
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<tr>
<td>One-day:</td>
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<td>$220</td>
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<tr>
<td>Onsite (after October 24):</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>
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Note: Students and one-day participants do not receive a copy of the Proceedings. All speakers must register for the conference.

**Hotel Accommodations**

The Pointe South Mountain Resort, the host hotel, is the largest all-suite resort in the Southwest, located on 200 acres at the base of South Mountain Park. It is conveniently located at 7777 South Pointe Parkway, just six miles from Sky Harbor International Airport.

Conference attendees can register at the discounted rate of **$155 single/double and $175 triple plus tax per night**. This rate is good until **October 13, 2003**. The availability of guest rooms or the group rate cannot be guaranteed after that date. In addition, take advantage of the special resort rate that is being offered to ATA conference attendees. For a daily charge of $8.00 per suite, attendees may enjoy unlimited local phone calls, unlimited access for credit card, toll free, and collect calls, free incoming and outgoing facsimile service, daily in-suite pot of coffee, weekday delivery of **USA Today**, admittance to the Fitness Centre, unlimited tennis and volleyball, and complimentary shuttle to the Arizona Mills Mall.

To make your hotel reservations, contact the Pointe South Mountain Resort at 1-877-800-4888. Be sure to specify that you are attending the ATA Annual Conference.

**Mark Your Calendar Today for November 5-8, 2003!**
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An Easy Reference To ATA Member Benefits

Your ATA membership has never been more valuable. Take advantage of the discounted programs and services available to you as an ATA member. Be sure to tell these companies you are an ATA member and refer to any codes provided below.

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Horoskim@dnb.com

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NOVA Information Systems
Reference Code: HCDA
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www.atanet.org/mutual.htm

Overnight Delivery/Express Package Service
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(800) 325-7000
www.ups.com

Professional Liability Insurance
National Professional Group
(888) 219-8122
www.ata-ins.com

Retirement Programs
Washington Pension Center
(888) 817-7877 • (301) 941-9179

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radtown@atanet.org
www.atanet.org/radtown

...And, of course, as an ATA member you receive discounts on the Annual Conference registration fees and ATA publications, and you are eligible to join ATA Divisions, participate in the online Translation Services Directory, and much more. For more information, contact ATA (703) 683-6100; fax (703) 683-6122; and e-mail: ata@atanet.org.
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**Proposed ATA Middle Eastern Languages Division**

During ATA’s 43rd Annual Conference in Atlanta, a group of attendees met to discuss the establishment of a new ATA division, the Middle Eastern Languages Division (MELD). As its acronym suggests, MELD will be designed to serve as a nonpolitical forum that welcomes participation from all translators and interpreters working in the languages of this region. For more information or to volunteer with this effort, please contact Haleh Vakhshori, MELD coordinator, at eztranslations2@yahoo.com.

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**It pays ...**

to keep your listings updated in ATA’s online Directory of Translation and Interpreting Services and Directory of Language Services Companies  
(www.atanet.org)
About Our Authors...

Renato Beninatto is a partner at Common Sense Advisory, Inc., a business research and sales consulting company. He has served on the executive teams for some of the industry’s most prominent companies, most recently as vice-president and director of Alpnet Inc. and Berlitz GlobalNET, respectively. He is a member and advisor for the Localisation Industry Standards Association (LISA), and has served on its Executive Committee. He was a founding member of SINTRA, the Brazilian Translator’s Association. He has made presentations and keynote speeches at events organized by LISA, the International Quality and Productivity Center, the New York New Media Association, the New York Software Industry Association, the Institute of International Research, and the Software and Information Industry Association. Contact: renato@commonsenseadvisory.com.

Nancy Gilmour moved to L.A. after a stint in the diplomatic corps as consul at the American Embassy in Rome. She is a court-approved interpreter, State Department-accredited conference interpreter, ATA-accredited translator (Italian & French -> English), and professional actor (Screen Actors Guild/The American Federation of Television and Radio Artists). She dubbed Faye Dunaway’s role in Don Juan de Marco into Italian and French, in addition to acting in soaps, various TV series, and on the stage. She has also done narrations for industrial, educational, and training videos. Contact ngilmour@earthlink.net.

Dr. Barton Goldsmith is an international speaker, author, and consultant who is considered an expert on leadership. He is a contributing author to numerous books and publications, including The Los Angeles Business Journal. Contact: www.bartongoldsmith.com.

Ann G. Macfarlane is the immediate ATA past president (1999-2001), and now serves as chair of ATA’s Nominating Committee and Special Projects Committee. She is also the executive director of the National Association of Judiciary Interpreters and Translators. She runs her own home-based language services company in Seattle, Washington, Russian Resources International, and trains nonprofit boards in parliamentary procedure, budgeting, and meeting management. She is an ATA-accredited (Russian -> English) freelance translator, and holds certificates from the U.S. Army Russian and the University of Washington (nonprofit management). Contact: info@russianresourcesint.com.

Elizabeth Nguyen is a cultural and linguistic specialist focusing on curricula development and training at the L.A. Care Health Plan in Los Angeles, California. She formerly served on the board of the California Healthcare Interpreters Association (CHIA), and was co-chair of CHIA’s Standards and Certification Committee, which was entrusted with the creation of the “California Standards of Practice for Healthcare Interpreters.” Born and raised in Saigon, Vietnam, she received French schooling and holds a baccalauréat degree in philosophy and literature, as well as a degree in linguistic arts. Her work experience includes the development of interpreter training and cultural sensitivity training curricula, healthcare interpreter and provider training, Vietnamese and French interpreting, as well as the translation and review of documents related to the fields of healthcare and social services. Contact: furelize@juno.com.

Christiane Nord graduated as a translator for Spanish and English from Heidelberg University, and holds a Ph.D. in Romance language and literature (Spanish and Portuguese). She has been involved in translator training for more than 35 years. Her research focuses on functional translation theory, methodology, and pedagogy. Contact: christiane.nord@fachkommunikation.hs-magdeburg.de.

Shawn Six is the head of the Compensation and Benefits Survey division at Industry Insights, Inc. Contact: ssh@indins.com.

Adrian P. Spidle, Jr., who, together with his wife Cynthia, founded Adaptive Language Resources, Inc. 10 years ago, was educated in the public schools of New York City and studied materials science at the Massachusetts Institute of Technology. He is a Vietnam-era, seagoing veteran of the U.S. Navy, and lives with his wife and eight-year-old daughter Barbara in a tiny Boston suburb—but much too far from his son and grandson in West Virginia. Contact: aspidle@adaptivelanguage.com.

Laraine Tunick is an analyst at Allied Business Intelligence Inc., a New York-based technology research think tank that publishes research and technology intelligence on the wireless, broadband, electronics, networking, and energy industries. Contact: tunick@alliedworld.com.


Visit atanet.org today!

Renew your ATA membership today!

You may renew online in the Members Only section of the ATA website: atanet.org/membersonly
If you have not received your membership notice, please contact Maggie Rowe at ata@atanet.org or 703.683.6100. Don’t miss a day of your benefits! Thank you for supporting ATA.
By now, you have renewed your ATA membership for 2003. In February 2002, I wrote about why you should renew your ATA membership. In this column, I want to reinforce your decision to renew by updating you on some of the benefits of membership.

First, thank you for renewing. 2002 was another record year for ATA, with 8,984 members. ATA would not be the thriving organization it is today without all the good work of so many members who have volunteered their time and energy over the years.

Here’s an update on some of the benefits of ATA membership.

**Online directories.** ATA’s online searchable directories continue to provide great exposure for individuals and companies alike. Last year, the section of ATA’s website dedicated to the online directories—Directory of Translation and Interpreting Services and the Directory of Language Services Companies—had over 1.74 million hits and 78,000 distinct visitors! The potential of gaining a new client is more than worth our modest dues payment. Remember, only current ATA members may be listed in the directories. More specifically, only individual, non-student members may be included in the Directory of Translation and Interpreting Services and corporate members in the Directory of Language Services Companies. Be sure to keep your information updated. If you do not have a listing, you can complete the questionnaire online at www.american-translators.org/tsd/ for individuals and www.american-translators.org/tsd_corp/ for companies.

**Networking.** Aside from the technical aspects of our profession—language combinations and areas of specialization—this business is all about networking. We learn from each other, and we get work from each other. From the Annual Conference to the regional professional development seminars and chapter events, ATA offers you many opportunities to network with you colleagues. In addition, many members network remotely through division listserve discussions and articles in the ATA Chronicle and chapter and local group newsletters. We are fortunate that ATA members are very generous and supportive of helping each other out.

**Professional development opportunities.** One of the primary goals of the association is to foster professional development. ATA offers a variety of programs. The Annual Conference continues to be the largest and most visible one. We expect over 1,200 people to attend the profession’s premier educational opportunity: ATA’s 44th Annual Conference in Phoenix, Arizona, November 5-8, 2003. In addition, we have the Legal Translation Conference set for Jersey City, New Jersey, May 2-4, 2003. Be sure to register for this in-depth, specialized event now. (Please see www.atanet.org for more information.) Finally, we have three one-day professional development seminar planned for this year. The Translation and Interpreting for the Entertainment Industry Seminar, held in Los Angeles last January, drew 147 participants. The Medical Translation and Interpreting Seminar is scheduled for Miami at the end of this month, and we are finalizing plans for a localization seminar in Texas in the fall. Finally, ATA’s divisions—including the new Medical Division (being established)—provide practical, informative newsletters and specialized training. To date, the Portuguese Language, Spanish Language, and Translation Company Divisions are offering their own mini-conferences this year. For all these events, ATA members receive reduced registration rates.

**ATA membership saves you money.** As for true dollars-and-cents savings, ATA members receive significant discounts on professional liability insurance, collections services, and, most recently, customized website design services to help members. Members also receive discounts on some types of insurance and overnight and express package shipping services.

**Doing something for the profession.** By supporting ATA, you are supporting our efforts to promote the translation and interpreting professions. We are expanding our public relations activities. We continue to get media inquiries from the Translation and Terrorism Forum held at the ATA Annual Conference in Atlanta last November!

Thank you again for renewing your ATA membership and congratulations on making the right move to improve yourself and your business through the many avenues available to you as a member of the American Translators Association.
Check your membership information. Be sure to check your membership confirmation letter, which was mailed to you earlier this month. This information reflects what we have in our database records for you, which is the basis for the information we include in the Membership Directory. Please return any changes to ATA Headquarters as directed in the letter. This is also a good time to review your listing(s) in the online Directory of Translation and Interpreting Services and the Directory of Language Services Companies. These listings are completely optional and there is no charge to be included. The listings are only available to current ATA members.

Legal Translation Conference. ATA’s Legal Translation Conference, Jersey City, New Jersey, May 2-4, 2003 is taking shape. Please check www.atanet.org/legal for the most up to date schedule and related information. Be sure to register today.

ATA Annual Conference. Speaking of conferences, it is not too early to plan for ATA’s 44th Annual Conference, Phoenix, Arizona, November 5-8, 2003. The overall format will be the same, with the preconference seminars and Welcome Reception on Wednesday (November 5). The final day of educational sessions and the Closing Banquet and Party round out the conference activities on Saturday (November 8). To help you budget for the meeting, the conference registration fees will remain unchanged for this year. The hotel rates are locked in at the Pointe South Mountain Resort at $155 per night, single/double plus tax. Finally, many airfares are at historically bargain rates.

Medical Insurance. I just received notice that ATA partner Mutual of Omaha will no longer be offering major medical insurance. MoO will continue to offer other types of insurance. Thank you for understanding that this issue is much bigger than ATA. These medical insurance programs are highly regulated by each state, which has made offering a national program that much more difficult. In the meantime, I am monitoring pending legislation in Congress for “Association Health Plans.” In its current form, this proposed bill would facilitate associations in offering medical insurance to their members. I will continue to investigate what is available.

Welcome Regina. I would like to welcome Regina Tocci as ATA’s newest employee. Regina’s title is accreditation assistant. She will work with Terry Hanlen, deputy executive director and accreditation program manager. The much-needed clerical support will be of particular value with the introduction of the significant changes to the accreditation program for the 2003-2004 accreditation year. Her background includes studies in Italy and experience in database management.

Call for Papers
44th Annual Conference of the American Translators Association
Phoenix, Arizona • Pointe South Mountain Resort • November 5-8, 2003

Proposals are invited on topics in all areas of translation and interpreting, including the following:

Agencies, Bureaus, and Companies; Financial Translation and Interpreting; Independent Contractors; Interpreting; Language-Specific Sessions; Legal Translation and Interpreting; Literary; Medical Translation and Interpreting; Scientific and Technology; Social Sciences; Terminology; Training and Pedagogy; Translators and Computers.

Suggestions for additional topics are welcome. Proposals for sessions must be submitted on the Conference Presentation Proposal Form to: Conference Organizer, ATA Headquarters, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Fax: (703) 683-6122. All proposals for sessions must be in English.

There’s no time like the present! Download a Conference Presentation Proposal Form at www.atanet.org/abstract.htm.
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INFORMATION SESSIONS:
Wed., 6-8 p.m., Mar. 19
NYU Midtown Center, 4th Floor
11 West 42nd Street

Tues., 6-8 p.m., Apr. 15
1601 Broadway, 7th Floor
Please call to RSVP.

For more information Phone: 1-888-998-7204, ext. 375 Website: www.scps.nyu.edu/375
JTG Scholarship in Scientific and Technical Translation or Interpretation

Description of Award
This is a $2,500 nonrenewable scholarship for the 2003-2004 academic year for students enrolled or planning to enroll in a degree program in scientific and technical translation or in interpreter training.

Eligibility
1. Applicants must be graduate or undergraduate students enrolled or planning to enroll in a degree program leading to a degree in scientific and technical translation or in interpretation at an accredited U.S. college or university.
2. Applicants must be full-time students who have completed at least one year of college or university studies.
3. Generally, an applicant should present a minimum GPA of 3.00 overall and a 3.50 in translation- and interpretation-related courses.
4. Applicants should have at least one year of study remaining in their program; however, in certain circumstances, one residual semester may be accepted.
5. Applicants must be U.S. citizens.

Selection Criteria
1. Demonstrated achievement in translation and interpretation.
2. Academic record.
3. Three letters of recommendation by faculty or nonacademic supervisor.
4. A 300-500-word essay outlining the applicant’s interests and goals as they relate to the field of translation or interpretation.

Application Process
1. Application forms may be obtained by contacting the American Translators Association by mail at 225 Reinekers Lane, Suite 590, Alexandria, VA 22314.
2. Completed applications must be received by AFTI by May 1, 2003.
3. A completed application consists of:
   a) Application cover sheet;
   b) Three letters of recommendation in a sealed envelope with recommender’s signature over the envelope flap;
   c) An essay; and
   d) A copy of the applicant’s academic record with a copy of the major/minor or other program form or a departmental statement of admission to the translation or interpretation program.

Award
A national award committee will announce the name of the scholarship award winner by the end of June 2003. The committee’s decision is final. Disbursement of award will occur at the beginning of the 2003 fall semester.

Conferences and Events

Washington, DC
Translators Discussion Group
Borders Books and Music
18th & L Streets, NW
Meets the second Wednesday of each month from 6:30-8:00 pm at Borders. For more information, please contact Borders at (202) 466-2152.

Weston, Massachusetts
New England Translators Association
7th Annual Conference & Exhibition
Henderson House, Northeastern University
May 3, 2003
This annual event provides a forum for translators, interpreters, localization agencies, publishers, and other language-related organizations. Keynote speaker Ellen Elias-Bursac will discuss “The Wartime Service of Translation.” For more information and a registration form, see http://netaweb.org/tair03.htm or contact Judy Lyons at frenchlang@aol.com.

Dallas, Texas
Society for Technical Communication
50th Annual Conference
May 18-21, 2003
For technical writers, usability specialists, web designers, and others involved in technical communication. Seminar topics include manual production, online help design, and the internationalization of communication products. Visit www.stc.org.

Halifax, Nova Scotia
Canadian Association for Translation Studies
16th Annual Conference
Theme: “Translation and Globalization”
May 29-31, 2003
Dalhousie University
Halifax, Nova Scotia
Information: Dr. Louise Brunette (organizer): louiseb@alcor.concordia.ca; Marc Charron: marc.charron@uqo.ca; Anne Malena: amalena@ualberta.ca; Marco Fiola: marco.fiola@uqo.ca; Dr. Anne Malena (Program Committee Chair)
Modern Languages & Cultural Studies
200 Arts Building • University of Alberta
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www.uottawa.ca/associations/act-cats/.
International Certification Study: South America Revisited

By Jiri Stejskal

Just as in North America, the certification of translators and interpreters is handled differently in each country. Some countries have a sophisticated certification process and a wide selection of university courses in T&I, while others do not. We will now look at the situation in Colombia, Uruguay, and Venezuela, three South American countries with state-run systems of certification.

Colombia

Translators and interpreters have been certified by Colombian government regulation as “judiciary experts,” along with accountants, jewelers, mechanics, and 15 other professions since 1951. Reportedly, some 5,500 translators have been certified to-date, 99% of them living in Bogotá. Like in Mexico, there are many indigenous languages in Colombia, most of them made “official” in the 1991 Constitution. However, most of these languages lack written form, and the Colombian justice system does not provide for judiciary experts in languages other than Spanish.

The certification of translators and interpreters was first handled by a special institute that was simultaneously responsible for preparing candidates for qualification (IEI). After a series of irregularities were reported, certification was passed, in 1998, to the State Universidad Nacional Modern Languages Department in an attempt to fight corruption and to add a measure of academic judgment.

The administration of the roll of translators was in the hands of the Ministry of Justice until 1999, when it passed to the Ministry of Foreign Affairs. Meanwhile, the system of fees for judiciary experts, first established by the Act of 1951 and last amended by the Act of 1969, is now in the hands of the Judiciary’s Disciplinary Council. In August 2002, the Council announced that the legislation concerning the fees still needs further revision, as the remuneration of translators specified in the Act is not being observed. As an interesting side note, similar legislation in Peru, the Supreme Decree 33/92, rules that while “official” translators work in a free market, they will provide translation to the Foreign Ministry free of charge.

Currently, candidates for certification are examined by the aforementioned university department. As an eligibility requirement, which is not stipulated in the Act but rather imposed by the university, a university degree is required, but no experience is needed. The examination requires candidates to pass a four-module test consisting of about 200 words of text to be translated in each direction in 3 hours, and about 20 minutes of interpretation in each direction. In order to pass the test at the Universidad Nacional, candidates need to score 90%, up from 60%, with all four modules carrying equal weight. Consequently, the pass rate has dropped and fewer candidates earn the credential (currently 10% to 20%).

Other eligibility requirements include:

• Moral integrity, certified before a notary by three independent witnesses.

I would like to extend special thanks to the following contributors:

• Edgar A. Moros (emoros@icnet.com.ve), professor of translation at the Universidad de Los Andes, ATA member;
• Mariana Irisarri (marianai@adinet.com.uy), public translator, notary public, ATA member;
• Professor Roberto Puig (rpuigvit@adinet.com.uy), Fellow of the Institute of Linguists (London), professor of English translation at the State University in Montevideo;
• Soledad Martinez (solex@adinet.com.uy); and
• Anthony Letts (translat@andinet.com), Fellow of the Institute of Linguists (London), ATA member.
• Proof of the right to earn income in Colombia. (It is not necessary to be a Colombian national.)
• Submission of an application for specific language pair(s).

The examination schedule only allows one examination to be taken at a time, and examinations are offered only in Bogotá in June and December each year. If the candidate fails, the examination can be taken again any number of times. There are no continuing education requirements, and no re-examinations.

