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American Translators Association
45th Annual Conference

Look for the Preliminary Program with your July issue of the ATA Chronicle!

October 13-16, 2004
Toronto, Canada
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The ATA Chronicle Submission Guidelines

The ATA Chronicle enthusiastically encourages members to submit articles of interest to the fields of translation and interpretation.

1. Articles (see length specifications below) are due the first of the month, two months prior to the month of publication (i.e., June 1 for August issue).
2. Articles should not exceed 3,500 words. Articles containing words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted by mail and fax.
3. Include your fax, phone, e-mail, and mailing address on the first page.
4. Include a brief abstract (two sentences maximum) emphasizing the most salient points of your article. The abstract will be included in the table of contents.
5. Include a brief biography (three sentences maximum) along with a picture (color or B/W). Please be sure to specify if you would like your photo returned. Do not send irreplaceable photos.
6. In addition to a hard copy version of the article, please submit an electronic version either on disk or via e-mail (Jeff@atanet.org).
7. Texts should be formatted for Word or Wordperfect 8.0.
8. All articles are subject to editing for grammar, style, punctuation, and space limitations.
9. A proof will be sent to you for review prior to publication.

Standard Length
Letters to the editor: 350 words; Opinion/Editorial: 300-600 words; Feature Articles: 750-3,500 words; Column: 400-1,000 words

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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...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.
The First International Conference on Translation for the Wine Industry: Cheers to an Amazing Event

By Kirk Anderson

Support from the regional, provincial, and local governments, the University of Valladolid, the local wine regulatory and tourism boards, specialized press, and local wineries helped to create an event that was first class in every respect.

Translating for the Pharmaceutical Industry: The Advertising Experience

By Rafaela Mena

Learn the steps involved in the regulatory process when presenting the U.S. Food and Drug Administration with documentation for marketing and advertising a pharmaceutical product, including the implications of the regulations for translators working within this industry.

Call for Candidates: Putting a Human Face on Linguists

“The American public doesn’t understand the relationship between interpreters and translators and their own prosperity, well-being, and security,” said former White House Press Secretary Dee Dee Myers in November 1999, acknowledging an image vacuum that plagues language service providers.

One way to raise awareness, she told her ATA audience, is to “put a human face on the translators and interpreters who are out there doing the hard work.” To connect translation to the lives of the American public by telling the story of translators on the job, “whether it’s at the Olympics or at a trade summit, or as part of some private business deal.”

ATA’s PR Committee agrees. And in our ongoing effort to raise awareness of the profession, we will be profiling a selection of translators and interpreters drawn from the association’s membership this year.

If you have a story to tell—an interesting assignment, a notable success, an unusual language combination, or simply a passion for your work—please contact us. If you can recommend a colleague with a story, we’re interested, too. You provide the background, we’ll do the write-up. Send a brief description of what makes your practice special to ata@atanet.org (mark your mail “translator profile candidate”), and help us promote the profession!

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Reprint Permission: Requests for permission to reprint articles should be sent to the Chronicle editor at jeff@atanet.org.
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Ann G. Macfarlane served as ATA president from 1999 to 2001, and is now the executive director of the National Association of Judiciary Interpreters and Translators (www.najit.org). After 35 years of volunteer work, she enjoys it more all the time. Contact: info@russianresourcesint.com.

Rafaela Mena is a freelance medical translator and the director of the Drug Information Center of the University of Puerto Rico (UPR). She graduated from UPR’s School of Pharmacy in 1975 and from the university’s Graduate Program in Translation in 2000. Presently, she is a faculty member of the Food and Drug Administration/University of Puerto Rico joint venture for training the pharmaceutical manufacturing industry in current good manufacturing practices. She also writes for the Puerto Rico Pharmacists Association quarterly publication and translates for the pharmacy journal The Annals of Pharmacotherapy. Contact: armonia@coqui.net.

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From the President
Continuing Education in Your Specialization: It Pays

At language companies, at international organizations that rely on freelance translators, at private firms from K Street to Wall Street, they’ve seen it a hundred times. A new freelance delivers her first translation, and it could not be more perfect. Absolutely brilliant. They decide to send as much work this translator’s way as she can handle.

Project managers tell her, “You’ve no idea what a relief it is to find a translator you can trust to do a truly first-rate job.” Clients say, “I started reading, and the words just flowed…” Colleagues phone to compliment her on the translation they just received. In her own eyes, as reflected in the eyes of others, she has graduated to the rank of Good Translator.

But then something happens. The next job she delivers is good, but not brilliant. The one after that is passable. Maybe the word choice is not so imaginative, the target-language syntax and style a little slavish or plodding, a few sloppy errors creep in. The client she dazzled at first cuts back on the work they send her. For them, this is more frustrating than working with a translator they’ve always had to keep close tabs on.

Of course, the translator is not in on this decision. What’s going through her mind? Does she feel that she’s landed this client and no longer has to prove herself? Is she rushed, taking on too much work? Is she skimping on the self-revision? Is she letting her attention level slip, translating on autopilot?

Clearly, she has the skills. Why isn’t this Good Translator delivering good translations every time?

It’s so easy for us to get caught up in the myth of the Good Translator. We all want to feel that sense of security, of self-sufficiency, that such a label imparts. It is very seductive. In fact, the same emotional drive that helped our translator excel on that first job may work against her if she lets herself become overconfident of her performance.

Musicians say you’re only as good as your last gig. The job we do as translators and interpreters demands such sustained concentration, such long apprenticeship, such attention to detail, and such a nuanced feel for words that performing daily at that level demands tremendous mental effort. I think it also demands humility, the knowledge that every sentence is new, and that even a Good Translator is only as good as his or her last translation. There’s no such thing as a Good Translator. Only good translations.

Upcoming ATA Professional Development Seminars

Medical Translation and Interpreting Seminar
Crowne Plaza Northstar
Minneapolis, MN
July 10, 2004

The Business of Translation and Interpreting
Crowne Plaza Seattle
Seattle, Washington
August 28, 2004

For more information about these seminars and other ATA events, visit www.atanet.org/pd/calendar
From the Executive Director
Board Meeting Highlights

The American Translators Association Board of Directors met May 15-16 in Alexandria, Virginia. The meeting was held in conjunction with the Certification Committee and the Language Chairs meeting. (Each language combination in ATA’s Certification Program has a chairperson overseeing the passage selection, grading, etc.) In total, over 50 volunteers attended. Thanks to all those who participated in the weekend meetings for the good of the association and the professions.

Here are some highlights from the meeting.

Racette appointed director. Dorothee Racette was appointed director to complete the remainder of Laura Wolfson’s term until this year’s elections in Toronto. Laura, who resigned for personal reasons, said she would continue to work with the association in other areas. Dorothee is the chair of the Divisions Committee and the administrator of the German Language Division. We will miss Laura’s valuable input on the Board, but at the same time we look forward to Dorothee’s contributions.

Medical insurance project discussed. The Board restated its support to provide information and guidance on medical insurance for independent contractors and small business owners. The cost and lack of availability of medical insurance coverage for small business owners and independent contractors is a real issue for ATA members. This problem is bigger, much bigger, than ATA. That being said, we will pull together the resources we have found, sift through them, and compile an information sheet for publication in the Chronicle and online. If you have any information or resources that you would like to share with your colleagues, please contact me.

Compensation survey moves forward. The Board authorized moving ahead with the third edition of the Translation and Interpretation Compensation Guide. We last undertook the survey in 2002, with the results being published in the second edition of the guide in early 2003. More information will be provided as it develops.

In addition, the Board was updated on the progress of the American Society for Testing and Materials Translation User standards. ATA President Scott Brennan also noted that ATA’s public relations efforts continue to thrive, with the association being cited in a recent New York Times article, among other publications.

This year, the Board moved to four meetings a year instead of three. Part of the reason for meeting more frequently is to give the Board more time to discuss some issues in depth. At this meeting, the Board looked at ways to improve internal communications and transparency both within the Board and in the association as a whole. In addition, the Board and Certification Committee Chair Lilian Van Vranken and Deputy Chair Celia Bohannon discussed various Certification Program issues and the Board’s role in the oversight of the Certification Committee. Finally, the Board discussed a possible partnership with the Red Cross National headquarters, which will lead to some very high visibility for ATA and translators and interpreters.

The minutes of the meeting will be posted in the members only section of ATA’s website (www.atanet.org/membersonly). Past meeting minutes are also posted on the site. The next Board meeting is set for July 24-25, 2004, tentatively in San Francisco, California. As always, the meeting is open to the membership.
The Need for Translators in an Age of International Turmoil

Much has been written in the general press about translation since 9/11 ushered in the new age of international turmoil that now shapes so much of our daily lives. We have learned, among a fair number of things, that our governmental agencies are critically short of qualified translators.

Where will the people come from to remedy this shortfall?

True or false? Being bilingual automatically qualifies one to be a translator.

Answer: Eminently false! Rather than speaking one language poorly, many bilingual people simply speak two languages poorly.

True or false? Increased foreign-language study in our schools will help provide the nation with a steady flow of foreign-language specialists.

Answer: Eminently false!

We hear and read a great deal about the need for more emphasis on foreign-language instruction in our schools. Good idea, but as for having anything to do with solving the country’s shortage of competent translators, it is pure fantasy to believe that beefing up foreign-language study at school will be of any significance as a step toward preparing a meaningful number of American kids to become translators.

Are competent translators needed? Absolutely! Will they come from the U.S. educational system’s grade schools, high schools, and colleges? Don’t bet on it. Even if the teachers are qualified to teach another language, and many are not, most school children will lack the knack for a thorough acquisition of a second language, will never have the opportunity for the immersion needed to achieve true proficiency in a second language, or will fail to do the hard work that is required to achieve such proficiency.