There are several T&I organizations in Colombia. The Colegio Colombiano de Traductores (CCT) was founded a little more than a decade ago with the support of the Colombian Foreign Ministry, the British Council, the Alliance Française, the Goethe Institut, and five major universities in Bogotá. The Colegio has about 70 members and its purpose is to serve as a meeting place and contact point for translators, offering a regular schedule of academic and social events. The Asociacion Colombiana de Traductores e Intérpretes (ACTI) was established in 1997 and reportedly has less than 10 active members. It has an admission examination for document translation into Spanish only.

Individual members of the CCT and the ACTI have been involved in the state certification process, complementing the team of linguists at the Universidad Nacional. The Colegio does not certify, since Colombian law (Decree 382/51, Decree 2275/51, Decree 2265/69, and the Civil Code) would necessarily implicate it in any civil or criminal liability case, or require it to act as arbitrator, and there is no administrative, academic, or financial structure to support such a position.

There are many academic programs for translators and interpreters in Colombia, in addition to a dozen or so undergraduate programs that include translation as a language-learning tool. Of the 12 academic institutions offering graduate diploma courses for translation listed below, 8 are in Bogotá and 4 are in the provinces. The offerings range from 100 to 300 hours of class sessions. Reportedly, none of the courses have computer facilities, and the student mix is such that the programs cannot assume that each student has access to a computer. At present, none of these courses are designed as training tools for professional translators.

Among the universities offering graduate courses in translation are:

• Universidad Nacional, Bogotá: three semesters of workshops (linguistics and theory are the strong areas) for translating into English (since 1999);
• Universidad de Antioquia, Medellín: three semesters of terminology and linguistics;
• Universidad del Valle: has network for terminology with the Universidad de Antioquia and the Universidad del Cauca;
• Universidad de Pamplona, Pamplona: two semesters, mainly for English teachers (now held up by lack of government funding);
• Universidad Jorge Tadeo Lozano, Bogotá and Cartagena: two semesters (a program for English teachers);
• Universidad del Quindío: has a relationship with the University of Puerto Rico;
• Universidad del Cauca: working on a terminology network with the Universidad de Antioquia and the Universidad del Valle;
• Universidad IDEAS;
• Escuela de Administración de Negocios (EAN): 100-hour diploma program based on business needs for English document writing;
• Instituto Caro y Cuervo: free courses in classical Latin and Greek for translation; and
• Universidad de La Sabana: weekly three-hour internal courses in classical Latin translation for teaching staff (mainly used by the law faculty).

Apparently, there are no graduate courses available for interpreters in Colombia at any level. The Universidad Nacional has offered some theory on the subject, but has no equipment to make a practical application of the theory.2

Uruguay

In Uruguay, translators become sworn translators (“traductores públicos”) upon completion of a four-year course at the Law School of the State University in Montevideo. The credential is currently available for English, French, Portuguese, Italian, and German. For other languages, the appropriate embassy certifies the competence of experts in the foreign language concerned, with translations being signed jointly by an expert and a sworn translator who have graduated from the university. Another option for candidates who are interested in acting as experts in foreign languages (except for the five languages mentioned above) is to apply to the Colegio de Traductores Públicos del Uruguay, attaching documentation in support of their application. After review of such documents
and an interview with the candidate, the Colegio decides whether or not to approve the candidate’s inclusion in the list of language experts (“idóneos”). These experts are called to help translators, whenever needed, with the translation of languages for which there is no sworn translator available. Translations are then signed jointly. There is no official certification for interpreters in Uruguay. Uruguayan professional translators receive training mainly in legal translation, since areas such as literary or technical translation are not fully covered at the university. Translators specialize in their areas of choice after completing their university studies.

In order to be eligible for the studies, candidates must have finished high school and have passed an entrance examination in English, French, Italian, Portuguese, or German (in addition to Spanish), both written and oral. A level of proficiency similar to that of a native speaker is required. It is of interest that this examination is an exception in the educational system of Uruguay, because student applicants normally enroll for university studies after completing high school without having to pass any entrance examination.

This credential was duly recognized in Uruguay at the end of the 19th century. The law school regulations of 1885 stated that the degree was to be granted by said school. Later on, sundry regulations and administrative provisions organized courses and examinations, but in 1915 students were transferred to the Escuela Superior de Comercio. Thus, the degree was no longer a university degree, but merely a professional degree. The next stage began in 1932, when courses were taken again at the university, not at the law school, but at the School of Economy and Administration. The degree, however, was still merely a professional certificate. In real life, the courses proved unsuccessful on account of their synthetic and impractical character. Finally, the authorities organized regular courses at the law school. A new three-year plan was put in practice in 1976 at the school, where Professor Puig still teaches language and legal translation. A few years later, another year of study was added. The degree is once again on a par with that of lawyers, notaries, architects, etc.

As was noted above, law school graduates become “sworn” or “public” translators, rather than literary or scientific translators. The school’s objective is to train translators for official purposes and work, and therefore their studies are focused on the letters and the law. Interpretation is currently not offered as an independent program, but it is covered to some degree in the school’s curriculum (court consecutive interpretation, for instance).

The level of the T&I profession has been duly noticed at the United Nations and in Europe; reportedly, it is among the highest in Latin America. The Uruguayan Association of Public Translators (Colegio de Traductores Públicos del Uruguay) is well known abroad thanks to its journal, the Revista del Colegio de Traductores Públicos del Uruguay, founded and edited for 11 years by Professor Puig. However, the publication was recently discontinued. The Colegio was the first Latin-American member of the International Federation of Translators (FIT), and the third in the Americas, after the U.S. and Canada. It was founded in 1950 on the basis of a previous association founded in 1932, and currently has about 300 members. The web address of the Colegio is www.colegiotraductores.org.uy. There is also an interpreters association, Colegio de Intérpretes de Conferencia del Uruguay (CICU), founded in 1986, that has 16 members. Since there is no training in Uruguay for interpreters, CICU requires professional practice (100 days of actual interpretation work) or a proven skill in the field (to be evaluated by two members) for admittance.

**Venezuela**

Certification in Venezuela is handled by the National Government at the Ministry of Justice. Certified translators are called “intérprete público.” Similar to Spain, a translator is certified as an “intérprete,” even...
though the certification examination focuses on translation rather than interpretation skills. Reportedly, anyone can take the exam, which consists of a written test and an oral interview. A degree in translation is not required and there is no continuing education requirement or recertification process.

There are currently two universities in Venezuela with a translation program. The Universidad Central de Venezuela (UCV) in Caracas has a translator and interpreter training program, offering a Licenciatura (bachelor degree equivalent) in translation, interpreting, or a combination thereof. This program is reportedly very thorough. All students must take two foreign languages. The second university is the Universidad de Los Andes (ULA) in Mérida, which offers a degree in modern languages with a major in translation. In the translation program, five courses are taught: Documentation and Terminology; Translation I (General Texts); Translation II (Sci-Tech-Med); Translation III (Legal and Commercial); and Translation IV (Literary). Students also take two foreign languages (currently English, French, Italian, and German are offered). As a final requirement, students must do an internship at a company, government agency, or translation bureau. Finding a place for the students to do their internship is challenging, says Professor Moros, who teaches at this university. Some students are sent to the U.S. and Europe, but most of them stay in Venezuela. The university is planning to develop a master’s degree program in translation. There is a third university, the Universidad Metropolitana, which offers a minor in translation in the modern languages program.

Venezuelan translators and interpreters are organized in CONALTI (Colegio Nacional de Traductores e Intérpretes), also a member of FIT, which was founded on July 29, 1980. All members of the association are either graduates of the School of Modern Languages of the Central University of Venezuela or translators and interpreters with many years of experience in the field. Several members are certified public interpreters, qualified by the Ministry of Justice to translate documents to be filed at government offices or to act in court. Further information on the Colegio is available at www.conalti.org.

Chile and Peru

In Chile, translators and interpreters can join the Asociación Gremial de Traductores de Santiago, a member of FIT. Pontificia Universidad Católica de Chile offers a four-year program for translators focusing on English, French, and German. In Peru, the Asociación de Traductores Profesionales del Perú, also a FIT member, serves the needs of local translators and interpreters. Programs for translators and interpreters are available at the Universidad Femenina del Sagrado Corazón (UNIFE). The languages offered are English and French, and the students can achieve the degree of “Bachiller en Traducción e Interpretación” or “Licenciada en Traducción e Interpretación.”

In the next issue, we will examine the credentialing processes in the Netherlands and Belgium. 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.

Notes:

1. About a half million Colombians use 1 of the approximately 80 indigenous languages as their native tongue. For more information, see www.ethnologue.com/show_country.asp?name=Colombia.

2. The information on Colombia was supplied by Anthony Letts, Roberto Pizarro, and Mavis García. Mr. Letts compiled the results of their discussion.
D
o you really know your customers and prospects? Can you clearly describe with certainty the priorities your clients have in mind as they decide which service provider to engage? When I was vice-president of sales on the localization supplier side, these questions were top of mind. To get answers, I commissioned my staff to conduct studies of our buyers’ opinions of the company and its performance. This was—in my mind—the only way we could collect information, but unfortunately this approach provided little insight. We had to discount a large portion of the results because, truthfully, no customer would really tell a supplier the whole truth unless he was really upset. Nonetheless, we wanted to know not only what they thought about us, but to find out more about their plans (i.e., what they planned to do the next three years, whether they were going to outsource more work or bring it in-house, etc.).

What we really wanted was to be a fly on the wall at their planning and operational meetings.

Introduction to Research and How it Will Help Sell Your Services

In searching for relevant information about our clients and their behaviors, we kept finding the same thing time and again. We could pay to have formal custom studies done ourselves, which would be expensive and time consuming, or we could look to reports from large research firms on localization. This research had its own problems. It was infrequent and vendor-focused to the point of being little more than a regurgitation of what the vendors had told a young research assistant (and I really resented it when my company wasn’t mentioned). With these challenges, a need in this market segment emerged—to provide newsy and comprehensive research that actually answers the questions translation and localization service providers have about their industry with real profiles of their customers. In answer to this call, companies like Common Sense Advisory, Inc. used the following criteria when developing marketing research to be offered to the localization industry:

• **Independence.** No firm should pay to have research written. There should be no slant or bias.

> “…You will find that the more you use it, the more value research will hold for you…”

• **Buyer-focused.** Reporting and analyzing what buyers say, focusing on buyers’ activities, plans, and priorities. Reporting on real people doing real jobs across industries and sectors—not only the usual suspects or people highly active in localization standards committees.

• **Interpretive.** Information about where the market is going versus reporting the status quo. That means you can look ahead to what will happen rather than hear about where things were or are now.

While this type of analysis is targeted at practitioners and business decision makers, translators, especially translation agencies, can also learn a lot about how prospects and buyers think. Armed with this information, suppliers will understand where buyers, and not just their own, stand on major issues, and can apply this insight to their own planning and daily operations.

Develop a Winning Sales Strategy with Research

As a sales and marketing executive in a translation services or technology company, you are the first “user” of research. You can employ its findings in many ways, but the two most critical are in understanding customer needs and measuring the effectiveness of your current sales strategy in meeting those needs. Read the reports, compare it to your current sales strategy, and ask yourself the following questions:

*Does our company address the real issues that our clients and prospects have?*

Many companies have gotten mired in the translation cents-per-word debate. Does your client really worry about these things?

*Does our company ask the right questions when prospecting?*

Your prospects may be looking for a more comprehensive end-to-end solution than what you currently offer. Are you missing the buying signals?

*Is our company selling to the right audience?*

The research can tell you if it really makes sense to spend a lot of time and energy trying to secure a meeting with the vice-president, COO, or CEO to pitch your company’s services.

*Can our company give meaningful new insights to prospects about their own business?*

Your prospects want to communicate their messages to world
Can you offer them additional value in this more evolved application of your services or technology?

Can your company adapt its service offerings to tackle some of the research findings?

Since many buyers see little difference among suppliers, it’s essential for you to figure out what makes you different from the agency down the street. Do any of your core competencies address the market dynamics laid out in the report?

Further, be sure to spread the word. Many times people buy market research, read it, push the ideas laid out in the reports for a short time, and then lock it away in their file cabinets, never to be revisited. While those in the inner circle may have benefited from the research, their employees received nowhere near the value that they could have had from the information had it been more widely available.

Use Research to Drive Discussion about Industry Needs and Trends

Everybody in your company has the same mission: to acquire or retain clients. As such, project managers, engineers, support staff, and others are just as involved in that process as the sales staff. Ultimately, your company as a whole needs to offer customers more value than your competitors. If used wisely, research can provide the tools to differentiate your company from the competition to attract discerning customers and prospects. You probably have a weekly or semi-monthly staff meeting by phone, webcast, or in person. One idea is to fold the relevance of your research findings into those meetings. Here’s one approach you might take:

1. Distribute the research report to your team. Tell them not to copy or share the report with anybody. This is valuable, confidential, and copyrighted information that you paid good money for. You don’t want competitors that didn’t pay for the insight to benefit from your investment.

2. Ask them to read the full report, paying particular attention to buyer behavior, the analysis of what this behavior means, and how it will affect market dynamics. Because the reports may be long, make sure you allow enough lead-time for your team to read the material. You don’t want folks reading instead of working!

3. Before the meeting, assign each participant a section of the report to read. Ask each to make a five-minute presentation to the group on the assigned section, focusing on coming up with answers to the following questions:

   - What did this section cover?

   - How does it apply to our clients? Ask each team member to think about their patch more structurally, paying particular attention to how the dynamics discussed in their section might apply differently based on the market segment, size, and organizational model of their clients.

   - How does it apply to our sales strategy? Get team members thinking about how they can use the information from the report to offer more value to their prospects.

   - Was this news or already common knowledge for you? You’ll find that some team members are far more intuitive than others, so they might have already spotted some of the trends outlined in the report. If this is the case, ask them to share with the rest of the team their best practices for looking over the horizon to see what’s next.

4. Share your conclusions. If you lead a sales team or company, your staff looks to you for guidance, so let them know your biggest takeaways from the research. How you internalize the report and intend to use it in setting a direction will be a critical part of what your staff does with any research findings.

5. Make research a regular part of every meeting. Everyone in sales should be in constant discovery mode. Regardless of where they do their research, you should encourage your sales representatives to share their discoveries with their colleagues.

Recruit and Train with Insight

You can attract new professionals by providing them with industry insight. Through my own experience, I have identified excellent salespeople, executives, and project managers in other sectors, but they were skeptical about the translation industry and were afraid to jump the fence. I found out that the uncertainty was based on the lack of information about this type of business. The few sources of information they had were the websites of competitors, white papers that were sponsored by rivals, or my own biased opinion (after all, I did want them to work for me). Nothing really objective about the buying patterns of clients? Well, this is no longer the case.

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Can a Translation Company Really Be All Things to All Customers?

By Adrian P. Spidle, Jr.

W ell… maybe it can. But I sure as heck have quit trying. After 10 fairly successful years owning and operating a translation company, I’ve learned what I’m best at, what is difficult, and what is impossible for me to do well while, at the same time, making a reasonable profit. I admit that for the first half of my translation career I tried to be “all things to all customers” (ATTAC), but I have to thank the president of the corporation (Mrs. Spidle) for her wise lack of willingness to give away our limited working capital to try and impress fickle clients. After the last two difficult years that saw our translation industry shrink dramatically, I have no doubt that our company is still around and will continue to be highly profitable more because of her frugality than of my desire to grow at any cost.

Buy market share you say? I don’t think so. Maybe the big guys can buy market share—the verdict isn’t in yet in my opinion. One hundred million dollars in sales doesn’t impress me very much when it’s accompanied by a 20 million dollar loss. But I’ve seen more than a few translation companies die recently from trying. Don’t get me wrong, though. As a recovering market share buyer, I finally feel guilty about the hard times I gave the president of the corporation (POTC) when she so shortsightedly refused to let me lower our prices to get that temptingly large (but short budgeted) client, especially when it was something we’d never done before or even had a clue as to how to go about doing. I surely don’t miss assuring clients, telling them “Yeah, we can do that, we’re experts in fact,” when, in fact, I then had to go ask my production people, “Can we do this? Do you know how?”

Not long ago I was asked to lead a workshop on target marketing for translation companies at the summer meeting of ATA’s Translation Company Division (TCD) in Colorado Springs. Like me, most of the active TCD members tend to be at the smaller end of the translation company spectrum, and, I am proud to say, many of us really are Mom & Pop businesses. Therefore, it really amazes me that so many of us are so committed to the ATTAC philosophy. The following paragraphs reflect much of what we learned at that event.

“…The main point is not that I’ve found the ‘right segments,’ but rather that I’ve found the ‘right segments’ for me…”

Now as then, the difficulty, as far as the POTC is concerned, is how to stress the importance of target marketing without giving away the company secrets. So I tried then, and am trying now. Speaking generically, the translation market is extremely diverse and fragmented. It can be readily divided into any number of narrow segments. Many of these segments require substantial capital investment in specialized skills, knowledge, and technologies if the required quality is to be profitably delivered.

Specializing in a narrow segment gives you the opportunity to acquire tremendous competitive advantage that can be decisive when, as frequently happens, you are competing with a firm attempting to be ATTAC. You learn the jargon, find the industry players, join their organizations, exhibit at their conventions, advertise in their journals, and generally become familiar to your target market. This advantage doesn’t accrue immediately, but rather needs to be earned over time. You don’t go from nobody to somebody overnight. My experience tells me it takes two or three years to collect on your segment investment, but when you collect it can be extremely lucrative.

Some obvious examples of translation market segments are:

1. Software and website localization requires investment in engineering capability, and most especially a significant investment in various software tools that simplify the many tasks required. I don’t like this segment because it doesn’t seem too bright to me to compete with a company with 100 million dollars in sales that doesn’t mind losing 20 million dollars in the process. To quote my eight-year-old daughter…DUHHH?

2. Then there’s those large technical manual projects we all dream of. The crazy thing about them now is that you have to invest a fortune in software and training and experience in that software, which then forces you to lower your price in an already hyper competitive marketplace. This may be your cup of tea…but I’ll stick to my Starbucks.

3. One of my favorite TCD buddies has a very successful interpretation company in Oregon. He’s built a large organization in a short time and loves it. Being very organized (I actually suspect it’s his wife that’s so organized), he’s able to profitably obtain and track scores of individual interpretation jobs per month. Could this segment be for you?

4. Literary translations…you’re kidding, right? Well, maybe not.
There doesn’t seem to be a shortage of literary translators. This segment can be very satisfying if you can put up with its vagaries and low prices.

5. Medical and pharmaceutical translations can be lucrative, but they carry a huge risk and share all the technical manual shortcomings detailed in #2. Nonetheless, I love the financial market. Those huge prospectuses and brochures need to be translated into several languages and then, back-translated! Large newsletters need to be translated monthly into several languages. We’ve translated insurance policies, underwriting forms, and insurance applications. I know this market has slowed a lot, but it should explode in the next bull market.

6. Legal translation is a definite specialty, and there are several subsets within that specialty. There are plenty of disgruntled lawyers available to help you in this area, and lots of arcane terminology for you to learn so you can sound like you know what you’re doing. There are plenty of advertising media and lawyers’ conferences for you to attend. I like this one.

7. There are many more segments, some of which I don’t know about. If you know of one, don’t tell me about it or you might find yourself competing with me in the near future…nahh, just kidding.

The main point is not that I’ve found the “right segments,” but rather that I’ve found the “right segments” for me. I sleep much better now that I know that our firm is the absolute best option for certain clients in certain segments. You’ll love the peace of mind that such confidence brings.

I don’t necessarily tell inquirers from nontargeted segments to go away. After 10 years of ATA membership and as a charter member of the TCD, I now have many friends who own translation companies throughout the country (and world) with different competencies. So, if I can’t do your job, I know who can, and I partner with them for that one client or project.