I take no pleasure in being an aguafiestas, dumping a bucketful of cold water on those who are trying to get more foreign-language training into the U.S. educational system. It’s a noble effort. We simply should not be unrealistic about the results to be expected.

I venture to predict that the supply of new translators will be overwhelmingly comprised of bilingual persons who are native speakers of key languages, and who have mastered English as an acquired language. Not just any such persons, but highly skilled, thoroughly knowledgeable individuals.

As ATA Chronicle readers are well aware, although the words “translation” and “interpretation” are often used interchangeably among the general population, there is a real distinction professionally. Translation is written; interpreting is oral.

That being the case, translation quite logically demands that the person so engaged be a good writer. Not just a good writer; an excellent writer, possessing a highly developed understanding of the complexities and nuances of the languages in question, of the cultures that permeate those languages, and of the emotional content that fuses them into the very soul of their speakers.

Such are the qualifications that must be sought in recruiting competent translators. Easy to find? Hardly! Particularly in the languages that have come to the forefront in recent years as being of vital importance to the U.S. in fulfilling its duties as a responsible member of the world community of nations; duties that require surefooted understanding and reliable intuition about other peoples, their cultures, their needs, their rights, and their aspirations.

Postscript

After concluding the foregoing piece, something distantly akin to the Peace Corps came to mind. I began to ponder the question of how at least some meaningful number of native English speakers might be included in the eventual pool of qualified translators of key languages into English, and came up with the following random thoughts.

Usually, schooling abroad during one’s formative years is reserved for the well-to-do. Student exchange programs over the years have helped in some measure to bridge the inequality inherent in this situation, but not nearly in sufficient numbers for the task at hand. Might not the U.S. government put real money and commitment into financing overseas schooling for a meaningful number of students in their formative years? Students could be drawn from among those whose academic record and proclivities qualify them to participate in a program aimed at producing qualified translators. Indeed, the aim of such a program should be to eventually produce a variety of specialists to fill assorted positions in the State Department and other federal agencies.

I say a program distantly akin to the Peace Corps, for there are many differences between the foregoing idea and the activities of the Peace Corps, but there are also similarities. The government did come up with funds, organization, and supervision for the Peace Corps, and both ideas have to do with steps to help the U.S. and its people become more effective members of the world community of nations.

At what age would students be eligible to participate in this program? Students should be old enough to be away from home, yet young enough to master the acquired language and absorb a true appreciation of the culture and customs of the host country—possibly late junior high/early high school. Gaining mastery of a new language becomes increasingly difficult with each passing year.
How long should students remain in the host country? The period should be more than just a single school year. Provisions would also have to be made for “drop-outs” (students who made it through one year, but did not wish to stay for more). Students should be required to live with selected, well-screened families in the host country. There should also be a service requirement for those financed by the program: minimum government service after graduation from college for “x” period of years.

What countries should be considered for foreign-language study? Obviously, the program should be concentrated in countries where critical languages are spoken.

Two main difficulties with implementing this program come to mind. First, it will probably be easier to persuade students/parents to participate in a program for study in Europe, but the critical need is for knowledge of the cultures and languages of the Middle East and Far East. What about Africa? Its problems could someday engulf the world. Second, some parents will fear cultural or religious indoctrination. This is an understandable concern. Yet most people in the U.S. are happy to see children from other countries come to the U.S. to study. It should work both ways if we’re serious about wanting the world to evolve into a global community of mutual understanding. And we better be serious about that!

The search for qualified translators has become a matter of urgent national security. Finding and/or developing them is not an easy task, for second languages are not learned in a vacuum; the process demands time, dedication, and familiarity with the cultural milieu in which they are spoken. Where will the needed translators come from? I hope the above has provided food for thought on the matter.

Robert France
Freelance translator
transfrance@hotmail.com

Educational Outlets for Foreign-Language Study

I would like to respond to Robert France’s thoughtful editorial on the perennial misunderstanding of translation and interpretation and their status vis-a-vis foreign-language acquisition. It is a privilege to be the spokesperson. I think fellow members can support Robert all the way, and will have many examples of their own to share. Indeed, ATA, even more than the professional language organizations, is one site where gifted language-learners, including late learners, abound.

Because Robert did not specify what educational outlets he has found, let me mention a few for the record: the public schools via the counselors and foreign-language teachers are nearly always ready for some exhortation from the outside. Secondary school and community colleges usually have career days where translation and interpretation representatives are most welcome. Writing letters to the local dailies is another outlet; even if your letter is not printed, it will be filed in case an “expert” opinion is needed. Working for the most convenient ATA affiliate is another option, as is volunteering for ATA committee work.

Finally, I would point out that there is an impact on U.S. foreign-language capability through intensified foreign-language teaching, especially in non-Western languages. It is appropriate for ATA members to support this initiative. For that reason, I would conclude with a plea that Robert and other members watch the progress of the U.S. Higher Education Reauthorization Act. (The most expeditious route to learn about this progress, in my opinion, is via Google).

Marilyn Gaddis Rose
mgrose@binghamton.edu

8th San Jerónimo International Translators Day Annual Conference of the Organización Mexicana de Traductores

The Translator and the Interpreter: Agents of Change

September 24-26, 2004
Alliance Française de Guadalajara
Guadalajara, México

Topics for discussion include: Community outreach interpretation; Translation and interpretation in civil law procedures; Target language problem-solving in translations; Introduction to simultaneous interpretation; Culture clash; Literary translations.

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From the President-Elect
Toronto Update

Marian S. Greenfield
msgreenfield@msgreenfieldtranslations.com

I’m really excited about organizing ATA’s first cross-border conference in a city as international as Toronto. UNESCO has called Toronto “the most culturally diverse city in the world,” which I think is so fitting for an organization such as ours whose very existence is based on multiculturalism.

Having visited Toronto and New York within two weeks of each other on conference-related business, it struck me how alike they are: great transportation systems, wonderful ethnic neighborhoods and restaurants, and an infinite variety of cultural activities and nightlife. Chinatown, Little Italy, Danforth, Greektown, and Kensington Market are all great places to explore near the hotel. We are downtown, so the theater district is close by, offering many Broadway and other shows at very un-Broadway prices. I’m sure you’ll be thrilled with this wonderfully clean, low-crime city. It’s easy to fly into Toronto, with direct flights from many cities, and for those of you who love the water (as I do), ferry service from Rochester to Toronto will get you there in just over two hours.

There are plenty of family-oriented, educational, and some just plain quirky tourist attractions nearby, with Niagara Falls only about an hour away, and a European-style castle (Casa Loma), Center Island, with its amusement park, the CN Tower, the Bata Shoe Museum (10,000 shoes spanning 4,500 years), the Ice Hockey Hall of Fame, and the Kensington and St. Lawrence Markets all nearby.

As guests in Canada, we have focused on reaching out to the Canadians, and among the new conference features this year, the Association of Translators and Interpreters of Ontario will be co-hosting the Thursday evening Networking Session in the Job Marketplace. They will have a nice little surprise for attendees, so make sure you come out ready to interact with the Marketplace recruiters, your colleagues, and our Canadian hosts.

Some other changes we have made include closing the exhibits Wednesday evening so that the exhibitors can join us at the Welcome Reception, and opening them Thursday evening as part of the Networking Session.

We are still working on evening activities and should have more news for you on this front in September. Please contact me at msgreenfield@msgreenfieldtranslations if you have any activities you would like to propose.

One morning addition is that there will be a couple of breakfast tables reserved for Board members and attendees who wish to discuss issues or simply spend some time chatting with the Board (WE ARE LISTENING). The plan is to have at least two or three Board members at these tables each morning.

We have worked hard to select a good variety of pre-conference seminars and educational sessions. The pre-conference seminars include mentor/mentee training, two Arabic-related workshops, several exciting choices for translators in various language combinations, both non-language specific and Spanish-specific interpreting seminars, and a non-language specific seminar on script translation.

The regular conference sessions come in all shapes and sizes, so I will just highlight a couple here to whet your appetite. See the Preliminary Program (to be mailed with the July Chronicle along with registration forms, both of which will also be available online by July) for the full range of offerings.

To make it as easy as possible to satisfy the one-time Certification Ethics Requirement, Courtney Searls-Ridge will be offering a session that fulfills this requirement in two different time slots during the conference.

We have sessions on translating and interpreting in a variety of fields and language combinations, as well as many non-language specific sessions. There will also be an all-day research forum, the brainchild of Director Claudia Angelelli. Thanks to Director Alan Melby and various software vendors, we will again present a Translation Support Tools Forum. Come and learn about the various tools available from the vendors themselves. Of course, there are plenty of business-related sessions, and we even have a session on yoga for the desk-bound translator. How’s that for diversity of offerings?

Looking forward to seeing you all in Toronto!
Who: Nicholas Hartmann is an independent technical and scientific translator specializing in patents and related documents for corporate clients and law firms in the U.S. and Europe. He began his translation career in 1980, joining ATA in 1984. Dr. Hartmann earned undergraduate and graduate degrees from Brown University and a Ph.D. from the University of Pennsylvania. He holds ATA certification in French–English, German–English, and Italian–English.

Where: Milwaukee, Wisconsin. Member of the Midwest Association of Translators and Interpreters (www.matiata.org), an ATA chapter.