This short-term partnering strategy doesn’t work for everyone. There are still plenty of paranoid translation company owners who consider competitors enemies (I used to work for one). But I see ATA’s Translation Company Division as a new hope for smaller companies, and a sign that our industry is finally growing up.

The following outlines a few real-world examples of partnering in action. I recently had an inquiry from a major medical equipment manufacturer to translate a highly technical manual to Japanese using Trados and Framemaker. In the past, I would have struggled to do this myself, with uncertain results, or just walked away from it. Instead, one of my TCD buddies agreed to do it and gave me a $2,000 finders fee for the project. I also use a TCD member to do all my Portuguese, another to do my Asian languages, and another to do layout.

Continued on p.24
e asked Allied Business Intelligence Inc. (ABI), a market research firm, to share with us the findings of their new report *Language Translation, Localization, and Globalization: World Market Forecasts, Industry Drivers, and eSolutions*. The study focuses on the changing nature of the language translation industry and what it means to translators and global companies alike. The following is an overview of some of their observations.

Language translation is an industry as old as civilization. Cultures have used translators to communicate with neighbors of differing cultures and languages for centuries. Today, modern day translators have at their disposal a number of tools to help in the process of taking a text from one language to another.

One of the driving forces behind the global landscape of business is the development of the Internet. Companies can no longer assume their customers will come to them under their own umbrella of nationalism. Online populations are growing at increasing rates in non-English-speaking regions of the world. Customer retention and site “stickiness” have been shown to increase when visitors can access information in their native language. Operation in this global economy will be the primary driver in the language translation and associated markets.

The market for translation is expanding. The consolidation of translation firms that is occurring through mergers and acquisitions will only make for larger companies that can offer a broader service to fit their customers’ needs. There are no economies of scale in this market. Translation is still a very individual process. Quality is the driving factor for a successful business.

Prior to September 11, 2001, no one in the U.S. could conceive of the impact of terrorist attacks on homeland soil. In the wake of these attacks, the glaring deficiencies of the federal government to detect such threats were made clear. The translation of intercepted messages from known threatening nations and groups is now a core prerequisite in defending this nation. Since the September 11th attacks, the U.S. agencies charged with a counterterrorism mission have tried to make up for these shortfalls by hiring more qualified linguists to support their efforts.

In all, the worldwide forecast for the translation marketplace is rosy. According to ABI’s report, *Language Translation, Localization, and Globalization: World Market Forecasts, Industry Drivers, and eSolutions*, the human translation segment, the largest component of this market, is expected to be an $11.5 billion market in 2007.

Companies looking beyond their borders will be taking their products and services and delivering them into new markets, many of which operate differently from those in the United States. Localization refers to the process of adapting a product (often, but not always, a software application or hardware component) or service to meet the language, cultural, and technical requirements of a specific target environment or market. Not only does the text need to be translated for the language, but all graphics and cultural references need to be adapted as well. A U.S. company using cultural idioms such as “baseball and apple pie” will not be understood in other cultures. Translators who are immersed in the “target” language will be able to pick up such phrases and translate them into a more meaningful reference for the intended audience. Ultimately, the goal is for the user to be unaware that the content and origin of the site is produced in another country and language.

Companies have been wrestling with localization issues for many years. When Gerber first marketed baby food in Africa, the company used the same packaging labels, with their “Gerber Baby,” it had used in the United States. When sales plummeted, their investigation uncovered the common practice in Africa of using pictures of the contents on food labeling because of the diverse languages found on the continent. The picture of a baby on the packaging was shocking to consumers in what it implied to them. In another instance, while British culture is not very different from U.S. culture, the trash can in the Macintosh operating system looks, to the British, more like one of their British postal boxes. There were reports of people accidentally putting their outgoing e-mail in the trash can. Thus, localization ideally involves making a product look as if it were created in the target country.

As more companies expand their presence on the Internet, localization of websites will be a fast-growing market for translators. Content on a webpage generally changes with much greater frequency than product documentation or software content. This means more of a market for translators to update the information.
Language Translation, Localization, and Globalization Continued

frequently. Because of this constant stream of changing content, many providers in this market are developing solutions to meet the requirements of both high quality and rapid turnover. ABI forecasts the website localization market at $3.1 billion in 2007.

This puts great importance on the shoulders of translators. Simple word-for-word translation will not suffice. A translator needs to be familiar with all the nuances of language in both the source and target language. A certain amount of interpretation is needed as well. The market for translators is growing. ABI’s market forecasts assume that full-time translators work an average of 30 hours per week (the remaining time being taken up by administrative tasks), 50 weeks per year. Part-time translators work an average of 15 hours per week, 50 weeks per year. The human translation market is based on the average working hours and average wages that vary from region to region. Some slight changes in the wages are based on the assumption that in some underdeveloped countries and regions, the job of translation is a relatively highly paid profession.

ABI estimates that of the 51,000 translators in North America, 37% work full-time. This leaves a large number who work in this profession on a part-time basis. Translators who work for themselves or as freelancers have the opportunity to manage their own work schedules. For others who work full-time in the translation field, many work for translation agencies, localization firms, or as captive translators (those employed in the translation departments of firms not in the translation business). For some companies where the volume of information that needs to be translated is large and continuous, it may be most cost-effective to hire their own in-house translators. In this way, the translators not only are familiar with the language(s) that need to be translated, but they also become familiar with the company’s products or services and the terminology used therein.

Today, translators have a number of tools to help them in their profession. Translation tools include various computer technologies to assist in the process of translating material from one language to another. In the last few years, these tools have increased in popularity with professional translators. Advances in database technology and PC computing power have made it possible for these systems to store and retrieve large amounts of previously translated material. Translation tools have benefits for translators only, as 20% to 50% or more of the document will still require manual translation.

Management software acts as a storage bank for source and target terminology that can be retrieved during the translation process. Terminology managers are particularly useful for translators working with industry-specific terminology. The functions of these management tools include a data repository, terminology extraction and insertion, and term lookup.

Translation memory (TM) is a database that stores previously translated sentences that can be retrieved in future translation projects in order to prevent repetitive, time-consuming work. Pre-translated sentences in the text are retrieved via fuzzy matching, leaving only parts of the sentence that do not have matches to the translator. TM products are particularly effective when used on text that must be periodically updated or changed. TM is the core technology that many translation tools are based on.

Translators often develop TM data-banks in-house. In fact, many of the translation tools that are currently on the market began as in-house creations within translation bureaus. TM software is commonly used by translators, and a highly developed system can reduce the length of the translation process by 50%. Additionally, reductions in total translation costs of between 15% and 30% can be realized.

Translator workbenches represent a category of translation tools that are based on TM technology. In addition to TM, these tools typically contain functions such as word count format filters and converters, measurements for project pricing and sizing, and alignment tools to develop memories from past translations. The use of workbench tools contributes to greater consistency within the text, particularly when more than one translator is involved.

A translator’s workbench compares segments of text from source documents with translated pairs of words, phrases, or even paragraphs that are stored in the product’s TM. If an exact match is found, a suggestion is made to the translator, who then has the option of using or amending the translated text. When an exact match cannot be located, the tool uses fuzzy matching algorithms to come up with the TM’s next best match. Translator workbenches are popular with translators worldwide, as they provide key benefits, including productivity improvements and increased consistency, and allow translators to reuse and recycle previously translated materials.

Demands for translations are increasing as the shear volume of information grows. Additionally, companies are now putting structured implementations in place to deal with information sharing, both within and outside the organization. Translators are required to keep up, not only with the nuances of language and culture,
but with the business terminology and technical jargon that their clients’ businesses require.

Growth will come as more companies prepare themselves to enter the global market. The slowed U.S. economy has dampened expectations for some, but once over the hump, we can expect many companies in IT, pharmaceutical, automotive, among others, to ramp up to meet demand.

Note
The latest edition of ABI’s language translation study, *Language Translation, Localization, and Globalization: World Market Forecasts, Industry Drivers, and eSolutions*, is now available. ATA members are entitled to a 15% discount off the price of the report. For more information, please visit www.alliedworld.com or call (516) 624-3113.

Established sectors in the economy have significant resources at their disposal, from multiple trade publications to dedicated practices in major consulting and law firms. Executives in these sectors rely on the knowledge of others to support their decision-making process and to avoid reinventing the wheel. They pay top dollar to research companies to analyze trends and statistics and to design marketing programs based on market analyses.

Until now, the translation industry has relied mostly on astrologers and on the knowledge of a few good people, disseminated only by word of mouth. But as you try to convince your prospects about your value to their business, and as you become more professional, your requirements for accurate, formal information and reliable sources increase.

By creating the habit of buying and using research in your work, you create demand for valuable information by your people and clients. You will find that the more you use it, the more value research will hold for you. After all, the cost of a report is a fraction of the cost of sending people to conferences. It is less than the commission you would pay for the sale of a major project (incidentally, the proper research will enable you to close those big projects). It is the price you pay for information you don’t have.

Note: Common Sense Advisory has recently published two comprehensive reports about the localization industry, *Beggars at the Globalization Banquet* (available by subscription only) and *Where the Translation Money Is, An Atlas of Business Opportunities* (for sale at the Common Sense Advisory website). For more information, visit www.common-senseadvisory.com or call 1-866-L10N-101 or 1-646-286-7975.

**How to Use Research in Sales** Continued from p.16

**Get into the Professional Habit of Using Market Intelligence**

“Ghosts,” the 2002 issue of *TWO LINES: A Journal of Translation*, is now available. To order our latest issue of world literature, or any of our previous issues, send a check or money order for the total cost of the issues you wish to receive plus postage.*

Ghosts (2002): $14
Back issues $11 each: Cells (2001); Crossings (2000); Fires (1999); Ages (1998); Possession (1997); Waves (1996); Tracks (1995)
All eight issues: $75
Any three issues: $30

*Postage: $2 within the U.S.; $2.50 to Canada or Mexico; $4 for international orders; add $1 per additional item.
Does this sound familiar? For this translation memory program, you can stay right in the environment that you already know and you only have to learn a few new shortcuts.

Or:

All you have to do is to right-click on a file and select Translate.

To me, these marketing slogans “translate” as follows: “We think that you are really not smart enough to understand much about computers, and are certainly not clever enough to learn programs or, for that matter, to open them appropriately. This is why we address you with this lowest common denominator.”

Maybe it’s not completely fair to interpret these slogans so harshly, but the fact is that similar ones are often used as the primary marketing message for tools—including translation memory applications—that many translators are supposed to spend most of their active work time using. Now, no one will disagree that it is a positive thing for any product, including software programs, to be easy to use and intuitive to learn. But is this why we buy it? If you take a look at the websites that market the “corporate” versions of the same programs, you will be hard-pressed to find any mention of “easy” or “intuitive.” Are those potential users more “professional” than we are? If Microsoft praises the ease of use of its home editions of Office or Windows, it communicates appropriately to its broad masses of non-expert users. But should we be placed at the same basic level when we buy a highly specialized translation application?

The typical modern translator spends a disproportionate amount of his or her working time behind the computer screen. Given this reality, it is remarkable (to say the least) that technology providers successfully market their products not primarily on the basis of processing power, productivity increase, or quality gain (all of which are indeed marks of many of those tools), but instead on ease of use. My question is not whether the tool providers are successful in marketing their products in this way—I know they are. Instead, I am curious about the effect of these messages. Is it this low expectation of software manufacturers that causes translators to feel inadequate to the task, or do we feel inadequate to start with and are these slogans just hammering it in? The answer probably lies somewhere in between those assumptions. What is important for us, however, is to gain confidence and knowledge about the computer, rather than just surviving with it.

My reason for writing this is obviously not to insult translators. Instead, I truly believe that there is a need for more computer education and a greater awareness that the computer can be your friend, or—as I write in my new book—your “tool box.” Over the years, I have worked on numerous translation teams, and even offered support for one of the major computer-assisted translation tools. I know the computer knowledge of the average freelance translator is probably somewhere in the area of 3 on a scale of 1-10. To work most effectively, it should be an 8 or 9.

What strikes me most about all of this is how we manage somehow to classify our lack of technical understanding in our own work environment into a different category from the technical understanding that we need for our translation work. After all, many of us translate highly technical documents, including computer software and documentation that describe infinitely more technical issues than we will ever have to deal with in our work with computers.

True, if we had to weigh the value of having translation skills versus computer skills, translation skills would win hands down. We wouldn’t be able to make a living as translators without being able to translate, while we can survive without being particularly skilled on the computer, a mere—albeit major—tool. But if the computer is indeed a major tool, wouldn’t that alone be reason enough to really try to master it? A print shop worker who is not skilled with computers nowadays may still be able to print beautifully, but he would most likely not find a job because the demands of the printing world (and the print shop owner) have changed. Many of us translators are freelancers who do not face the same external pressure as the print shop worker. However, we also own our own businesses, so we should have the same considerations as the print shop owner and require a honing of our skills.

It’s clear that my answer to the question in the title of this article (perhaps it should be called a polemic pamphlet!) is: No, we are not stupid. At some point, someone must have communicated to us that computers are only a necessary evil that we should neither trust nor really become acquainted with. Or maybe we convinced ourselves that this was the case with
an almost in-born fear that computers, especially computer-assisted translation software, are a real threat to our livelihood. At this point in time, however, nothing could be further from the truth. If we have the patience to upgrade our computer skills and to invest in the necessary software, our computers can give us tremendous opportunities to produce better and more consistent translations and, at the same time, to make more money.

Here are some ways you can begin to reclaim your computer and your confidence:

• Fine-tune and personalize your operating system to your own specifications so it looks and responds the way you want it to, just as you design your own office space for maximum efficiency.
• Build up your library of utilities—you can often download programs for free or at a minimum price from the Internet—that are developed specifically to save you time and effort.
• Make an informed decision on which office suite software and version is right for you.
• Don’t be afraid of computer-assisted translation software. There are differences among them that need to be researched and taken into account, but learning to use one of these programs well can make a spectacular difference in your translation work and earnings.

For details on these steps and many more, I’ve written a new book called *A Translator’s Tool Box for the 21st Century*. You can find more information on the book at www.internationalwriters.com/toolbox.

There have never been more resources to help translators succeed than we have today, and the computer plays a central role in nearly all. As skilled craftsmen, we know that it’s not enough to have the right tools—we also need to know how to use them. And with our skills and experience, we are well qualified to learn to use them well.

**ATA Chapter Seed Money Fund**

Is your ATA chapter planning an event? Does that event have need for a distinguished, dynamic, industry-relevant speaker? If so, ATA’s Professional Development Committee wants to help! ATA’s Professional Development Committee offers a seed money fund for speakers. Be sure to call ATA today for application guidelines and a list of fabulous speakers who could be guests at your next meeting, workshop, or seminar.

ATA’s chapters play a key role in the continuing education of their members. Since the chapters vary greatly in number and composition of members, it can be hard for some chapters to offer educational opportunities to everyone. As a service to all ATA members and as a benefit of chapterhood, ATA would like to support these educational efforts by subsidizing presentations that might otherwise prove to be a financial burden for individual chapters.

The fund was designed for ATA chapters, so don’t let the opportunity pass you by. Contact Mary@atanet.org at ATA Headquarters soon for all the details!
How much of your day is involved with solving other people’s problems? Many business owners spend half their time solving problems for their team members. This is time that they could be using to work “on” their businesses rather than “in” their businesses. In addition, if you solve the problems for your team members, you are not educating them to become effective managers.

These four steps to innovative problem solving can guide you and your team to timely, productive, and profitable answers to your challenges. The key here is that if you can’t answer all the questions, you may not be looking at the right issue.

Step 1. Confirming and Outlining the Problem

Facing the problem is usually the hardest part, looking at a problem square in the eye. If you are serious about finding a solution, you need to first confirm that there is a problem. Once you have confirmation, outline the problem. Ask yourself and your team, “What is the real issue here?” Look at the source of the discovery. Are team members blaming other team members or clients? Are you blaming others? And finally, you have to ask the toughest question—are you part of the problem?

Step 2. Creating Solutions

Being very clear on the issues opens new doors of thinking and perspectives. A clear vision of the problem allows various choices to appear. Take the time to write down all the possible choices, even ones that may seem “far out.” Remember, there could be a seed of wisdom there. Don’t eliminate anything. This is the art of brainstorming. Be aware that in order to brainstorm effectively, the leader needs to participate in the session rather than conduct it.

Step 3. Evaluating Solutions

This is where you weed your ideas and evaluate each potential solution. Which ones “speak” to you? If they “speak,” then consider the resources necessary (i.e., what will it take to get this plan in motion?). Are the resources available and are they appropriate? In other words, how much is it going to cost? Some people think that by throwing money at a problem, you can solve it, and that isn’t necessarily so. Next, you need to estimate the probability of success. Take those ideas and weigh and balance them to figure out which are the most feasible. This is simply guessing, the first step in a statistical analysis. Select the three best ideas to work on, since any more than that makes the final choice next to impossible.

Step 4. Creating the Action Plan

This is where you establish your game/strategic plan. Write down the necessary action steps, with an anticipated timeline of completion. Your next step is to anticipate obstacles. What’s in the way of implementing your new plan, and what is needed to overcome these challenges? Brainstorm once again with some different staff members to get another perspective. Try experimenting with the ideas. As you weigh the strengths and weaknesses, you can make your final adjustments. Be sure to allow for the creative process in your outcome.

For a free worksheet that will help you organize and proceed with this process, send an e-mail to barton@bartongoldsmith.com with the words “Problem Solving” in the subject line, or you may call toll-free at (866) 522-7866.

…”Innovative problem solving can guide you and your team to timely, productive, and profitable answers to your challenges…”

Can a Translation Company Really be All Things to All Customers? Continued from p.18

Also, I’ve used others to help me on certain large/tight deadline projects… in fact, I recently paid one TCD member over $10,000 to help me on one project.

In conclusion, I believe the combination of targeting those tasks and segments you’re best at, together with partnering up with your ATA colleagues to cover your nontargeted segments and tasks, is a sign of industry maturity and the best of all possible worlds for translation companies struggling to adjust and survive in the rapidly evolving translation market of today. My plea to you folks, my friends, is: “Translation companies of the world unite, we have nothing to lose but our nightmares, and we have a world to gain.”
Jurassic Parliament: 
Or How to Run Great Meetings

By Ann G. Macfarlane

General Henry Martyn Robert, author of the infamous Robert’s Rules of Order, was not born a procedural guru. This is his description of the meeting he had to chair in 1863 in New Bedford, Massachusetts—“I plunged in, trusting to Providence that the assembly would behave itself…” In 1997, when I had the honor of being elected to the office of ATA president-elect, I did have a little more experience than Robert, but I shared the same anxiety at the prospect of making a fool of myself in public. To conquer this fear, I set out to learn about parliamentary procedure in a systematic way.

Five dusty books and one videotape of stupefying boredom later, I began to see the forest through the procedural trees. Gradually, as I grappled with the difference between “to table” and “to postpone” and stubbed my toes on “reconsider” and “ rescind,” it became clear that no one can ever master parliamentary procedure. The rules as they are given in Robert’s Rules of Order: Newly Revised, Tenth Edition, are so arcane, so minute, and so paralyzing that even parliamentarians can’t memorize them all. Like lesser mortals, professional parliamentarians have their printed Robert’s Rules in hand and refer to it to settle issues that arise. Like lesser mortals, they may also differ on the correct interpretation of those rules.