How: I subscribe to target-language technical periodicals in most of my subject specialties, and take every opportunity to read and absorb good English in both specialized and general contexts. Every few years I travel through Germany, Austria, and Switzerland, where I visit colleagues and clients, refresh my knowledge of the language, and visit industrial facilities. When the world’s largest plastics exposition comes to Chicago every two years, I join the throngs of engineers to watch the machinery in action and come home with stacks of brochures. I continue my technical and terminological education whenever and wherever I can: visiting a trash incinerator and power generation facility in Switzerland; detouring through Cincinnati to look at a suspension bridge; learning about cheese-making in southern Wisconsin; sampling the products of Bavaria’s smallest microbrewery; quizzing the maintenance staff about the steam-radiator thermostats in my office; etc.

Comments: Although I meet ATA’s continuing education requirements by faithfully attending every annual conference, none of the other activities listed above qualify for continuing education points under ATA’s guidelines; yet all of them contribute directly to maintaining and improving my ability to understand technology and write accurate, idiomatic English. My time and resources are not unlimited. If faced with a choice between my own effective (and not inexpensive) practical education program and the accumulation of “points” solely for the purpose of retaining a credential, I will serve my clients better by allowing that credential to lapse.
ATA and the National Media: Association Delivers Message to 40 Million in U.S.

By Kevin S. Hendzel

I am pleased to report that the American Translators Association is now in the media big leagues. Our key message—that translators and interpreters exist, that translation requires skilled and trained practitioners, and that ATA can help in delivering that expertise to government, industry, and media—has spread out to the general public, translation users, and government policy makers in the U.S. and the world. Since November 2003 in Atlanta, we estimate from Arbitron ratings for TV interviews, national radio coverage, press circulation, and syndication of interviews with members of ATA’s Public Relations Committee that the association’s message has reached over 40 million people in the U.S. and abroad. That’s right, 40 million, with a special focus on key decision makers. We sit in the same national TV interviews with the American Civil Liberties Union, the American Medical Association, and the American Bar Association. We are carried on the National Public Radio national network. We are considered the authority on translation in national security, healthcare, education, standards, and government relations.

Why is public visibility important?

Public relations is the very lifeblood of the translation and interpreting industry. Our profession, our viability, and our very earning power as translators and interpreters are intimately related to our perception among the public and among translation and interpretation users. First, we want the public to know we exist. No, professional translation is not done by software for free on the Internet. Yes, translators and interpreters are highly-skilled professionals with college and graduate degrees who are, and should continue to be, fairly compensated—in fact, better compensated and recognized. Yes, translators and interpreters play key roles in business, law, public health, and national security. In fact, translators and interpreters are the gatekeepers in the war on terror. We save lives in hospitals, allow attorneys to communicate with clients, keep banking transactions running smoothly, and make it possible for the UN to operate. And ATA and its website should be the first stop for every translation user looking for translators and interpreters.

“…Our profession, our viability, and our very earning power as translators and interpreters are intimately related to our perception among the public and among translation and interpretation users…”

If we were to buy media time or print ads for this international coverage over the course of a year, it would cost roughly $4 million—twice the entire ATA budget. We would have to raise dues to over $1,000 a person. Thankfully, this has not been necessary. We have been successful in convincing the media to cover us as experts, to provide input and guidance in the national debate, and thereby increase our visibility among the audience that counts.

National Political Visibility

Other benefits include a role in the national policy debate at the highest level. Senator Dianne Feinstein, in questioning Thomas Abell of the Pentagon before the Senate Judiciary Committee in early October of last year, demanded to know why people were being pulled out of cabs to act as translators and interpreters and why the Pentagon had no appreciation for professional translators and interpreters. Who did she quote on this? She quoted ATA, of course. She cited the press reports and interviews mentioned earlier, she mentioned Tom West by name, and she cited ATA as the authority. This was broadcast all afternoon on C-Span TV nationwide.

How Coverage is Achieved

So we just send out press releases and the media beats a path to our door, right? Well, no. There are 27,000 associations in the U.S. and about 17,000 headquartered in or near Washington, DC. They all fight for media recognition every day. The media game is a competition—we compete with associations 20 times our size, as well as large corporations, lobbyists, and think tanks. ATA is tiny by comparison to these organizations—some companies have more lobbyists and staff than we have members. Our secret weapon is our relationship with our media advisors, Wendy Greenwald and Mike Casey, two of the most talented, hard-working, and influential media people in Washington, DC. They have trained all the members of ATA’s PR Committee on how to give interviews on TV, radio, and print. They have helped us develop and deliver ATA’s message. When we speak to reporters, we do not just say what happens to pop into our head at the moment—we convey a well-crafted message that is in the best interests of ATA and its members. We are advocates for the ATA, the Board, and the membership. We are essentially advocates for each and every one of you.
Conference Events

The PR Committee has organized several events over the last year and provided media outreach, promotion, and support for others. Major events and seminars include:

1. Translation and Terrorism: A Town Hall Meeting (Atlanta).
3. Media relations for Everette Jordan’s keynote speech (Phoenix).
4. Grassroots PR sessions in Atlanta and Phoenix (Friday, Saturday).

Final Comments

This revolutionary approach to raising the visibility of the association and the profession has the wholehearted support of your Board, particularly Tom West and ATA President Scott Brennan, our liaison to the Board. We could not have made these inroads without their encouragement and leadership. In addition, I have the pleasure of serving with a committee of extraordinarily dedicated and talented translators and interpreters with an unparalleled commitment to the association and the profession, starting with my Co-Chair, Gode medalist, writer, commentator, and columnist, Chris Durban, together with Lillian Clementi, Alexandra Russell-Bitting, Marian Greenfield, Neil Inglis, Amanda Ennis, Rudy Heller, and Rina Ne’eman. Please give these extraordinary individuals a hand for their tireless work on behalf of the association and the membership all year long.


In the period since the November conference in Phoenix, PR Committee members have been interviewed and quoted on:

1. CBS TV network interview at CBS studios in Washington on 12/4, aired 12/20 in the early evening on West Coast affiliates and later in the evening on East Coast and other national affiliates (Kevin Hendzel).
2. Associated Press Wire Service interviews and stories run on the national AP wire that were picked up by newspapers nationwide (December 5-12), resulting in a new sound byte, “It’s easier to learn to fly an F-14 than it is to learn Arabic.” CBS also used the same quote (Kevin Hendzel).
3. Voice of America interview on translator shortage, broadcast internationally on several language services (air date: 12/12/03). Transcript available (Kevin Hendzel).
6. Viewpoints, national radio syndicate, aired the week of January 18 (Kevin Hendzel).
8. Detroit Metro Times feature story on local literary translators; excellent quote from Cliff Landers, who was referred by PR Committee (Cliff Landers).
10. La Prensa (New Orleans) story on translation market, professional translation, skills required, etc. (Kevin Hendzel).

National TV and Radio (2003):

1. Fox News Live (national), two times.
2. MSNBC live TV.
4. National radio interviews on CBS, ABC, and CNN radio (3,000 affiliates each).
5. CNN Headline News and international distribution on CNN.
6. ABC, Fox, NBC, and CBS local TV in Atlanta and distribution to 28 cities in the U.S.
7. NewsChannel 8, Washington DC.
8. Univision, national Spanish-language TV network.
9. C-Span national network.

Newspapers and Syndicates (2003)

1. Associated Press
2. The New York Times
3. The Washington Post (four times)
4. USA Today
5. The Atlanta Journal Constitution
6. The Washington Times (twice in two front-page stories with national implications)
7. Christian Science Monitor
8. New York Times Syndicate and Hearst Syndicate (600 newspapers)
9. The Wall Street Journal
10. Sourcing for editorials in USA Today and Newsweek


1. Inc. Magazine—full page, with special focus on ATA and mention of the association’s website
2. WTOP radio, Washington (twice)
3. Tulsa Business Journal
4. Air Force Times
5. Stars and Stripes
6. Mother Jones
7. La Opinion
8. Technology Review
9. Virginia radio (Lillian Clementi)
Coverage of 44th Annual Conference of ATA, Phoenix (November, 2003)

ATA’s 44th Annual Conference in Phoenix, November 5-8, 2003, was covered extensively by national and local media. ATA’s Public Relations Committee arranged for TV, radio, and print media coverage both in advance and during the conference itself. These activities included TV, radio, newspaper, and wire interviews conducted during the conference, briefings with reporters on conference events, as well as TV interviews conducted at NBC and CNN studios in Phoenix.

The launch of the federal government’s new National Virtual Translation Center (NVTC) was announced at the conference by Everette Jordan, director of the NVTC, in his keynote address Thursday morning, and this event was the principal focus of media coverage. This allowed ATA to get the word out on the importance of professional translation to national security and the critical role of translators in government, business, and industry.

Description of Television Coverage:
1. TV interview with ATA President Tom West on Fox News TV (national), Wednesday November 5.
2. TV interview with ATA PR Committee Co-Chair Kevin Hendzel, NBC TV (Phoenix), Thursday, November 6.
3. TV coverage with short comments by Kevin Hendzel and Everette Jordan, including conference shots, ABC and CBS TV (Phoenix).
5. TV coverage with short comments by Kevin Hendzel and Everette Jordan, CNN Headline News, national and international (rebroadcast all Sunday evening).
6. TV coverage on local CBS, NBC, ABC, and Fox affiliates in 21 national markets taken from CNN coverage.

Description of Radio Coverage:
1. Radio interview on NPR Radio Marketplace (national) on Friday, November 7 with Kevin Hendzel.
2. Radio interview on Radio America (national) on Saturday, November 8 with Kevin Hendzel.