I might have thrown in the towel right then, except for the fact that ATA’s bylaws, like the bylaws of perhaps 90% of the voluntary associations in this country, cite Robert’s as their authority. Deciding to ignore the whole issue didn’t seem a viable prospect. As I kept reading, studying, and reflecting on the real-life examples that occurred in the board meetings I attended, the shape of the forest became a little clearer to me. I realized that the rules, confusing as they sometimes are, make much more sense when one understands the principles that underlie them. And of all the motions in the book, only a handful are essential for most meetings. I decided to pluck the most essential ideas I had learned and offer them in a single training session, entitled, in homage to my son’s toy dinosaurs that I use in the classroom to explain precedence of motions, “Jurassic Parliament.”

“…When order and clarity reign, a meeting is far more likely to fulfill its purpose…”

There are many different ways to discuss issues and to make decisions. The training session I devised is oriented towards small boards—between 5 and 20 people—and procedures used for voting. Robert’s Rules allow plenty of scope for differing ways to discuss an issue, under the phrase “clarification of opinion.” Once opinion is clear, however, it becomes time to vote. It may come as a surprise to learn that nonprofit organizations, whether incorporated or not, are obligated to use parliamentary procedure unless they have chosen another method of making decisions.

Robert’s is one codification—there are others—of what is called “common parliamentary law.” Boards are bound by common parliamentary law unless they have selected another authority. Yet to many people Robert’s Rules seem daunting, and the whole business too complex to be practical. This article will lay out some of the key ideas in a way that will, I hope, make the underlying reasoning behind these rules clear. The truth of the matter is, running great meetings is not rocket science, but rather a matter of understanding some key principles and applying them consistently. The approach makes for efficient, easy meetings that are fair and, at least most of the time, pleasant.

Since many of us have to spend time in meetings, this discussion will, I hope, prove useful to many ATA Chronicle readers. Translators of meeting minutes and interpreters who serve during corporate or nonprofit meetings have also found the parliamentary information to be valuable as a roadmap out of the swamp of rules and procedure.

1) Role of the Presider. The first principle is that the presider is both the most important person in the meeting and the least important. As the person leading a meeting, I determine its chances of success. If I come into a meeting acting angry and arbitrary, the members will soon become restive. If I come into a meeting disorganized and confused, the meeting will also be so. If, on the other hand, I come into a meeting calm, centered, and ready to do business in a quiet but purposeful way, we will do much better. A group takes its emotional tone from its leader. Given the way human groups operate, it is essential for the presider to be as composed, calm, and centered as possible. So in one way, as presider, I am the most important person in the room.

At the same time, the chairman, the president, the grand pooh bah, or the almighty one who is “in charge” of our organization becomes, when standing at the podium, only the servant of the assembly (members gathered together). However strong her views, however passionate her convictions, with gavel in hand, it is
her job to assist the group to formulate its opinion and make good decisions. In large assemblies, the requirement not to exercise undue influence is so strong that the presider may not vote, except in tie situations. In small boards also, things usually go better if the presider refrains from voting. In this aspect, the presider is the least important person in the room.

2) Primacy of the Assembly. The second principle is that the assembly is the source of authority and the final arbiter of difficult decisions. If a hot debate is under way, for instance, and the person who has moved a motion changes his mind, he does not have the right to withdraw his motion unilaterally. Rather, he must ask permission of the assembly to do so. If the presider has issued a ruling and someone contests it, the matter must be referred to the assembly as a whole. Under parliamentary law, the assembly is the final authority.

This is very helpful to presiders confronted with difficult members who want to hog the floor. The presider can turn to the group and ask, “Shall the member be given the floor again, even though he has already spoken twice? All those in favor, please say aye.” Presiders should never get into power struggles with the members, but should instead turn to the group as a whole to make a decision. If a presider has made a ruling that a member doesn’t like, the presider can immediately put it to the group: “Shall the decision of the chair be upheld? All those in favor please say aye.”

When I first learned of this principle, I wasn’t too thrilled with it, because in some instances I felt that I might know better than the group as a whole. On reflection, though, I came to see it as an extension of Winston Churchill’s comment about democracy. Churchill wrote that democracy is the worst system of government in the world, except for all the others that have been tried from time to time. Given the burden that lies upon the presider at a meeting, I now see it as a strength that he does not have to be, cannot be, the final arbiter in tough situations, but must turn to the assembly for that judgment.

3) A motion is a thing, and we take one thing at a time. As always when we try to teach a subject we have not mastered, the act of teaching forces us to come to grips with concepts we might have taken for granted. The Dictionary of Procedural Terms defines a motion as “a proposal by a member in a deliberative assembly that a procedure or a course of action be agreed to.” A less cumbersome working description is that a motion is “a proposal to do something.” A member proposes that the group take some action, and that proposal, if new, is a main motion. A main motion should be written down. (Those of you reading may also have participated in meetings at which, once the vote was taken, someone said, “what did we just approve?” Getting it in writing prevents such unhappy occurrences.)

Once a main motion is being debated, other main motions may not be considered. If we are discussing whether to build a dinosaur museum, a motion to censure City Hall is out of order. Getting this linear sequence down is a key to success. It is not enough, however, simply to inform members that other proposals are out of order. A good presider will also let people know at what stage in the proceedings other new ideas, other main motions, may be considered. Staying emotionally connected to the members, even when having to inform them of procedural rules, helps things flow smoothly.

One concept that has proven helpful is that, unlike Eliza Doolittle in My Fair Lady, we can’t treat motions as “words words words, I’m so sick of words...” The words of a motion, once proposed, seconded, and stated by the presider, become a thing. The motion is an item of real substance that must be dealt with before one can go on. In the class I teach, I use the toy dinosaurs to (I hope) make this concept beautifully clear. With a Tyrannosaurus rex on the table and a brontosaurus impeding his progress, another Tyrannosaurus is not going to be able to muscle in until the first two beasts have been gotten out of the way.

4) The amendment is decided before the motion. Once a main motion has been made, one might choose to “amend” the motion. “Amending” simply means “improving.” A member makes a proposal to add words, perhaps specifying that the museum shall not cost more than $2 million. Or she may want to strike out words, or to strike out some words and insert others. The amendment must be “germane,” that is, it must pertain to the substance of the motion. The funny aspect of it is, though, that once an amendment has been made and seconded, it is debated and decided before the main motion to which it pertains. If a member complains (“Why are we arguing about how much the museum will cost when we haven’t even decided whether to build a museum at all?”), there is no answer other than “that’s the way these particular rules work.” One of the questions I have most often heard is “What amendment are we on right now, anyway?” Having a clear grasp of this principle
will enable you to appear as a guru of parliamentary procedure.

In class I teach this “sequence of motions,” again using the toy dinosaurs. Such objects might appear rather frivolous at the podium of a formal meeting, so I was pleased to learn that Hugh Cunnion, a highly experienced and respected professional parliamentarian, uses a system of index cards to keep track of motions and their amendments. He suggests that the parliamentarian sit right next to the presider and provide cards for each motion and amendment, so that it is always perfectly clear where the meeting is in the order of events. If your organization doesn’t have an appointed parliamentarian, perhaps you can recruit the vice-president to assist you in this way. Having two people track the sequence of motions seems a very effective way to proceed. It also ensures that your successor is getting trained in meeting management, and won’t feel petrified at the podium when his time comes.

5) Keep your numbers clear. I was delighted to discover that one can purchase a little plastic card from the National Association of Parliamentarians (www.parliamentarians.org) that charts the number of votes required for a simple majority or a two-thirds vote. Pulling out a calculator or counting on my fingers always feels so tacky... It may be useful to review the sequence of numbers that are involved in these procedures. There are two sets to think about: the numbers needed for a quorum and the numbers needed for a motion to pass.

The word “quorum” comes from the Latin and means “how many people?” A quorum is the minimum number of voting members required for business to be legally conducted. This number is usually set in the bylaws. If not, a quorum is more than 50% of the members (a “simple majority”). So, an organization with 100 voting members would need to have 51 people show up to do business—perhaps a challenging requirement in our busy times! And if the meeting starts out with those 51 people, but six of them leave halfway through to watch a football game, no more business can be conducted. The meeting has become “inquorate” (one of my favorite jargon terms!).

The requirements for voting usually refer to a percentage of the number of voting members who have actually cast their votes. Say that our 51 folks have forsaken sports and showed up for the meeting, but only 40 of them vote in a given motion. It would take 21 in favor for the motion to pass—more than 50%. And if only 10 of them are voting, 6 will be sufficient for the motion to pass.

If you hold back and don’t vote at all, that is called “abstention,” and the effect is the same as if you had not been at the meeting. (I was surprised to learn that abstentions are not allowed in Australia, either in non-profit meetings or in the national elections. An acquaintance described how, when she didn’t vote in a certain election, the authorities showed up at the door to pursue the matter. This is certainly different from our rough-and-ready tradition in the U.S.!) For certain motions, in particular the “call for the previous question,” the motion takes a two-thirds vote to pass. The meaning of that arcane-sounding “call for the previous question” simply means “let’s stop talking and vote.” The jargon term “previous question” actually means “pending question,” the matter next up to be decided. Cutting off debate is considered a serious matter under Robert’s Rules, and it shouldn’t be done unless most of the assembly is ready. For our 51 hypothetical voters, this would mean that 34 of them would have to be in favor for the motion to pass. If any of you have ever been in meetings where someone called out “question!” and the presider immediately called for a vote, you now know that it was an improper proceeding.

6) When faced with an improper proceeding, the thing to say is “point of order.” All this motion means is that the member believes that something has been improperly done, that the rules have been violated in some way. In the movies, members at a meeting sometimes make themselves serious nuisances by shouting “point of order” on every occasion. In real life, however, it’s important for the members to be paying attention and to use this motion when they notice something significant. As a presider myself, I, despite all my erudition, once forgot to take a vote. I was grateful to have that slight omission pointed out by the members! The presider responds to the point and, hopefully, business goes on.

In my experience, most people would rather have a root canal than study parliamentary procedure. The reputation is partially justified. Many of us don’t feel very familiar with parliamentary procedure. Those who do know it sometimes use it as a weapon to win their battles, rather than a tool to make things work better. I hope that this tour of some key concepts has blown away a little of the fog.

I would like to leave any readers who have occasion to play a role as a member at any meeting whatsoever with this final principle: as a member, you have the right to know and...
Introducing the CHIA “California Standards for Healthcare Interpreters”

By Elizabeth Anh-Dao Nguyen

“So, you do have a real job apart from this, don’t you?”

This is a question that many concerned doctors often ask the interpreters who keep appearing, seemingly “out of the blue,” in their offices whenever the need arises to communicate with limited-English proficient (LEP) patients. Despite the formidable impact of demographic changes on the delivery of healthcare services in the U.S., and despite the urgent need to adjust those services in culturally and linguistically appropriate ways to respond to an increasingly diverse patient population, interpreting in healthcare settings has yet to be fully understood or viewed as a profession of its own worthy of recognition, respect, and fair compensation.

Traditionally, healthcare interpreters were “self-made workers,” whose calling came about because they originally volunteered to put their language skills in the service of their community. This has especially been the case within the last few decades, with wave after wave of LEP refugees landing on U.S. shores to escape political unrest in their homelands. Many still think of healthcare interpreting as something that happens by chance, and consider it more of an impromptu volunteer service than a profession.

These misconceptions are what the California Healthcare Interpreters Association (CHIA)¹ and its counterparts around the nation have endeavored to correct in the last few years. And what better way to fulfill this mission than through the establishment a consistent set of standards of practices by which healthcare interpreting services may be measured? It is hoped that doing so will lead to the recognition and acceptance of the value of healthcare interpreting as a profession.

“…Many still think of interpreting as something that happens by chance, and consider it more of an impromptu volunteer service than a profession…”

Development Process of the Standards of Practice

This critical mission has proven to be a very tall order to fulfill for CHIA, a relatively small and fledgling non-profit organization made up of volunteers. In fact, the project would not have seen the light of day if not for the expressed interest, support, funding, and encouragement provided by The California Endowment.²

Entrusted with the creation of the document, CHIA’s Standards and Certification Committee undertook a labor of love that spanned 18 months, from January 2001 through September 2002. In the process, the “California Standards For Healthcare Interpreters: Ethical Principles, Protocols, and Guidance on Roles and Intervention” underwent 23 draft revisions before its official release on September 28, 2002 at CHIA’s Second Annual Conference at Mount San Antonio College in Walnut, California.

Throughout this development process, the standards working group remained committed to a collaborative process of public review and ongoing feedback of the numerous drafts of the emerging standards. Drafts of the document were reviewed by CHIA chapters (Bay Area, Central Valley, and Los Angeles), at CHIA’s First Annual Conference in September 2001 at the Central Valley Hospital in Fresno, and were posted on the association’s website. Additional drafts were also reviewed by four focus groups of experienced healthcare interpreters in Oakland, Fresno, Los Angeles, and San Diego in November 2001.³

The document illustrates CHIA’s commitment to bring the research and practice fields together. This is reflected by its co-authors, both representatives from healthcare and community-based organizations, whose experiences, skills, and knowledge are drawn from a variety of fields, such as academic, administrative, education, interpreting, research, and training.

What is the difference between CHIA’s Standards and other existing standards?

The creation of CHIA’s Standards was a complex process that started with the review of several existing standards⁴ previously developed across the U.S. and in Canada. The pioneering work done by such groups as the Massachusetts Medical Interpreters Association (MMIA), the Working Group of Minnesota Interpreters Association (MMIA), the Cross Cultural Health Care Program in Seattle, Washington, and several others, has served as an invaluable inspiration and catalyst in
the development process of CHIA’s Standards. Rather than reinventing the wheel, CHIA drew from the strengths of these existing standards and sought to address some of the ambiguities which have arisen. Such ambiguities were perceived in relation to some of the “gray areas” around the ethical principles and the roles of healthcare interpreters.

The CHIA Standards document includes three main sections that guide healthcare interpreters through their complex tasks.

- **Section 1** includes a set of six ethical principles serving to guide the actions of healthcare interpreters in the context of the patient’s health and well-being. This section also includes a step-by-step guidance on addressing ethical dilemmas through an “ethical-decision-making process.”

- **Section 2** recommends some standardized procedures to help interpreters work with patients and providers in optimal conditions. This section also includes some organizational recommendations for supporting the health and well-being of healthcare interpreters.

- **Section 3** emphasizes the uniqueness of healthcare interpreting, and identifies the communication barriers that LEP patients experience in healthcare settings. These barriers create a need for healthcare interpreters to take on multiple roles. This section offers a definition of these roles while also providing the interpreters with strategies to facilitate communication between LEP patients and providers.

The document also sought to highlight the following points:

**In the context of the patient’s health and well-being.** This concept forms the overarching guiding principle that is emphasized throughout CHIA’s Standards. CHIA recommends that every action taken by the interpreter should be considered within the context of “doing good” for the patient’s health and well-being.

**Ethical dilemmas and ethical decision-making process.** CHIA recognizes that upholding the ethical principles was not always a clear-cut “do or don’t” type of action, and acknowledges instances when two or more principles may collide with one another, thus creating ethical dilemmas for the interpreters. Taking it a step further, the document proposes a set of steps to guide interpreters through the process of addressing such ethical dilemmas.

**Healthcare Interpreting is different.** Unlike other interpreting situations, where the parties involved may often be in adversarial roles, healthcare interpreting is a distinct specialty where all parties involved share one common goal—the potential of a positive health outcome for the patient. To that end, CHIA’s Standards strive to provide interpreters with some clear guidance on the multiple roles they may need to play in order to continue to support the primary relationship between the LEP patient and provider, in the context of the health and well-being of the patient.

**To advocate or not to advocate.** Although the controversy still rages around how advocacy should be defined or understood in the healthcare context, and whether healthcare interpreters should take on the role of “patient advocate,” CHIA has taken a stand in favor of “patient advocacy” on the basis that it is “the duty of all healthcare professionals to support the health and well-being of the patient.” CHIA’s Standards defines patient advocacy as “actively supporting change in the interest of an individual patient’s health and well-being.” The guideline leads interpreters into careful consideration of all the factors involved before intervening as patient advocates, and further recommends that the decision to intervene in each case must be left to the interpreter’s judgment as a healthcare professional. The document also cautions interpreters to consider the role of patient advocate as an “optional role,” and to always weigh the potential benefits and risks before taking action.

**The importance of obtaining adequate training.** The ultimate message conveyed throughout CHIA’s Standards is: Comprehensive and professional healthcare interpreter training is essential in order to put into practice the techniques and strategies outlined. It is critical for bilingual individuals functioning as healthcare interpreters, as well as organizations employing bilingual individuals or health workers as interpreters, to realize the importance of attending professional training programs specifically designed to teach participants how to effectively carry out the ethical principles, as well as the protocols and the different roles, of healthcare interpreters. Contrary to what one might think, there are many healthcare interpreter training programs available in several states across the United States. In California alone, according to a recent study funded by The California Endowment, 27 on-going training programs have been identified.

[6]
What are some recommendations for using CHIA’s Standards of Practice?

The Standards of Practice were designed with a number of target audiences in mind: healthcare interpreters; bilingual health workers; healthcare administrators and providers; interpreter trainers; community advocates; legislators and government agencies; foundations; policymakers; and researchers and others in the academic community.

The Standards of Practice can be used in many ways in accordance with the goals and objectives of each particular audience. They can provide guidelines for organizational policies and procedures around cultural and linguistic access to healthcare, and contribute to the quality assurance process. They can be incorporated into interpreter training curricula developed by educational institutions, as well as healthcare-, community-based, or interpreter-service organizations. They can be a major component of the advocacy efforts to recognize and validate healthcare interpreting as a profession. They can serve as the foundation for the development of tests for state accreditation, certification, or licensure of interpreters, the outcome of which could be increased state reimbursement for healthcare interpreting services.

In conclusion, with the dissemination of the Standards of Practice, CHIA envisions a time when all healthcare interpreters and providers across the state will agree to work from the same set of expectations and ethical standards, and will build shared understanding of the ethics, protocols, and roles of interpreters in healthcare settings. A consistent and more professional way of delivering interpreting services in healthcare settings will result in improved access for LEP patients, and will contribute to the recognition of healthcare interpreting as a valued profession.

Notes

1. CHIA is a nonprofit organization founded in 1996 by a group of interpreters in California to help set professional standards for healthcare interpreters (www.chia.ws).

2. The California Endowment is a private foundation whose emphasis is on funding organizations and projects that improve and enhance healthcare services for Californians (www.calendow.org).

3. The California Standards document is available on CHIA’s website (www.chia.ws/standards.htm).

4. For further information on the standards development process, see the report on CHIA’s focus groups (www.chia.ws/standards.htm).

5. Some of the earlier standards are (in chronological order):


Interpreting for the Entertainment Industry: Tips for Those Who Do Want to Work in This Town Again

By Nancy Gilmour

The first day of shooting the fourth film in “the Alien franchise,” as 20th Century Fox refers to it, Alien: Resurrection. Rehearsal, Scene 1, Take 1: Sigourney Weaver is held captive, aliens bashing away at the door of her cell while she frantically slashes her wrist to squirt her “cloned alien blood” over the electronic circuitry, madly trying to French-fry the monsters as they invade. Turning to Jean Pierre Jeunet, the French director of Amélie for whom I was interpreting all that year, Weaver asks, “Would I have three minutes, maybe five minutes ‘til they break through the door? I mean, how many minutes would I have in reality, Jean Pierre?” The director, completely deadpan: “Deux.” As Jeunet and I turn toward the camera for the take, he whispers, rolling his eyes discreetly, “En réalité?” If I didn’t know it already, I knew it then: Toto, we are not in Kansas!

At the time, I had a fair amount of experience as a professional actor and interpreter in the entertainment industry, most of which I lucked into with little or no guidance. It would have helped had I known the different venues/circumstances requiring interpreting in this field, or that the simultaneous mode is the one best suited to the industry. Ideas on glossary development and job leads were also a make-it-up-as-you-go process. When the Alien: Resurrection opportunity came along, it was to require all my skills plus the utmost diplomacy in working with a star who already spoke the director’s language at an intermediate level.

Interpreting Venues and the Simultaneous Mode

The weekly per episode cost of shooting Friends starts at $1 million for each of the six leads. Alien: Resurrection had an $85 million budget, of which $11 million was Sigourney Weaver’s salary as star and co-producer. When the client’s time amounts to this kind of money, do you want to be perceived as the one wasting it? Imperatives of the Industry, as it’s simply known out here in LaLa Land, demand simultaneous interpreting, or, indeed, it will be you who will never work in this town again.

“…Emotion is the currency directors deal in, and an interpreter who is accurate and expressive will always get the job over one who is merely accurate…”

In addition to TV and movie sets, the most common venues requiring interpreting are film festivals, promotional screenings, and press tours. In the latter, director and star(s) hole up in adjoining luxury hotel suites for a couple of days while a public relations representative hustles entertainment journalists on tight schedules through revolving door interviews. You interpret simultaneously, since time equals money—sound familiar? If you’re good, you’ll even get to eat the expensive room service lunch. On the other hand, festivals and screenings require interpreting mainly for the Q & A session between audience and director following the film. Suddenly the house lights go up, and you’re onstage next to the director, holding your own mike that you have made a point of requesting beforehand from the organizers to: 1) provide the capability for simultaneous interpretation, and 2) avoid any unseemly struggles between you and the director over control of a sole mike. The latter, while affording a comical (to others), even slapstick, spectacle in the glare of the lights, is not the easiest way to learn this lesson.

Keep in mind that although you may be simply “doing your job,” you are, as far as the audience is concerned, part of the entertainment. And since most lay people consider consecutive interpreting of more than five minutes to be right up there with watching paint dry, the simultaneous mode once again saves the day. Although no one is suggesting you vie with the director for the audience’s attention, there is more involved here than, for example, the straightforward and accurate interpretation that would be required, say, at a deposition. It is paramount that you convey emotional content at the same time as the speaker. This is what audiences respond most to and what will make your director and his film come alive, which is, after all, the point of the exercise. Emotion is the currency directors deal in, and an interpreter who is accurate and expressive will always get the job over one who is merely accurate. After all, if you were a powerful film director, which kind of interpreter would you want to express your personality?

And since we’re on the subject, let me share a moment of interpreter nirvana with you. I was onstage at the Director’s Guild during a Q & A with an intense, passionate Italian director. Speaking into my own mike, I matched him beat for beat, mirroring his every expression and tone of voice. When the next audience member stood to ask a question, he first congratulated me on my work, at which point the entire audience—plus the director—burst into...
applause! Euphoria! Ironically, an Italian acquaintance who was there later urged me to revert to the consecutive mode in the future to allow Italian-speaking audience members unfettered enjoyment of their director’s remarks. In over 15 years of experience, I have received such a comment, identical at that, only once before, following a conference of the Hollywood Foreign Press. The bottom line in both cases is that I am there to serve the best interests of my client, interpreting both accurately and in a manner most appropriate to each situation. The Director’s Guild audience, obviously pleased with my work, was predominantly American. Also, neither Italian nor French is spoken by a majority of the Hollywood Foreign Press, for whom English remains the lingua franca. Although bilingual audience members may have their own agenda, it can conflict with the interests of the majority in attendance. However, since that’s not what they are open to hearing, at least in my experience, I’ve found a smile and saying “I’ll think about that for next time” usually puts the issue to rest most effectively. Often organizers of such events have little experience with interpreters, no clue as to the different modes of interpreting, and no criteria on which to base a choice. We do, and it is incumbent upon us to offer appropriate guidance.

Developing Glossaries Without Alienating Directors

Film dictionaries/glossaries in Italian and French are hard to come by and are often less than satisfying. The handiest one I found in French is L’Anglais des Producteurs by Nicolas and Jean-Claude Robert (unfortunately, English→French only), and to a lesser extent Lexique Cinema Video by Pascal Le Moal (French→English). The series Translation of Film & Video Terms into French (ditto into Italian) by Verne Carlson is fair, however, it does not contain explanations of the terms. The series is also published in Spanish, German, and Japanese.

I mainly rely on the informal glossaries I’ve put together over 15-plus years of experience, based on vocabulary gleaned from bilingual participants in studio negotiating sessions, on sets, press tours, and in film festivals. Those without much public speaking experience might consider volunteering to interpret gratis for visiting foreign directors at college film festivals for the Q & A sessions following screenings. One caveat, however. Since schools almost never have a budget to cover interpreters, graduate language students usually get pressed into “gofer duty” (go for coffee, for errands, etc.), which is not what I am suggesting. For the professional who simply needs more experience, particularly in front of audiences, interpreting at public Q & A sessions can ease the anxiety of stage fright. In terms of press tours, you will be invited to the press-only screening beforehand and/or given a subtitled cassette of the film along with publicity material containing a story synopsis and cast list, all of which provide invaluable vocabulary.

Keep in mind, however, that if you can’t make the press screening, it is inadvisable to bring to your director’s attention the fact that you viewed his or her film at home on a VCR or DVD. Public relations agencies organizing press tours have consistently warned that most directors take a dim view of relaying their film to the small screen. Now is as good a time as any to surrender to a director’s boundless ego, which, according to film crews, is a rule proven with amazingly few exceptions. The good news is that press tours normally last only two days, and directors are usually on their best behavior with the entertainment journalists who can promote (or discourage) attendance at their films.

Those Elusive Leads

Developing leads for future work can take considerable perseverance. If you live in a large urban area, start by calling the language-appropriate foreign consulates and Chambers of Commerce for information on possible film commissions, festivals, or cultural foundations. For French and Italian in the L.A. area, there are the French Film & TV Department of the French Consulate General (www.consulfrance-losangeles.org/english/cultural_service.html); the L.A. Italian Film Awards (www.italfilmfest.com/content.html); and the Italian Institute of Culture (www.icicusa.org). Also in L.A., the Writer’s Guild, the Director’s Guild, and The American Cinematheque all hold screenings of foreign-language films that are often followed by Q & A sessions on stage with foreign directors. A general website for U.S. film festivals showcasing Latino filmmakers can be found at www.lasculturasures.com, and one for screenings of French films in Florida, including links to numerous French organizations in the U.S., is at www.french-cinema.com.

For interpreting on press tours, contact publicity departments in the New York offices of film companies that produce or distribute foreign films in your language. Miramax, New Line Cinema, and Sony Pictures Classics are three of the biggest. Ask whether there will be a press tour in your area and the name of the local PR agency that will handle the organization end. Although you’ll be paid
by the film company and negotiate your rate with them (in writing), the local PR agencies are usually charged with finding interpreters. Once you make such a contact and establish a reputation for excellent work, you can look forward to repeat business from the same agency. Probably due to the egos involved, sizeable investments at stake, and the volatile nature of the business, the entertainment industry, like no other, relies on known quantities.

A Dream Job

In L.A., the Academy of Motion Picture Arts & Sciences holds the Foreign Directors Symposium every year on the Saturday morning before the Oscars. Free and open to the public, interested interpreters have the unprecedented opportunity of attending the event, which showcases films nominated for Best Foreign Film, before deciding whether to apply to work the festival the following year. Excerpts of the films are presented and the directors introduced for a panel discussion onstage, which is followed by Q & A based on written questions from the audience. As soon as nominees are announced, usually by early February, interpreters may call the Academy’s publicity department to offer their services to non-English speaking filmmakers. Since the interpreter works onstage before a packed house (usually an audience of 1,000), often following the performance of other interpreters accompanying one or more of the five directors, this is no place for the faint of heart. (One of the best replies to the classic “Would you like to make a film in Hollywood?” came from the wry Gabriele Salvatores, Italian director of Mediterraneo which won Best Foreign Film in 1992. After seeing the Coen brothers’ Barton Fink, a devastating satire on Hollywood producers, Salvatores answered the above question with: “I used to think so, but I’ve had two thoughts after seeing the Coen brothers’ Barton Fink.”) A little-known perk of this assignment is accompanying your director to the “Directors’ Lunch,” held after the festival at one of the industry establishments in Beverly Hills. All directors whose films have been nominated for Oscars that year attend, as well as a host of luminaries such as Michelangelo Antonioni, Milos Forman, Anthony Minghella, and Billy Wilder in years past. Be prepared for envious glances from Academy staffers as you accompany your director to the limo, since interpreters are the only non-director mortals allowed.

Interpreting for the “Bilingual”

Every interpreter’s nightmare, right? Or it could have been had Sigourney Weaver not been the consummate professional and highly intelligent actor she is. Jeunet advised me that he and Weaver had met in Paris without the benefit of an interpreter, and that she spoke French fairly well, at least at a solid, intermediate level. Therefore, I was instructed to proceed with great caution. However, unlike many whom we all know (and love) with that much knowledge of a foreign language, she made no claim to be bilingual. Au contraire. She had the greatest respect for our work because she had studied a foreign language, and was quite aware of the difficulties of rendering the subtleties of another’s thoughts. Lucky me!

At our first meeting I began by suggesting she speak French with Jean Pierre if that was her preference, and I would hang back on the lookout for when to jump in and clarify if it appeared the process was faltering. I acknowledged my concern over becoming intrusive in her rapport with the director, and made it clear I would always accommodate her wishes. Once she was assured there would be no clash of egos originating on my part—a luxury no interpreter can afford, much less with a star/co-producer earning a cool $11 million—she relaxed into English, using her French mainly for social exchanges with Jean Pierre.

However, had there been greater potential for disaster, not unheard of in any interpreting career, I have discovered a few useful guidelines. When observing two people without interpreting, my eyes are always on the listener. I look for body language and facial clues (hunching of the shoulders, narrowing of eyes, a cocked head) that belie understanding, particularly when the subject is of critical importance, such as contract negotiations, or of emotional significance like a compliment, I quietly jump in and address the listener with, “Was that clear to you?”

A good case in point was when I was interpreting at the Golden Globes for French producer Marin Karmitz, who was attending with Polish director Krzysztof Kieslowski. The awards had been duly given and, to the serious Europeans’ chagrin, we were making an appearance at the Miramax party—far too “Hollywood” an event for their tastes. They immediately sought refuge behind a column, hiding out in the back of the room and conversing with each other with no need for me. Spotting Hugh Grant alone at the buffet and recalling his background (was it Oxford or

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As a hardcore “functionalist,” I believe that the translator’s decisions in the translation process should be (and usually are) guided by the communicative function or functions the target text is intended to achieve for its receivers in the target situation. I also believe that this is a principle applying to any kind of text, not only to computer manuals and patient package inserts. I would like to illustrate this point by using a group of texts for which the functionalist principle has been frequently contested: biblical texts.

Between 1994 and 1999, I was involved, together with my husband, Klaus Berger, a New Testament scholar at Heidelberg University, in a new German translation of the canonical texts of the New Testament (the 51st German translation). In addition, we also worked on the re-translation and, in part, first German translation of about 60 apocryphal texts from the first two centuries of the Christian era (DNT 1999). Apart from the New Testament, which we translated from the Greek, the other texts were available in various languages, among them Latin, Coptic, Syriac, Ethiopic, and Arabic. Since my husband studied these languages during his university training, whereas I have no more than the average school knowledge of Latin, we worked on the basis of “split competence.” Thus, Klaus concentrated on source languages and cultures (plus theological implications), while I was responsible for target language and culture in addition to transfer competence (including not only practical translation competence, but also theoretical and methodological meta-competence). This experience has provided me with a large number of interesting examples of how the functional approach works with biblical texts. Considering the space constraints of this article, however, I will limit my observations to some aspects of text function.

Drawing on the well-known models presented by the German psychologist Karl Bühler (1934) and the Tzech structuralist Roman Jakobson (1967), I developed a rather simple four-function model for the translation classroom (cf. Nord 1997; 2001), which, for the sake of clarity, I will use here as well. The four basic functions are:

“... The intended function was to ‘bridge the gap’ between the two cultures by making the source culture accessible to the target-culture readership without taking its ‘strangeness’ or ‘otherness’ away...”

1. The referential or representative function;
2. The expressive function;
3. The appellative function; and
4. The phatic function.

Each of these basic functions includes a number of sub-functions to account for a more specific analysis. In what follows, I will explain how these functions can work across the culture barrier, using one example for each.

The referential function of an utterance involves reference to, and representation of, the objects and phenomena of the world or of a particular object. To make the referential function work, the receiver must be able to correlate the message given in the text with the previous knowledge they have about the world or the particular object in question. In order to prevent the message from being either incomprehensible (because the receivers cannot match what they are reading with what they know already) or boring (because the sender explains too many details with which the receiver is familiar), text producers intuitively or deliberately try to establish a balance between presupposed and new information which they consider appropriate for the addressed audience. The alternation of “given” and “new” (topic and comment) provides the text with both coherence and thematic progression.

Example 1

A reader who is not familiar with the source culture may fail to establish coherence between what is described in the text and what they imagine to be the situation.


And he came down with them [from the mountain] and stood in the plain... And he lifted up his eyes on his disciples and said...

(KJV)

When Jesus had come down from the hill with the apostles, he stood on a level place with a large number of his disciples...Jesus looked at his disciples and said...

(TEV 1992)

Dann stieg er mit ihnen vom Berg herab und machte halt auf einem ebenen Feld. ...Jesus setzte sich, sah seine Jüngerinnen und Jünger an und sagte... (DNT [1999]: Then he came down with them from the mountain and stopped on a level field. ...Jesus sat down, looked at his disciples, and said... [my back-translation])
Where are the disciples if Jesus has to lift up his eyes on them while he is standing in the plain? The bit of cultural knowledge the reader may be lacking (and the translator did not think of) is that, in the source culture, teachers used to sit while their listeners stood in a circle around them. Since the author assumed this habit to be known by his addressees, he used a generic verb that does not specify how Jesus “is” in the plain. The translator(s) of the KJV adapted the text to English style conventions, which require a specific verb, thus contributing to an image of Jesus with his eyes lifted up to heaven. The same applies to TEV (1992), but here the translators obviously detected the incoherence and leveled it out. The DNT (1999) explains the situation, thus making the scene comprehensible without reducing its strangeness.

The expressive function refers to the sender’s attitude and evaluation of the things and phenomena of the world. If it is verbalized explicitly (e.g., by means of evaluative or emotive adjectives, as in: Cats are horrible!), the readers will understand it even when they disagree. But if the evaluation is given implicitly (as in: A cat was sitting on the doorstep!), it may be difficult to grasp for readers who do not know on which value system the utterance is based (is a cat on the doorstep a good or bad thing?). Many qualities have different value connotations in two different cultures. Sometimes, a translator has to explicitly state an implicit evaluation to avoid misinterpretations in the target culture.

Example 2

The source text is apparently neutral. The JKV and most older translations, like the one by Luther (even in the 1984 revised edition [LUT 1984]), but also the more recent one by Alfred Loisy (NTF 1922), render the Greek by an equally “neutral” verb, like comprehend or ergreifen, whereas modern translations tend to explicilate their interpretations of the text. This explicitation can be “negative,” in the sense of “Darkness rejected / did not accept / did not understand the Light” (as in the NIV [1984]; the Spanish translation by Nácar/Colunga [SBN 1975]; the German GNB [1997]; and the Italian BDG [1974]). It can also be “positive,” in the sense of the “Light was so strong that Darkness could not make it disappear” (as in the Spanish translations by Casiodoro de Reina [CRE 1960] and Lamadrí et al. [SBE 1964]; or the Brazilian translation by Antônio Pereira de Figueiredo [BSB] and DNT in 1999).

John 1:1-5—Darkness and the Light

And the light shineth in darkness; and the darkness comprehended it not (KJV).

Das Licht scheint in der Finsternis, und die Finsternis hat’s nicht ergriffen (LUT 1984).

La luz en las tinieblas resplandece, y las tinieblas no la sofocaron (SBE 1964).

...la luce luce en las tinieblas y las tinieblas no la sofocaron (SBE 1964).

Both interpretations are evaluative: one is metaphorical (darkness [= the world] and does not understand or accept the role of the light [= Jesus]), and the other one takes the Greek verb literally (the light was so strong that darkness could not overcome it). The metaphorical meaning is rather pessimistic, whereas the literal meaning expresses the confidence of being victorious in the end. In our translation, we opted for the literal and positive meaning because: a) biblical language shows a general tendency to name things in a more concrete manner than what we are accustomed to; and b) if you want to attract people to your cause, you would probably not start by telling them that it is not worth the effort in the first place.

The appellative function is directed at the receiver’s sensitivity or disposition to react, and aims at inducing the audience to respond in a particular way. If we want to illustrate a hypothesis by an example, we appeal to the audience’s previous experience or knowledge; the intended reaction would be

La luz en las tinieblas resplandece, y las tinieblas no prevalecieron contra ella (CRE 1960).

A luz resplandece nas trevas, e as trevas não prevaleceram contra ela (BSB, no year).

Das Licht macht die Finsternis hell, und die Finsternis hat das Licht nicht verschluckt (DNT [1999]: The light lightens the darkness, and the darkness did not swallow the light [my back-translation]).
recognition of something known. If we want to persuade someone to do something or to share a particular viewpoint, we appeal to their sensitivity, their secret desires.

**Example 3**
Jesus appeals to the disciples’ experience to illustrate his point that their Christian way of living must set a “shining” example to non-Christians.

Matthew 5:14–15

Ye are the light of the world. A city that is set on a hill cannot be hid. Neither do men light a candle and put it under a bushel, but on a candlestick; and it giveth light unto all that are in the house (KJV).

You are like light for the whole world. A city built on a hill cannot be hid. No one lights a lamp and puts it under a bowl, but on a candlestick; and it giveth light unto all that are in the house (TEV 1992).

The first example (the city on the hill) is rather general and will work with any reader who knows the difference between hills and plains. The second example cannot achieve its apppellative function if the reader does not know what a bushel is or what it looks like. The dictionary tells us that bushel is a “biblical” word referring to “a measure, esp. of grain; about 36.5 litres” (cf. DCE 1978), but since the utterance is not meant to offer information about a culture where bushels obviously belonged to the normal equipment of a household, this definition is not very helpful. Therefore, TEV (1992) replaces the bushel with a bowl, which makes the apppellative function perfectly clear.

The phatic function is meant to establish the contact between sender and receiver, keep it alive, end it, and define the social relationship holding between the communicating parties. It relies particularly on the conventional forms used for phatic communication in a culture (e.g., the forms of address used between persons representing certain social roles, or conventional opening and closing formulas in letters or at the beginning or end of a lecture).

**Example 4**

Philippians 1:1–2

Paul and Timotheus ... to all the saints in Christ Jesus which are at Philippi... (KJV)

From Paul and Timothy, servants of Christ Jesus—To all God’s people in Philippi who are in union with Christ Jesus... (TEV 1992)

Paulus und Timotheus ... schreiben diesen Brief an alle Christen in Philippi... (DNT [1999]: Paul und Timotheus...are writing this letter to all the Christians at Philippi... [my back-translation])

The passage above shows a salutation formula which is typical of Saint Paul’s letters. He addresses the members of the Christian community as “saints in Christ Jesus,” which means “people belonging to Jesus” or, more simply: Christians. The translator could, of course, decide to use modern forms of salutation, beginning the letter with something like “Dear Christians at Philippi...” and ending by “Yours faithfully/Best regards/Take care...Paul and Timothy.” Another possibility, which was used in DNT (1999), is to establish a kind of “intra-biblical” convention by using the same formula in all the letters. This option makes it easier to avoid the modern forms of address as well.