Description of Print Coverage:

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July 10-14, 2004

The Midwest Association of Translators and Interpreters is pleased to announce its first Annual Conference co-hosted with ATA’s Nordic Division, July 10-14, at the University of Wisconsin-Milwaukee. Check out www.matia.org, or e-mail us at matiemail@matia.org for all the details!
Navigating a Lifelong Career in Translation: ATA President-Elect Marian Greenfield

By Alexandra Russell-Bitting

The following was originally published in the March 2004 issue of Intercambios, newsletter of ATA’s Spanish Language Division (www.ata-spd.org).

ATA President-elect Marian Greenfield stands not even five feet tall, but is a notorious bundle of energy—energy spent primarily for the advancement of our profession. “I have two speeds,” she once announced matter-of-factly, “On and Off.” We managed to put her on “Pause” briefly to gain some insight into the background, experience, and personality that have taken her to the top of our association.

The New Jersey native grew up as the baby of the family, “a real daddy’s girl,” she chuckles. No doubt that attention boosted her self-confidence at Douglass College, the women’s college at Rutgers University, where she majored in Spanish. Never married, Marian remains firmly rooted in the Garden State, close to her extended family.

Spending a year in Spain as a sophomore in college marked her for life. Her spoken Spanish was permanently branded with a distinctly Castilian accent (witness the frequent punctuations of “¡Hombre!” in her speech), and she developed a lifelong taste for full-bodied red wine and strong coffee. The Spanish language also became the focus of her career as a translator, along with Portuguese and some French.

Marian began looking for any work relating to foreign languages in 1980. After graduate school, Marian landed a job as a staff translator at a bank and eventually wound up at JPMorgan, where she was promoted to translation manager. But the picture hasn’t always been rosy: three years ago, when JPMorgan was taken over by Chase Manhattan, Marian was laid off after 19 years.

True to her “get-it-done” style, having moonlighted as a freelancer since 1980, Marian simply picked herself up, dusted herself off, and started freelancing full-time. Thus, she has experienced the profession from every angle, be it as a freelance supplier, in-house translator, manager, project coordinator, or buyer. We asked her to tell us more about how it all happened.

“…We need to do everything possible to make ATA membership and certification the most valued translation credentials in the U.S…”

We know you work from Spanish, Portuguese, and French into English. How did you get into translation?

I started taking Spanish as a freshman in high school and loved it. The next year I added French, then German. I even did some translation for a book wholesaler while in high school. I majored in Spanish in college and dabbled in French and Italian, then minored in Portuguese while getting my master’s in Spanish at Indiana University. I came home broke and unemployed, but knew I wanted to pursue a language-related career.

Answering an ad in The New York Times, I was hired as a staff translator at Manny Hanny (Manufacturer’s Hanover Trust). During my time there I received mentoring in financial translation from a wonderful staff translator who was ready to retire. With that experience under my belt, I moved on to Irving Trust, then JPMorgan, where I worked my way up to manager.

How did you like being a manager? What skills do you think a good manager needs?

I just naturally took over because that’s my personality. My new boss let me run my own shop because I showed him I knew the business. One thing I have going for me is that I know what I know and what I don’t know. I have a very straightforward style, which can work both ways, but at least people always know where I stand. I am adamant about fairness and always rewarded the staff who did a good job. I also have a knack for evaluating people, and that helped me build up a great staff and pick excellent freelancers.

You’ve taught translation at New York University for 12 years now. How did you start? What keeps you involved?

Maybe because my big brother is a teacher, which is what I always wanted to be when I was a kid. In second grade, I was already tutoring kids in my class. By the time I got to college, I planned to become a college professor. I supported myself as teaching. Unfortunately, I hated the ones I was taking, so I decided to escape with a master’s degree.

In 1992, Laurie Treuhaft, a UN translator and translation professor at New York University who I knew through the New York Circle of Translators (www.nyctranslators.org), recommended me as a substitute for the commercial translation course. I was teaching the course by the next semester. What keeps me there is certainly not the money: I simply love teaching translation. Now that I teach
online I miss the personal contact with the students, but even online I can still see when they “get it.”

The best teaching experience in my life was a visiting professorship in 2002 in the Masters in Translation Program at the University of Puerto Rico. I got to have close daily contact with the students in my classes, as well as with other students in the program. I had an office where I worked all day near the computer lab. Since I’m so restless, I would run down every hour to look over the students’ shoulders, see what they were doing, and chat. I would talk to them about the business, about how to get started.

For translation questions, I would do the rabbi thing and answer a question with a question to help them refine their research or thinking—in other words, to get them to find their own answers. I’m still in touch with many of the UPR students, and I love that they visit me on what has become my annual trek back to San Juan.

You mentioned the New York Circle: is that where you started to become active in the translation community?

Actually, I started in ATA when I worked at JPMorgan. The company was a corporate member, and Morgan would send me to ATA conferences. Later, I found the NYCT and soon became treasurer and then president. I was then elected to ATA’s Board of Directors, where I served two terms.

And how did you get involved in professional development? How did you come up with the mini-conferences? How do you organize them? How do you measure their success and to what do you attribute it?