Spanish and German translators have to choose between the formal third person Sie/usted(es) and the informal second person (singular: du/tú; plural: ihr/vosotros). Modern missionaries (writing in German!) would probably not treat their addressess using the informal forms of address. But in Bible translation, it has become conventional not to modernize the texts by using the formal address.

By way of conclusion, I would like to mention one more aspect of functional text analysis. Except for some purely phatic expressions or utterances (like smalltalk about the weather between persons who meet for the first time in a train compartment or at a party), texts are rarely monofunctional. As a rule, we find hierarchies of purposes that can be identified by analysing verbal and/or nonverbal function markers. To illustrate this last point, let us take a look at the “New Jerusalem” as described by Saint John the Divine in the Book of Revelations (or Apocalypse). All the translations I have looked at give more or less the same description, which is a “faithful” rendering of the Greek original.

**Example 5**
Revelations 21,10:18–21

The wall was made of jasper, and the city itself was made of pure gold, as clear as glass. The foundation-stones of the city wall were adorned with all kinds of precious stones. The first foundation-stone was jasper, the second sapphire, the third agate, the fourth emerald, the fifth onyx, the sixth carnelian, the seventh yellow quartz, the eighth beryl, the ninth topaz, the tenth chalcedony, the eleventh turquoise, the twelfth amethyst. The twelve gates were twelve pearls; each gate was made...
from a single pearl. The street of the city was of pure gold, transparent as glass (GNB 1976).

One of the purposes of this passage is certainly a referential-descriptive one. Saint John sees the city in a vision and describes it to his readers. The referential function of this rather technical description works quite well for most readers, and certainly best for those with a knowledge of precious and semiprecious stones. But apart from the referential purpose, the author may have had the intention to express his admiration for the city he has seen.

Asked about their associations when reading or listening to the text, most people answer that they are thinking of the enormous value represented by the gold and the stones. This, again, is a rather modern perspective. We might wonder why a follower of Jesus, who showed so much contempt for “the world” and its riches himself, would precisely describe his vision of the “new creation” as something so rich in material terms. Precisely the great variety of different stones would seem to suggest that perhaps the author’s focus might have been rather on the colors than on the value. On the grounds of the assumption that his addressees knew the colors of all the stones he is describing, he need not mention the colors explicitly. But if a modern translator wants her or his target audience to share the author’s admiration of the beauty and colorful-ness of his vision, they would have to explicitate what is implicit in the text.

Die Stadtmauer ist aus Jaspis erbaut, die Stadt selbst aus glasreinem Gold. Die Fundamente der Stadtmauer sind von großer Schönheit, denn sie bestehen aus verschiedenfarbenen Edelsteinen. Das erste Fundament ist aus grünlichem Jaspis, das zweite aus blauem Saphir, das dritte aus rotem Chalzedon, das vierte aus hellgrünen Smaragd, das fünfte aus rotbraunem Sardonyx, das sechste aus gelbem Cameol, das siebte aus goldgelbem Chrysolit, das achte aus meergrünen Beryl, das neunte aus gelbgrünen Chrysole, das zehnte aus purpurroten Hyazinth, das zwölfe aus purpurrotem Amethyst. Die zwölf Tortürme sind zwölf Perlen, jeder Torturm besteht aus einer einzigen Perle, und die Hauptstraße der Stadt ist aus glasreinem Gold [DNT 1999, 386].

The city wall is made of jasper, and the city itself of gold that is as pure as glass. The foundations of the city wall are of great beauty, for they are built out of precious stones in many different colours. The first foundation-stone is jasper, the second blue sapphire, the third red agate, the fourth light green emerald, the fifth reddish brown onyx, the sixth yellowish red carnelian, the seventh yellow-gold quartz, the eighth beryl as green as the sea, the ninth shining yellow topaz, the tenth chalcedony, shimmering green-golden, the eleventh deep red turquoise, the twelfth purple amethyst. The twelve gates are twelve pearls, each gate is made from a single pearl. The main street of the city is of gold as pure as glass [my back-translation].

Here it becomes clear that the text has also an expressive-evaluative or emotive function apart from the referential one. But even the expressive purpose may not be the most important one. The vision of the New Jerusalem is presented at the end of last book of the Christian Bible, following the horrors of the apocalypse, and it seems to be the absolute culmination of the Christian message. We may assume, therefore, that there is also an appellative purpose underlying the text, since the New Jerusalem presents the ideal of God’s new creation, for which a large number of martyrs through history were prepared to give their lives.

An appellative intention cannot be carried out by a technical description—for this purpose, we definitely need to know the colors. But in this case, we are faced with the problem of the culture-specificity of aesthetic values. At another occasion when I presented this example, one listener (from Finland) remarked that our translation reminded him of “Disneyland”—too many different colors, too much light. A German girl said she did not find the New Jerusalem very attractive because it seemed so cold to her with all the gold and precious stones, not “gemütlich” (an untranslatable concept denoting warmth and coziness). Whereas, when I presented the example at a conference in South Africa recently, the audience enthusiastically agreed on the beauty of the picture. One colleague said he was reminded of the colors of the rainbow. Almost the same precious stones are used with reference to the Garden of Eden in Ezekiel (28:13). Maybe the love for “loud” colors is associated with hot climate and spicy food (just remember the colorful attire of the Latin American Indians)?

The examples here show that the three functions (referential, expressive, and appellative) are interlinked, but that they can be analyzed from a receiver’s point of view. The skopos, or intended function, of DNT (1999) was not to “take the text to the reader,” in Schleiermacher’s terms, but to “bridge the gap” between the two cultures.
by making the source culture accessible to the target-culture readership without taking its “strangeness” or “otherness” away. This skopos can be paraphrased as “Otherness Understood,” and all the decisions that were taken during the translation process were geared to this overall purpose.

References


Bible Translations


BSB. (no year). Biblia Sagrada. Transl. by Antônio Pereira de Figueiredo. Difusão Cultural do Livro, Brazil: Cremagraf S.A.


KJV. (no year). The King James Version of the Holy Bible Containing the Old and New Testaments. Translation out of the original tongues and with the former translations diligently compared and revised by His Majesty’s special command. Cambridge: University Press.


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understand what is going on. It is the presider’s duty to make it clear to you, and to everyone, where the assembly is in the proceedings, and what the significance of a vote will be. Don’t hesitate to use the very handy point of information to ask what exactly is going on, or what the result of a pending vote will be. All you have to do is say, loudly enough to be heard, “point of information!” The presider, if she knows her business, will clarify the confusion patiently and without condescension. It is no shame to be uncertain—even the presider sometimes will be in that state—and you will do everyone a favor by making sure that the business is clear to all. When order and clarity reign, a meeting is far more likely to fulfill its purpose and leave everyone satisfied that the work has been well done.
Summary of ATA’s
Translation and Interpreting Compensation Survey

By Shawn Six

The recently released second edition of ATA’s Translation and Interpreting Compensation Survey should prove to be an invaluable benchmarking tool for nearly everyone in or affiliated with the translation and interpreting profession. The study is designed to allow an individual or company to easily compare their compensation levels to their peers. In addition, the study serves as a practical tool for a broader audience. Companies involved in translation and interpreting will commonly refer to this report when evaluating independent contractors or in-house staff, and determining their competitiveness with respect to compensation. It is also a useful tool for companies that are looking to establish compensation or hourly rate ranges. Students who are considering careers in the translation and interpreting profession can use this tool to steer their specific career decisions, and to gain insight about the potential compensation that they may earn.

The survey was compiled, tabulated, and prepared for ATA by Industry Insights, Inc., a professional research and consulting firm providing management and marketing services to dealer organizations, individual membership organizations, and trade professional associations and their members. The company specializes in compensation and benefits studies, industry operating surveys, member needs studies, educational programs, and customized research activities.

An e-mail containing a link to an online questionnaire was distributed to approximately 12,000 ATA members and nonmembers in August 2002. In total, 1,621 completed it and useable survey forms were submitted directly to Industry Insights, Inc. This represents a response rate of 14%. Forms received after the final deadline and questionnaires with incomplete information were not included.

Upon receipt, all information was checked both manually and by a specially designed computer editing procedure. Strict confidence of survey responses was maintained throughout the course of the project. Final results were tabulated, and the report was completed in January 2003. In addition, ATA’s attorney reviewed the final publication.

The seven employment classifications analyzed in this report include: full-time independent contractors; part-time independent contractors; full-time in-house private sector personnel; part-time in-house private sector personnel; company owners; educators; and government employees. For detailed analysis, responses were broken down by geographic region, education, years of employment, primary language combination, ATA membership status, and ATA accreditation status. This comprehensive survey allows users to compare their own income, hourly rates, and rates per word to individuals in similar situations.

Figure 1: 2001 Average Gross Income* By Employment Classification (U.S.-Based Respondents)

<table>
<thead>
<tr>
<th>Employment Classification</th>
<th>2001 Average Gross Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time In-house Private Sector</td>
<td>$54,341</td>
</tr>
<tr>
<td>Part-time In-house Private Sector</td>
<td>$20,724</td>
</tr>
<tr>
<td>Full-time Independent Contractor</td>
<td>$55,296</td>
</tr>
<tr>
<td>Part-time Independent Contractor</td>
<td>$16,331</td>
</tr>
<tr>
<td>Translation and Interpreting Company Owner</td>
<td>$69,591</td>
</tr>
<tr>
<td>Educator</td>
<td>$34,336</td>
</tr>
<tr>
<td>Government Employee</td>
<td>$41,588</td>
</tr>
</tbody>
</table>

*Income from translation and interpreting only.
Some of the key findings of the survey follow:

**Income Varied by Employment Classification.** As Figure 1 on page 39 shows, 2001 gross income from translation and interpreting varied by employment classification. T&I company owners reported the highest average gross income, at $69,591. The lowest income was reported by part-time independent contractors, at $16,331.

**Years of Employment Makes a Difference.** Gross 2001 income from translation and interpreting showed a direct relationship with years of employment. In general, those with more experience earned more income. Using the full-time independent contractor as an example, Figure 2 shows the impact that years of experience had on gross income. For instance, full-time independent contractors with 0 to 5 years of experience earned an average gross income of $30,090 in 2001, compared to $64,234 for those with 21 or more years of experience. In general, this pattern existed in all of the employment classifications.

**U.S.-Based Respondents Earned More Than Those Based Outside the U.S.** For example, full-time in-house private sector personnel based in the U.S. earned an average gross 2001 income from translation and interpreting of $54,341, compared to only $36,227 for those based outside the U.S. (see Figure 3).

**ATA Accreditation Counts.** Respondents who were ATA-accredited earned significantly more gross income than those who were not ATA-accredited. Using the full-time independent contractor as an example, Figure 4 shows the impact that ATA accreditation had on gross income. Those with ATA accreditation earned nearly 16% more than their non-accredited counterparts ($59,760 vs. $51,609).

**Rates Per Word and Hourly Rates.** At an average of $0.23 per word, the language combination commanding the highest rate per word was English into Chinese. Other language combinations commanding higher than average rates were Chinese into English ($0.19), English into Japanese ($0.18), and English into Arabic ($0.17).

Similarly, the highest average hourly rates by language combination were English into Chinese ($59.15), Chinese into English ($57.68), Japanese into English ($53.37), and English into Japanese ($49.59).

**Trends.** Half of the respondents reported that their 2001 gross income from translation and interpreting increased when compared to 2000. The remaining 50% were closely split between those reporting a decrease (26%) and those reporting no change (24%).

**Education and Experience.** Three out of four respondents had achieved
either a master’s degree (41%) or a bachelor’s degree (34%). Nearly one-fifth reported having a degree in translation, while nearly 10% reported having a degree in interpreting. Thirty percent reported having a non-degree certification in translation, while 19% reported having a non-degree certification in interpreting. Other credentials reported included court certification (12%), passing the State Department exam (8%), and passing the UN exam (1%).

Areas of Specialization. The most common areas of specialization reported were business/finance (56%), law (47%), entertainment (47%), and industry and technology (40%). Non-common areas of specialization included pure sciences (10%), natural sciences (16%), and engineering (17%).

Translation Speed. The average respondent reported a translation speed in target words per hour at 510. Average translation speeds ranged from 382 to 618, depending on the employment classification.

Ordering Information. ATA’s 48-page Translation and Interpreting Compensation Survey presents the survey results in much greater detail than is possible in this summary article. The complete report includes charts and tables that provide a detailed profile of each of the seven employment classifications mentioned in this article. It is important to remember that the statistics published by ATA should be regarded as merely the results of the survey rather than absolute standards. ATA intends for the survey to reveal general tendencies in the industry, not exact amounts.

The full report is available to ATA members for $45 and $60 to nonmembers. Please contact ATA to order your copy: ATA, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Tel: (703) 683-6100; Fax: (703) 683-6122, e-mail: ata@atanet.org.

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### Figure 4: Full-Time Independent Contractor 2001 Average Gross Income*

By Accreditation Status (U.S.-Based Respondents)

<table>
<thead>
<tr>
<th>Accreditation Status</th>
<th>Average Gross Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATA-Accredited</td>
<td>$59,760</td>
</tr>
<tr>
<td>Non-ATA-Accredited</td>
<td>$51,609</td>
</tr>
</tbody>
</table>

*Income from translation and interpreting only.

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Call for Submissions: Global Talk

Global Talk, the newsletter of the International Communication Special Interest Group (SIG) of the Society for Technical Communication (STC), is looking for feature articles on intercultural communication for its upcoming issues.

Features should be short (250-500 word) essays, commentaries, or articles on issues dealing with:

- Culture and communication;
- Culture and design practices;
- Technology and intercultural communication;
- Translation and localization concepts and practices; and
- Interactions involving clients and co-workers from other cultures.

Individuals interested in either submitting feature articles or proposing/discussing ideas for feature articles should contact Kirk St. Amant at stamankr@jmu.edu.
Language Line Graduates to a Whole New Degree of Service

Introducing Language Line University℠

Language Line Services, one of the largest providers of over-the-phone language interpreting services, announces the launch of Language Line University℠, making interpreter testing and training programs available to Language Line customers.

In line with their primary service, these testing and training programs are conducted over-the-phone to better facilitate the satisfaction of clients’ needs, as well as to coordinate more readily with the staff’s demanding schedules. Initially used to evaluate and train their own interpreters, Language Line University’s testing and training programs were subsequently expanded to respond to the frequent and increasing requests from clients needing to assess the linguistic and interpreting skills of their own bilingual staff for competency in both English and their target language.

Since it is difficult for organizations to self-train and assess their staff interpreters and bilingual employees in every language that they serve, the programs offered through Language Line University provide customers with a comprehensive, highly effective, and streamlined method of accomplishing this necessary task. Language Line University programs, backed by the company’s more than 20 years of experience and leadership in the telephonic interpreting field, can be used by organizations to ensure that their staff members are providing the interpreter accuracy and quality demanded by today’s multilingual market.

Traditional staff interpreter testing and training costs organizations considerable time and expense, requiring academic program involvement or on-site testing and training program administrators. Organizations can save valuable time and resources by enrolling their staff through the more efficient telephonic testing and training format offered by Language Line University.

Language Line University testing services are designed to evaluate the skills of bilingual individuals in a variety of industries, including insurance, finance, and medical. These tests can be used to assess the linguistic proficiency of bilingual staff, screen new interpreters for hiring purposes, and evaluate staff interpreters’ existing knowledge of industry terminology. Following the assessments, an evaluation of each test candidate’s level of competency is provided to the organization. Managers can then use this valuable feedback to measure their overall level of service toward the ever-growing multilingual markets, and make adjustments to improve those service levels based on the results and recommendations.

To learn more about this program, visit Language Line Services at www.languageline.com, or call 1- 877-351-6636.

Survey on Understanding Emerging Work Arrangements

Baruch College is conducting a study of translators and interpreters to increase our knowledge of why people choose different work arrangements. Professionals in the T&I industry exemplify the modern “knowledge worker,” and understanding the factors that influence their lives and careers will help us understand how they affect people working in the “new economy.”

Packets containing questionnaires were given or mailed to all ATA conference registrants. We wish to include people engaged in all aspects of the T&I profession: employees of all types of organizations (private, government, nonprofit, etc.), freelancers, managers, agency owners, etc. The results will serve as a basis for articles in the academic and practitioner press (and will be shared with participants).

We thank the many people who have already responded. If you attended the Atlanta conference and have the questionnaire, we hope you will complete it and mail it in. If you don’t have a questionnaire, please e-mail david_prottas@baruch.cuny.edu and one will be sent by e-mail or regular mail as you prefer.

David Prottas
Tel: (646) 312 3666
david_prottas@baruch.cuny.edu
No Mystery: Clear, Concise, and Coherent Translations Rate High with Investors

"Style-wise, I’m looking for Agatha Christie, not Virginia Woolf," said CIC Asset Management’s Edouard Manset, presenting his translation priorities at a round table of industry professionals in July 2002. Similarly, this French banker urges his management team to take their lead from Henri Troyat and not Marcel Proust when writing documents in the original French. Translators present breathed a sigh of relief.

CIC Asset Management develops specialized investment funds in Paris, and views expert translation of related documentation as an essential step in reaching investors in markets from Singapore to Saskatchewan.

“When we commission a translation, our aim is simple: we want clients to invest in our funds,” said Manset, who urged linguists targeting his market to keep the big picture in mind at all times. Not that they can forget the details: “Banking is a broad field with many sub-sectors. We expect translators to fully master any area they work in; it’s a serious problem if they don’t.”

Yet once translators have these basics under their belt, they have an important role to play, says Manset, who urged linguists targeting his market to keep the big picture in mind at all times. Not that they can forget the details: “Banking is a broad field with many sub-sectors. We expect translators to fully master any area they work in; it’s a serious problem if they don’t.”

For clients like CIC Asset Management, expert translators are invaluable allies. “We count on you to help us break through both language and cultural barriers,” Manset told his audience.

Common Currency Campaign: Complex and Compelling

With a print run of 200 million, it’s better to get it right the first time around. In the run-up to the launch of euro banknotes and coins in January 2002, the European Central Bank produced what may be one of the largest single print runs of any EU document—a brochure entitled “The Euro, Our Money,” aimed at households throughout the euro zone.

At the same July round table, press officer Jean Rodriguez of the European Central Bank discussed the euro campaign and ECB priorities, echoing Edouard Manset’s insistence on the importance of translator/client exchanges.

Experience had taught him, he said, to be wary of “translators who leave you in peace, who don’t call or ask any questions, who carry on as if everything were crystal clear, and limit their input to sending you back a text without any queries or suggestions.”

“I have rarely received good translations from suppliers using that approach,” insisted Mr. Rodriguez, noting that as the euro brochure project proceeded, coordination of translations was transferred back to the bank from the communications agency initially contracted to commission foreign language texts. The quality was simply not sufficient; too many questions got lost along the way—or perhaps were never asked in the first place.

The project highlights the importance of text purpose and target readers. Many, if not most, ECB press releases are market sensitive. When ECB President Wim Duisenberg speaks, press and financial markets weigh every word, analyzing syntax and vocabulary to identify possible shifts in central bank policy. Translators must adhere strictly to established phrasing and nuances, and the utmost care must be taken to ensure that no language version gives out more (or less) information than another. Nor is drawing in discretionary readers really the point. Those who want and need to know will make it their business to dissect the text distributed, and get back to the source with any questions.

Not so the brochure.

This time, says Rodriguez, the bank was intent on promoting its coins and banknotes to a completely different target audience—some 300 million consumers throughout the future euro zone. Few of these readers track pronouncements on central bank and monetary policy, but all...
would soon be dealing day to day with the new currency. The challenge was to speak to them in their own language, er, 11 languages.

Bank staff thus reexamined and discarded from the source text much of the jargon that inevitably creeps into discussions among specialists. ECB acronyms were the first to go, followed by terms and concepts coined for bank use with market professionals. Example: “eurosystem,” referring to the ECB and the national central banks in the euro zone (not to be confused with the European system of central banks, since not all countries in the European Union have adopted the euro).

Alongside the brochure, the bank launched a competition and poster for primary schools throughout the euro zone. Seven million copies were printed. Here, too, translations were tailored to readers and reflected constraints, including regional variations in the 11 official languages: 5 different posters were produced in German (for Germany, Austria, Luxembourg, German-speaking Belgium, and German-speaking Italy), and 3 in French (for France, Belgium, and Luxembourg).

By all accounts the campaign helped raise awareness of language issues further at the ECB, confirming for Jean Rodriguez and his colleagues the fact that quality in translation is impossible without dialogue.

Literature in translation: whodunit?

“An unintentional omission,” was how Waterstone’s publicity manager described this leading U.K. bookseller’s failure to name translators in a 22-page celebration of literature in translation back in 1998. At the time, Honor Wilson-Fletcher seemed truly contrite: “It was a gaffe we would obviously rather have avoided, but we will correct the omissions in any reprint we undertake, and we continue to support writing in translation as a matter of course,” she told The Onionskin (ITI Bulletin, August 1998).

Ms. Wilson-Fletcher has moved on, but the policy she somewhat belatedly espoused is, alas, nowhere in sight in issue 6 of the otherwise excellent Waterstone’s Books Quarterly. In an article entitled “A World of Books” (pages 34-36), the magazine raves about “the 30 translated works you must read” and goes on to list these with plot summaries, thumbnail photos of book jackets, and maps of the authors’ home countries. Yet, as in 1998, the translators have not been invited to the party. Not a single name appears to remind readers of precisely who crafted the prose that makes these books accessible to English-speaking readers. Works featured are, of course, English-language translations of the originals.

When we called, Waterstone’s literary editor Martin Higgs cited space constraints. He noted, too, that Waterstone’s takes its lead from publishers: “We are unlikely to push for greater credit to be given to translators in promotional materials meant for a general public, though, of course, were publishers to ask us to do so we would.”

A clause in the standard TA (Translators Association, an offshoot of the U.K. Authors’ Society serving literary translators) contract stipulates that the translator’s name must appear on books as well as in all catalogues and commercial materials. Which leads us to wonder whether Waterstone’s might simply have forgotten—easy to do, says one critic, when translators themselves seem so intent on staying in the shadows.

At any rate, Mr. Higgs defends Waterstone’s record of on-going support for non-English language fiction over many years, in contrast to what he calls a “total lack of support for the same from any of our British competitor booksellers.”

That support is certainly appreciated, although translator credits in amongst the maps, book-jacket photos, and blurbs would seem little to ask in an article celebrating works in translation.

Thanks to Bob Blake, Ros Schwartz, and Pat Walton.
Before starting the review, we discussed with Boris Silversteyn and Sharlee Merner Bradley if this would be something that should be reviewed by ATA at all. We concluded that the really important questions to answer are: Is it worth the price? Is it useful? Will it help me?

Forget the shiny and brilliantly colorful brochures in a nice box! I got a CD that looks like the one my son copies his music on, nothing more, nothing less. In the CD there are two huge Word files, one with the Spanish→English dictionary, the other with the English→Spanish dictionary. One is 18,127 KB, the other 17,789 KB. Once you have copied the files onto your hard drive, you can open the files in Word and start.

No fancy interface here either. In the Routledge Spanish Technical Dictionary, I can enter, for example, “ductwork” or “duct-work,” and the interface will show me the entry for “duct work.” Try this using the “find” function of Word, and you will find nothing. Remember, you have to enter the right word, spelled exactly as the entry, or you will not find what you are looking for. With time (not much), you will develop the necessary search skills, as you do when you start to use a paper dictionary or search on the Internet. My first search, for no particular reason, was for the word “recorder.” Well, I found 68 compound words that included “recorder” before I got to the plain “recorder” I was looking for. This will slow you down in some instances, but it also allows you to search compound words by searching for only part of the word (you cannot do this with the Routledge dictionary on CD, and, of course, you cannot do this in a paper dictionary!)

I used this dictionary for a month in the areas of mechanical engineering, water treatment, and telecommunications, among others. Normally, I have the Routledge Technical Dictionary on my desktop. I have now added the Diccionario Científico y Técnico. If the word I’m looking up is not found in these two dictionaries, I move to the Diccionario Politécnico (Atienza), then to the Diccionario Enciclopédico de Términos Técnicos (Javier Collazo), and finally to the Diccionario para Ingenieros (Luis A. Robb).

Out of these five dictionaries, only Collazo will, in some cases, explain to you what the word means. The other dictionaries will just tell you the equivalent in the other language. As an example, I searched for “antenna feeder.”

Collazo: Antenna feeder: alimentador de antena. Sistema conductor que mantiene la energía de radiofrecuencia del aparato transmisor a la antena, sin ocasionar radiación ni pérdidas de consideración.

Routledge, on the other hand, will, in most cases, and where applicable, give a detail of the fields where the term is used. For example, if you search for “subscriber”:

Subscriber: n
COMP&DP abonado m, afiliado m, suscriptor m
ELEC abonado m, afiliado m
TELECOM abonado m, afiliado m, suscriptor m, titular de un abono m
TV abonado m, afiliado m

Another interesting piece of information is that Routledge and Robb will tell you if the word is for m.
Atienza, Collazo, and González y Pozo are not going to help you here.

Table 1 shows the quantity of entries found for the words starting with: antenna, anvil, aperture, pump, solution, and water. It gives an idea how González y Pozo’s dictionary compares with the others in terms of the number of entries. This is without any doubt a big dictionary. In all cases, it has more entries than Robb and Routledge, and in all cases but one, it has more entries for these words than Collazo.

Some of the things that could be improved are the repeated entries, such as:

**subscriber:** abonado, suscriptor, titular.

**subscriber’s premise network,** SPN: red del suscriptor.

**subscriber’s premise network,** SPN: red del suscriptor.

**Subsidiary Communications Authorization, SCA:** Autorización de Comunicaciones Subsidiarias.

**Subsidiary Communications Authorization, SCA:** Autorización de Comunicaciones Subsidiarias.

I found some typos:

“sheingling hatchet: hachela para

tejamanf” (it is actually ashin-
gling hatchet)

“shell shock: choque (psicológico) de bombardeo” (shell shock, most likely)

Some inconsistencies:

Since the author is from Mexico, one can expect him to use “hule” to translate “rubber.” But in some instances he used “goma,” or “hule,” or “caucho,” or sometimes a combination of terms:

rubber hose: manguera de goma.
rubber boat: bote de hule.
Verson-Wheelon process: proceso Verson-Wheelon (manufactura de caucho).
rubber band: banda de goma, banda de hule, elástico, liga.
vulcanized rubber: caucho vulcanizado, hule vulcanizado.

For computer, he uses “computador” in 9 instances, “computadora” in 265, and even “ordenador.”

game playing: juego por ordenador.
general-purpose computer: computadora de propósito general.
gun data computer: computador de datos de tiro.

Some things that are (in my humble opinion) wrong:

rubber file: escofina (the “rubber” part is missing)
cross-trunk: tronco directo (This is most likely transversal o cruzado.)
climb milling: fresado concurrente, fresado hacia abajo (actually fre-
sado hacia arriba)
clock valve: válvula de retención (Válvula de retención is a “check valve,” so this might be a typo.)
close and collision warning: alarma meteorológica y anticollision (This, more likely, is “aviso de proximidad y colisión.”)
coding scheme: código. (This is most likely “plan de codificación.”)
course file: limatón. (The term has very limited use. I searched with “Google,” and “lima gruesa” gave over 2,500 hits and “limatón” only 50. A poor choice of a word.)

Some words are given only one meaning when they really have many:
closet: inodoro (If we translate “He threw the shoes in the closet” as “Tiró los zapatos en el inodoro,” we might have a problem. We can see here that inodoro is right, but many other meanings of the word are missing; armario, placard, closet (or clóset), gabinete, retrete, come to mind.)
duct work: canalización (but it also means “ductos” and “red de conductos”)

<table>
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<tr>
<th></th>
<th>antenna</th>
<th>anvil</th>
<th>aperture</th>
<th>foot</th>
<th>pump</th>
<th>solution</th>
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<td>Atienza</td>
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</tr>
</tbody>
</table>

Table 1
rubbing oil: aceite para borrar (marcas) (Aceite para borrar marcas is used in “ebanistería,” but it is also “aceite de pulimento.”)
rubber wheel: piedra de goma (esmeril) (Possibly rueda abrasiva de caucho/hule/goma, but also rueda de caucho/hule/goma.)
log-in: registro a la entrada (This also means “iniciar session,” which is widely used in computing.)
rubber wheel: 
orbiting wheel: 

On the other hand, I found many entries in this dictionary that I did not find anywhere else:

- subtransient time-constant on single-phase short-circuit: constante subtransitoria de tiempo en cortocircuito monofásico.
- billfish: pez pico.
- Wright’s inbreeding coefficient: coeficiente de endogamia de Wright.
- endless-loop tape recorder: grabadora de cinta sin fin.
- electrostatically focused traveling-wave tube: tubo de ondas viajeras de enfoque electrostático.
- electron-energy-loss spectroscopy: espectroscopia de impacto de electrones, espectroscopia de perdida de energía de electrones.
- electrohydrodynamic ionization mass spectroscopy: espectroscopia de masas mediante ionización electrohidrodinámica.

And for those who used to follow Maxwell Smart’s antics from the old television series Get Smart, in this dictionary you will find an entry for “cone of silence”; if you do not know what I’m talking about, that’s good….

Another plus of this dictionary is the chemical terms it includes. I picked (randomly) 10 words in my Diccionario de Química e Ingeniería Química (Guillermo Etienne), then I looked them up in the Diccionario de Química (Hawley), and finally in the Diccionario Científico y Técnico. The results are in Table 2, and they look quite promising!

To sum up, a dictionary is a tool. You have to use your tools with care; you have to know what you are doing.

Yes, there are some inaccuracies in the dictionary, but you will find them in any dictionary.

This particular dictionary still needs work, since there are areas that can be improved. Nevertheless, it has saved me time, and with a price of $60, well, it pays for itself quite fast, and since it lives on my hard drive, I can access it in a snap!

To answer my original questions: Is it worth the price? Is it useful? Will it help me? The answer is yes, yes, and yes. I have found in González y Pozo’s dictionary many words that are not found in other dictionaries, and I found it very helpful. Here is something else you can do with it—since it is a giant Word file, you can use it as a base to build on, adding your own entries (I mark mine with an asterisk at the end, so I know it is my entry).

Gerardo Konig is a full-time freelance technical ATA-accredited (English-Spanish) translator. Contact: gerardkonig@cs.com.

Table 2

<table>
<thead>
<tr>
<th>Diccionario de Química e Ingeniería Química (Guillermo Etienne)</th>
<th>Diccionario de Química (Hawley)</th>
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</tr>
<tr>
<td>Tantalum tetroxide</td>
<td>Not found</td>
<td>Found</td>
</tr>
</tbody>
</table>
Schreiber Publishing, publisher of the notoriously inaccurate Multicultural Spanish Dictionary, has done it again: they have published an allegedly “multicultural” Spanish Business Dictionary. Incredibly enough, however, the new business dictionary is even worse than its predecessor! Schreiber’s strategy is apparently to gin up a list of words in English and then have translators from various countries translate the list into Spanish. What Schreiber seems not to grasp, however, is that words without context are ambiguous.

And sure enough, there are hundreds of examples in the Spanish Business Dictionary where one of the translators understood a word one way, while a different translator understood it another way. For example, “milking,” which in a business dictionary would be expected to mean “exploiting” or “taking unfair advantage of” something, is translated as “explotación” in Venezuela, “ordeño” in Mexico, and “lactación” in Argentina! Clearly, only “explotación” is correct. “Ordeño” is what you do to a cow, and the meaning of “lactación” is obvious. “Hot issue” is translated by one translator as “asunto de gran importancia” and by another as “emisión de gran demanda.” The Argentine translator understood “testate” to be a verb (which it’s not), and translated it as “testar.” The Chilean, Mexican, and Venezuelan understood it correctly as an adjective, and came up with the correct “testado.” “Networking” (which in a business dictionary should probably mean “using contacts to obtain more business”) is given as “conexión de redes” in Mexican Spanish, as “concatenación” or “eslabonamiento” in Argentine Spanish, and as “comunicarse a través de una red de contactos” in Chilean and Venezuelan Spanish. “Double dipping” is translated as “doble inmersión” in Mexican Spanish, as “doble empleo con miras de obtener dos pensiones” in Argentine Spanish, and as “sacar provecho dos veces” in Chilean Spanish. The problem with all of this is that the dictionary implies that these are regional variations, when in fact they’re simply examples of one person understanding a word one way and another person understanding it a different way.

And then there are cases where none of the translators understood the English term correctly. For example, “judgment proof,” which means “without the financial resources to pay a judgment,” is translated as “evidencia del juicio.” Apparently, the translators thought that people go around saying “I’m going to have to see some judgment proof,” and translated it accordingly. This is, of course, nonsense. “Judgment proof” is an adjective, not a noun. Another place where the dictionary shows its ignorance is under “full faith and credit,” which is a phrase taken from the U.S. Constitution. Article IV provides that “full faith and credit shall be given in each state to the public acts, records, and judicial proceedings of every other state.” The same phrase appears in Article 121 of the Mexican Constitution, where it reads “entera fe y crédito.” The Schreiber, however, translates it as “fidelidad de compromiso y crédito total,” which reflects neither the meaning of the phrase nor its standard translation in Mexican Spanish.

There are numerous other examples of the translators from the various countries understanding the English terms in two different ways. Under “motion study,” which means “a check on the time taken by an employee to do any particular task in order to see whether it can be done more efficiently,” we find both “estudio de movimientos,” which is correct, and “estudio de una moción o propuesta,” which reflects a misunderstanding of the term “motion study.” “Loss ratio,” which is an insurance term meaning “the percentage of losses to premiums,” is translated literally as “razón de pérdidas” instead of the standard “índice de siniestralidad.” “Hobby loss,” a tax term meaning “loss from a hobby or other activity not pursued for profit,” is translated as “pérdida de pasatiempo,” which means “loss of a pastime,” not “loss resulting from a pastime.”

The more one reads through the dictionary, the more and more absurd it seems. Here’s a ridiculous entry: law is supposedly “ley” in all Spanish-speaking countries but Chile, where it is “derecho.” Anyone who has even tried his hand at legal translation knows that both “ley” and “derecho” are standard Spanish everywhere. “Junior partner” is translated in the book as “socio moderno,” which is truly a weird (and erroneous)
way to describe someone who has just made partner at a law firm. The same translator presumably misunderstood “inner city,” which essentially means the “poor part of town,” translating it as “ciudad del interior.”

On top of these problems, there are incomplete translations. For example, “nonmember bank,” which refers to a “depository institution that is not a member of the Federal Reserve System,” is simply translated as “banco no miembro.” And then there are the typical errors that are common among inexperienced translators: “vendor” translated as “vendedor” (should be “proveedor”); “act” translated as “acta” (should be “ley”); “statutory” translated as “estatutario” (should be “legal” or “impuesto por ley”); “unincorporated” translated as “sin incorporar” (should be “sin personalidad jurídica”). There are also signs of awkward Spanish, for example, “tombstone ad” translated as “aviso en periódicos de un ofrecimiento” or “open shop” translated as “empresa la cual emplea sin considerar si el solicitante es miembro de un gremio.”

Mistakes in proofreading occur on page 52, where “descriptive” is spelled “descpriptive,” and on page 92, where the Spanish word “realizar” is spelled “realzar.”

The bottom line is that this book has no business (if you’ll pardon the pun) being on the shelf of anyone who wants to handle Spanish and English professionally.

Dahl’s Law Dictionary
Diccionario jurídico Dahl
Spanish → English/English → Spanish
Third edition

Author: Henry Saint Dahl

Publisher: William S. Hein & Co., Buffalo
Publication date: 1999
Price: $54.95 (Amazon.com)
Reviewed by: Tom West

The advertising blurbs about this dictionary make it sound very promising indeed. It is “an annotated legal dictionary, including authoritative definitions from codes, case law, statutes, legal writing, and legal opinions from attorneys general.” Unfortunately, however, it shares many of the problems that I noted in Dahl’s French legal dictionary (June 2002 ATA Chronicle). Like its French counterpart, the Spanish Dahl suffers from many instances of tortured translation. For example, under “cobro de lo indebido,” we read: “If a thing is received when there was no right to claim it and which, through an error, has been unduly delivered, there arises an obligation to restore the same. A person, who in good faith should have accepted a payment of a certain and specified thing not due, shall only be liable for the impairment or loss of the latter and its accessories, in so far [sic] as he may have enriched himself by it.” I would wager that most readers, even ones with legal training, would find that definition pretty hard to follow.

Lamentably, this sort of tortured writing is not limited to the Spanish-to-English section. On the English-to-Spanish side, under “insider trading,” we find “En USA las com-
one of the countries where the habeas corpus is the broadest. There are also more original and remarkably effective legal resorts. One of them, of Mexican origin, is the amparo, of which Mexican jurists are justly proud; the other is the Brazilian procedure mandado de segurança [sic].” I have several quarrels with this explanation. In the first place, “offering possessory protection against government agencies” is not clear English, and in the second place, Brazil is a Portuguese-speaking country whose legal institutions are not of immediate concern to translators of Spanish. On top of that, the Brazilian term is misspelled (it’s mandado de segurança, with a “d,” in Portuguese). Furthermore, this passage doesn’t tell translators of legal Spanish what they need to know: “habeas corpus” goes by the name “exhibición personal” in the Central American countries; it is actually called “habeas corpus” in Peruvian law; the Latin term is not used in the legal Spanish of other Spanish-speaking countries.

The dictionary is replete with information you don’t need. Here’s a splendid example: “Codificación visigótica. Visi-gothic codification.” Under “habilitación para comparecer en juicio,” you’ll find that “legitimate children not emancipated when not authorized to appear in court by law, must be vested with power therefor by the father or by the mother, if under parental control.” Not only is this a sloppily worded definition (how about “unemancipated legitimate children” instead of “legitimate children not emancipated”?), but it is also a fairly self-evident one.

And what of information that you really do need to know? For example, if you’re a court interpreter and need to know the basic terminology of criminal procedure, will the Dahl help you? Here are some examples of what you’ll find:

- **arraignment.** Auto de procesamiento. But that’s not right. An arraignment is not an order (auto).
- **indictment.** Indiciamiento. That’s not right either. To my knowledge, there is no Spanish-speaking jurisdiction where “indictment” is “indiciamiento.”
- **plea bargain.** Alegación preacordada. That’s the term they use in Puerto Rico, but there is no indication in the Dahl that this is a Puerto Rican term.
- **probation.** Libertad bajo fianza, libertad condicional. But the first term actually means “release on bail” (which is not probation), and the second means “parole” (everywhere but in Uruguay).

In short, this dictionary will be of little or no use to professional translators and interpreters (although it could have benefited from their input!). I would not buy it.

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**Dictionary Reviews Continued**

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**Interpreting for the Entertainment Industry: Continued from p. 33**

Cambridge?), I took a chance that he’d be a fan of Kieslowski’s philosophical style of filmmaking. When I approached to compliment him on his speech, I told him who was hiding out in the corner, and he immediately begged me to introduce him, assuring me his French was up to the task.

It was the worst of all environments to work in, with the din of music and loud conversation surrounding us, but Grant appeared to be holding his own during the introductions. Then Karmitz complimented him on his exceedingly droll acceptance speech. As I looked into Grant’s eyes, they were smiling, yet with a certain glazed quality possibly signaling courtesy rather than understanding. I took the plunge and asked him in English if he was able to hear well enough (ever the diplomat) to know that Karmitz had just complimented him handsomely on his speech. Eyes wide in delight and surprise, Grant profusely thanked me for the revelation, and a good time was had by all. Or at least Grant and I were amused. Surfeited with glitz, the producer and director soon made their escape with me in tow, both satisfied that Tinseltown had lived down to their expectations.

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**Thomas L. West III** is the president of ATA. He received his law degree from the University of Virginia School of Law in 1990. After practicing law with a large Atlanta law firm for five years, he founded Intermark Language Services, an Atlanta-based company specializing in legal and financial translation. The author of the bestselling *Spanish-English Dictionary of Law and Business*, he travels around the world conducting seminars on legal translation. He is an ATA-accredited (French—English, Spanish—English, and German—English) translator, and has also studied Dutch, Swedish, and Russian. Contact: tom@intermark-languages.com.

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Words that everyone in business, government, and even volunteer organizations dread: 

Cuts in funding or Eliminated from the budget. The very thought of it, if you, your job, or your benefits are contained within that austerity measure is enough to make your blood run cold. Well, take heart: you are right now in a place of total immunity from cuts in funding. This part of the budget.

You would have to be behind this column back then. If you've been in the organization long enough to have been made available by ATA for mailing, then you are a veteran indeed. But as of 2003, this column is eliminated from the ATA Chronicle. A Lantra-L correspondent wonders about the problem. What are they?

It is that last word that really caused the problem is, “Ce change-laisse entrevoir un avenir très proche de effet.” What to make of the words “toujours en action” for you or your job, or your benefits are. How can she give this credibility in English? The quoted section that follows the problem is, “Il est que la solution appropriée pour vous offrir des services à la hauteur de vos attentes.” What to make of the words in bold?

(G-E 3-03/3) Okay, okay. The Translation Inquirer can say definitively that this is the first query ever in this column having to do with computer games, and it has to be taken with that understanding: possible science fiction concepts may be involved. A Lantra member found a text on various components enhancing computer games, including “ein ganzes Ensemble optisch-visueller und narrativer Verfahren wie Monitor- und Bildschirmverarbeitung.”

It is that last word that really caused the problem. What are they?

(G-E 3-03/4) Back to medical. A ProZ correspondent wonders about “Scapulagleiten,” and provides the following sentence fragments (perhaps the original may also have been mere fragments) to assist: “Occipitalleiste ohne Druckdolenz. Physiologisches Scapulagleiten. Druckschmerz über der mittleren Trapeziuskulisse beidseits.”

(I-E 3-03/5) Is there something in the nature of the blurb “Demonstrates to colleagues commitment to the customer at all times” in the phrase “Dimostra ai collaboratori l’attenzione al cliente nello svolgimento di tutti l’attività del negozio?” Is that at least close? asks a ProZ user.

(R-E 3-03/6) Cappie did a double-take, he reports, when he saw “técnicas flotantes” in an historical narrative about the early 1930s. In edited form, with the extraneous stuff left out, the sentence reads, “Инженеры-путешественники...строили даже плавучие сооружения, суда технического флота.” What sort of fleet or pool of vessels is it? Possibly neither naval nor merchant marine, but some third category?

(Se-E 3-03/7) Here is an unknown term, “rasquetas pigmentarias,” that comes under a description of a pigment-dyed fabric. The whole sentence goes like this: “tinturas con rasquetas pigmentarias aplicadas en algodones básicos, rústicos y mezclas con lino para prendas duras y efectos de doble visión de color inspiración work.” A ProZ-er wanted to know.

(Se-E 3-03/8) Renato Calderón would like to know what was meant by the phrase “Les heredamos a nuestros hijos,” as heard in an advertisement for Fanny Mae on Telemundo. This television channel is notorious for its mangled Spanish. We inherit to our children sounds very awkward in English, and if this is to become a back-translation into English for the purposes of this column, then perhaps what was meant was “Los padres dejan herencia a sus hijos” or “Los hijos heredan de sus padres.”

(Se-E 3-03/9) The whole sentence in this text related to car insurance had to do with an instance in which false information was provided.
Here’s how it goes: “El asegurador podrá exigir el pago y el tomador se obliga expresamente a satisfacer: Una franquicia de mil quinientos euros en las Garantías de Responsabilidad Civil, y de estar contratadas en las de dacos e incendio del vehículo asegurado, compatible con la que en su caso se haya establecido en las condiciones de la póliza.” It is only fair to say that a German translation was wanted for this. English will do for now.

Replies to Old Queries

(D-E 11-02/1) (“natiebedrijven”): First of all, says Wanda Boeke, it’s Flemish, not Dutch. “Natie” is storage or warehousing company; warehouse. So she would translate “natiebedrijven” as storage companies. David McKay suggests that translators, when encountering problem words like this, should rely more than is customary on comprehensive monolingual dictionaries and the Internet. Based on information he found, stevedore firms or freight handling firms work best. One of the characteristics of the “natie” was that they were jointly owned, with profit sharing among the owners, and firm is more suggestive of that type of corporate structure. “Natie” (a word which in almost every other context means nation) is a phenomenon peculiar to Antwerp, and, according to the Van Dale monolingual general-purpose dictionary, which labels it in this meaning as “gewestelijk” (regional). The definition there: “veem, vennootschap tot het lossen en laden van handelsgoederen, ook het gebouw waar het kantoor en de stallen van zo’n veem zijn.” But further research reveals there are subtle differences between “veem” and “native.”

(D-E 1-03/1) (“lagere inzetgewicht”): As opposed to the total weight of the carpet, says Wouter Wessel, the “poolgewicht” (pile weight), or “inzetgewicht,” reflects the weight of the pile, usually in grams per square meter. More information on this subject can be found at www.tapijtinfo.be/nederlands/young/ymiddenssoorten.html. It remains to be seen whether “het lagere inzetgewicht” (lower pile weight) is a selling point or simply fairness in advertising.

(E-Pt 11-02/3) (ground teeth in a diesel engine): This term has been discussed in the Portuguese translators’ mailing list, says Gabe Bokor, and the term proposed was “dentes retificados.”

(E-Sp 8-02/6) (hard to kill): Mara Tepper suggests “duro para matar.” Though not perfect grammatically, she justifies the translation in that “duro” brings in the macho aspect of assassins at work, in a slangy or street-talk manner. “Para” adds ambiguity for the preposition, in that it is a difficult choice to deliberately take a life, or this individual is difficult to knock out, or the killer is intent on doing the kill. Mara adds that this rendering is for use in the Mexican-American market.

(E-Sp 10-02/5) (set the table): Michael Piper and his wife, a native of Mexico City, both object to Eugene Wirkus’ interpretation of “montar la mesa” as set the table. Since he says that the phrase is used by Spanish-speaking restaurant professionals, they suspect that the term “montar la mesa” actually means set up the table (e.g., folding tables that have to be set up for a banquet). They both know from our experience that the proper way to say set the table in Mexico is “poner la mesa.” They have never heard anyone in Mexico say “montar la mesa” in this context.

(E-Sp 11-02/5) (skeletons to be unearthed): Thomas Wilhite presents this rendering of the entire phrase, which is found on page 65 of the November-December ATA Chronicle: “Además, todavía falta la verificación mas adelante este año (de) los reportajes anuales de 240 compañías y así queda la posibilidad que otros trapos sucios serán sacados a la luz del día.” Thus, unearthing skeletons could be comparable to bringing light on dirty laundry, as they say in Costa Rica. The phrase is used referring to political candidates.

(F-E 11-02/6) (“La société produit, distribue et exploite les films”): Charles Ferguson says that if “distribue” means to put them in users’ hands, then “exploite” might emphasize collect [rent?] for them.

(G-E 7-02/5) (“verauslagte umlagefähige Betriebskosten”): The Translation Inquirer can’t imagine how he could have been so negligent as to allow half a year to go by and not present Ernst Waldeck’s solution to this. Apologies to Ernst. Here is how he renders the problem sentence originally quoted on page 58 of the July 2002 ATA Chronicle: The “receivables for property management services rendered,” which are reported under this heading, comprise disbursed operating expenses which can be allocated, in the amount of 7.2 million euros. Advance payments by the renters toward operating expenses in the amount of 41.7 million euros are recorded under position V.3 “liabilities from property management services rendered.”

(G-E 11-02/7) (“Leitendzeit”): It’s the “on-time” of a transistor, says Gabe Bokor, i.e., the time during which it is conductive.
The poems of Christian Morgenstern (1871-1914), previously mentioned on more than one occasion in this column, are the despair of translators. Hysterically funny, the humor of the poems is often directly linked to the grammatical peculiarities of German.

Consider “Der Werwolf,” a satire on pedantry whose meaning depends on the fact that *wer* means “who” in German, that *wer* has four singular declined forms (*wer* [nominative]; *wes* [archaic genitive: the modern form is *wessen*]; *wem* [dative]; and *wen* [accusative]) and no plural forms.

A direct translation of the poem into English is impossible because, in English, *wer* is unrelated to “who.” At least three published translators, W. D. Snodgrass and Lore Segal (University of Michigan Press, 1967), Jess (Black Sparrow Press, 1970), and Walter Arndt (Yale University Press, 1993), attempt to bypass the problem by leaving German phrases from the original poem in their English translations. For example, phrases such as *der Werwolf*, *des Weswolfs*, *dem Wemwolf* and *den Wenwolf*. A fourth translator, Karl F. Ross (University of California Press, 1964), transforms the werewolf to a banshee, and then declines banshee as “banher” and “banhers.”

Yet there is a way, discovered by Alex Gross, to let the werewolf remain a werewolf and translate the poem into English. Alex Gross noticed that an alternate spelling in English is “werewolf,” that “were,” as a conjugation of “to be” has many forms, and that English verb conjugations could be substituted for German pronoun declensions.

Based on Alex Gross’s insight, here is a translation by Ronnie Apter and me, published in 1998 in *Satire*, then a print journal and now online:

### The Werewolf

One night a werewolf crept from bed, abandoned wife and child and fled in desperation to the stone that marked a dead schoolmaster’s bones.

“Great sage,” he howled in his frustration, “let me receive your conjugation!” He crossed his paws. The corpse awoke within its grave, rose up, and spoke:

“Were ‘were’ the plural past in tense, a ‘werewolf’ were, in consequence, a ‘wolf you were.’ To be succinct, you were then, as it were, extinct.

The werewolf howled, “Most wise of men, can I be brought to life again?” The scholar shrugged, “It cannot be. The ‘iswolf’ is a fantasy.”

The werewolf bowed to erudition and thanked the dead academician; then, blind with tears, sought kith and kin to tell them all they might have been.

**Who’s on First, Were’s on Second**

Alexander Aron says that “Leitendzeit” translates into *conducting state duration*. A commonly used engineering term is *on-time*, describing the state where a solid-state device (here, power MOSFET) operated as a switch is open, or On.

*(Sp-D 2-03/9)* (‘*recurso de suplicación*’): Alan Berson states that in many Spanish-speaking countries, it is more commonly written as “recurso de súplica.” It is nothing more than a *petition for reconsideration*, i.e., an appeal to a higher authority when an adverse decision has been given, whether in patents, a legal decision, etc.

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<td>LAW-1: The Concept of Equivalence in Court Interpreting</td>
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<td>MED-3: Programs, Politics, and Perseverance: What’s New in Healthcare Interpreting in the U.S.</td>
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<td>SL-3: U.S. Legal Terms: How to Say It in Russian and Ukrainian</td>
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<td>S-12: Topics in Spanish Lexical Dialectology: La ciudad y los fueros</td>
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<td>I-13: What Can Interpreters Learn from Aristotle and Stanislavsky?</td>
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<td>I-17: A Comparative Analysis of the Professionalization of Community Interpreting in Europe and the U.S.</td>
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<td>A-1: The Challenge of Decoding, Encoding, and Understanding the Message: A National Security Challenge</td>
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<td>G-8: Translating German Legalese: Contract Law and Related Aspects of the Law of Obligations</td>
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<td>G-3: Workshop: Translation of Personal Documents into German</td>
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<td>I-8: A Quality Assurance Model: Update on a Process for Identifying, Training, and Testing Telephone Interpreters</td>
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<td>S-3: Elementos conceptuales y terminológicos de los textos jurídicos en español</td>
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<td>1340</td>
<td>1.5</td>
<td>S-4: Enseñanza de traducción jurídica</td>
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</table>

For more information, please contact Teresa Kelly at (703) 683-6100 or teresak@atanet.org.
ATA Awards: Call for Nominations

ATA Alexander Gode Medal
The Alexander Gode Medal, the American Translators Association’s most prestigious award, is presented to an individual or institution for outstanding service to the translation and interpretation professions. This award may be given annually.

Individuals or institutions nominated do not have to be members of ATA. However, a history of constructive relations with ATA and the language professions in general is desirable. Nominees do not have to be U.S. citizens. Petitions and letter campaigns are not encouraged.

Nominations should include a sufficiently detailed description of the individual’s or institution’s record of service to the translation and/or interpretation professions to enable the Honors & Awards Committee to draw up a meaningful short list for approval by the ATA Board of Directors.

Nomination Deadline: May 1, 2003.

Please send your nominations of the individual or institution you consider worthy of receiving the next Gode Medal to the Chair of the ATA Honors & Awards Committee at the address listed at the bottom of the page.

ATA Ungar German Translation Award
ATA invites nominations for the 2003 Ungar German Translation Award. This award is bestowed biennially in odd-numbered years for a distinguished literary translation from German into English published in the U.S. (The Lewis Galantiere Translation Prize for translations from any language, except German, is awarded in even-numbered years.)

To be eligible for the award, to be presented at the ATA Annual Conference in Phoenix, Arizona, November 5-8, 2003, the published translation must have been translated from German into English and published in the U.S. in 2001 or 2002.

The published translation must list the translator’s name on the title page and preferably also on the dust jacket. Preference will be given to published works that provide information on the translator. The translator need not be an ATA member, however, the translator should have a strong connection with the U.S. (citizenship or permanent residence). The nomination must be submitted by the publisher of the translated work.

The nomination must include a cover letter, with complete publication information for the work being nominated, together with a brief vita of the translator, at least two copies of the nominated work, plus one extra copy of the dust jacket, and two copies of at least 10 consecutive pages from the original work as keyed to the page numbers of the translations (ESSENTIAL!).


Publishers are encouraged to submit nominations early!

Award: $1,000, a certificate of recognition, and up to $500 toward expenses for attending the ATA Annual Conference in Phoenix, Arizona, November 5-8, 2003.

Please contact the ATA Honors & Awards Committee at the address listed at the bottom of the page.

ATA 2003 Student Translation Award
In 2003, ATA will award a grant-in-aid to a student for a literary or sci-tech translation or translation-related project. The award, which will be presented at the ATA Annual Conference in November 2003, is open to any graduate or undergraduate student or group of students attending an accredited college or university in the U.S. Preference will be given to students who have been or are currently enrolled in translator training programs. Students who are already published translators are, however, ineligible. No individual student may submit more than one entry.

The project, which may be derived from any facet of translation studies, should result in a project with post-grant applicability, such as a publication, conference presentation, or teaching materials. Computerized materials are ineligible, as are dissertations and theses. Translations must be INTO ENGLISH from a foreign language; previously untranslated works are preferred.

Applications must complete a form (available from ATA Headquarters) and submit a project description not to exceed 500 words. If the project is a translation, the description must present the work in its context. It must also be a substantive statement of the difficulties or innovations involved in the project and of the post-competition form the work will take. The application must be accompanied by a statement of support from the student who is supervising the project. This letter of support should demonstrate the student’s intimate familiarity with the student’s work, and include a detailed assessment of the project’s significance and of the student’s growth and development in translation.

If the project involves an actual translation, a translation sample of not less than 400 and not more than 500 words, together with the corresponding source-language text, must accompany the application. The translation sample may consist of two or more separate passages from the same work. For poetry, the number of words must total at least 300.

Application Deadline: April 15, 2003
Award: $500, a certificate of recognition, and up to $500 toward expenses for attending the ATA Annual Conference. One or more certificates may also be awarded to runners-up.

All nominations and materials should be addressed to:
Chair, ATA Honors & Awards Committee
American Translators Association
225 Reinekers Lane, Ste 590
Alexandria, VA 22314
Phone: (703) 683-6100; Fax: (703) 683-6122; E-mail: ata@atanet.org

Looking 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.
Join your colleagues in the New York City area, May 2-4, for in-depth sessions on legal translation.

FRIDAY: Legal translation sessions will be presented in English.

SATURDAY & SUNDAY: Specialists will present language-specific sessions.

Participants are asked to sign up for a specific language pair, but are free to attend sessions in other languages. Languages offered will be based on early registration figures (early March cutoff).

All sessions will be submitted for Continuing Legal Education Credit by the State of New York and Continuing Education Credit by the States of California and Washington (Sessions are pre-approved by the State of Oregon).

REGISTRATION FEES
After March 7 and Onsite: ATA Members $305 Nonmembers $420

Space is limited. For more information, contact ATA Headquarters at (703) 683-6100 or visit the ATA website at www.atanet.org and click on the Legal Translation Conference link on the home page. (Direct link is www.atanet.org/legal.)

COMPLETE THE REGISTRATION FORM ON THE FOLLOWING PAGE!

Hotel Information: Be sure to make your hotel reservations at the Hyatt Regency, 2 Exchange Place, Jersey City, NJ 07302. A small block of rooms has been reserved at $149 single/$169 double a night, plus tax. To take advantage of this special rate, reservations must be made by April 10. Contact the Hyatt at (201) 469-1234 for reservations. Be sure to mention that you are attending ATA’s Legal Translation Conference.

The Hyatt is located 20 minutes from Newark International Airport on the Harborside Financial Center’s south pier, overlooking the New York Harbor.

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If you would like to participate in the ATA Legal Translation Conference, please contact Walter Bacak at walter@atanet.org.

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Please indicate the primary and secondary language pairs you are interested in. If there is insufficient registration or speaker availability in your primary pair, you will be offered a full refund. Please note that the first day features general sessions in English. The second and third days will offer both general and language-specific sessions.

Primary Pair: Source Language: ________________________________ Target Language: ________________________________

Secondary Pair: Source Language: ________________________________ Target Language: ________________________________

CONFERENCE REGISTRATION FEES: ATA Member Nonmember*

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*Individuals who join ATA when registering for this seminar qualify for the ATA member registration fee.
Please contact ATA or visit the ATA website for a membership application.

TOTAL PAYMENT: $__________

Cancellations received in writing by April 25, 2003 are eligible for a refund. Refunds will not be honored after April 25. A $25 administrative fee will be applied to all refunds except for the cancellation of a given language pair.

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☐ Please check here if you require special accessibility or assistance. (Attach a sheet with your requirements.)

For more information about the ATA Legal Translation Conference or ATA membership, please visit the ATA website at www.atanet.org or contact ATA at (703) 683-6100 or ata@atanet.org.
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American Translators Association (ATA) and Two Radical Technologies, Inc. (2RAD) have teamed up to provide ATA members with an incredible membership benefit. ATA is offering members an opportunity to build their very own customized website by using one of the most advanced online website creation tools - RADTown. RADTown is a powerful, dynamic website creation tool that lets you be in complete control of your website and offers an extraordinary lineup of dynamic features that you can easily add to your site. RADTown will help ATA members harness the power of the Internet and establish an online presence for themselves in just minutes!

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