The idea for a regional conference was born during the bleary-eyed drive back east from the Nashville conference in 1995 with Lillian Clementi. She and I had such a good experience there that we decided to hold a regional conference, including NYCT, the National Capital Area Chapter of ATA in Washington, DC (www.ncata.com), the Delaware Valley Translators Association (cytran@compuserve.com), and the Translators and Interpreters Guild (www.ttig.org), even though we were told it couldn’t be done. Lillian and I handpicked every speaker and the conference was an incredible success. We made a lot of money, but more importantly, folks said it was the best conference experience they ever had.

Part of the proceeds from this regional conference was plowed back into the sponsoring groups, but the bulk of it was used to create a seed money fund for other regional conferences. In fact, a lot of that money is still sitting around waiting for local groups to avail themselves of it.

The conference’s success gave me credibility with ATA’s Board of Directors. Building on that experience, I launched the idea of a subject-specific mini-conference in 2000. Financial translation was a natural choice because I knew the players in the field. By offering to cover speaker expenses, I could command top speakers. New York, being the financial capital of the world, was the perfect venue and was affordable for a small conference.

Since I had joined ATA’s Board of Directors, I had been advocating an annual conference in New York City, and since we couldn’t get an affordable venue for it, I was hellbent on at least bringing smaller events there (I’m thrilled to report that we now have managed to secure a venue for the 50th anniversary conference—2009 in New York City!). Through my connections with NYU, I was able to get a prime location at a reasonable price. The Financial Translation Conference was a huge success. It attracted higher-than-expected attendance, made a lot of money, and got rave reviews.

The first workshop I gave was at the 1996 ATA East Coast Regional
Setting Up a Mutually Beneficial Internship: Points to Consider

By Michele L. Bantz

In years past, career-driven students sought internships in an attempt to get a foot in the door and secure a future position with a certain company. While this may still hold true in some instances, nowadays undergraduate and graduate students compete for internships mainly to gain work experience that complements their studies. This trend is no different in the field of translation. Undoubtedly, those who have completed internships are better prepared and demonstrate a higher degree of confidence as professional translators upon entering the workforce as a result of in-house experience working as “junior” translators.

Field-specific internships not only help aspiring translators to grow professionally, but also contribute to the overall professionalism and specialization of translators in general. Most importantly, successfully executed internships can be highly beneficial for both translation teams seeking temporary in-house support at minimal cost and translation students eager to gain professional experience in the field.

Setting up an internship program can be initially daunting for potential internship-sponsoring institutions and first-time interns alike. Based on my experience as a translation intern, the key to a successful internship program and to making the experience mutually beneficial for both parties lies in the organization of the program itself and in ensuring that the goal of the internship is primarily educational in nature.

Drawing on the experience of Monterey Institute of International Studies (MIIS) translation graduate students, this article discusses several points to consider when setting up a mutually beneficial internship program aimed at meeting the objectives and expectations of both an internship-sponsoring agency and internship seekers.

Tips for Potential Internship-Sponsoring Agencies

Intern Workload. The workload placed on the translation intern should be based largely on the student’s own capabilities. As a point of reference, by the end of the first half of the two-year graduate-level translation program offered at MIIS, Spanish→English graduate students are expected to translate at least 300 “copy-ready” words per hour.¹ By the same token, students are expected to translate at least 600 “copy-ready” words per hour by graduation. The internship-sponsoring agency should consider these benchmarks when gauging how much work should be assigned to an intern. It is the responsibility of the translation intern to inform the agency if he or she can handle more wordage or if the workload should be lessened. The idea is to avoid having rushed work turned upon entering the workforce as a result of in-house experience working as “junior” translators.

Downtime. In the event there is a momentary lack of translation work, the internship-sponsoring agency should provide a backup project that is of educational value to the intern. One option would be to provide a text that has already been translated, but that is characteristic of the types of documents handled by the agency. This will help familiarize the intern with terminology and content-specific subjects related to the activities of the organization, so as to increase translation speed. I would also recommend this exercise on day one or two of the internship as a way to gauge the translation student’s capabilities. Another option would be to have the translation student update glossaries, databases, or translation memories, as this would keep the tools used by the translation team updated and allow translation students to gain additional experience with terminological research and computer-assisted translation tools. Another suggestion is to have interns update style guides or sift through the resumes of potential freelancers. Interns could also research potential clients or market niches that may be in need of the company’s translation services. This will enable the student to view another side of the translation industry and participate in project management aspects of the profession.

Types of Texts. Interns are thrilled to be handed any given text for translation, as it provides an opportunity for them to grow as translators. In fact, one complaint voiced by a translation intern surveyed at MIIS was that the internship-sponsoring agency did not take full advantage of his language skills and training.² If the company providing the internship has the luxury of deciding which texts are to be translated by the intern, it should choose texts based on their educational value and level of difficulty. At MIIS, we are trained to tackle a wide array of texts and are eager to apply our knowledge...
and learn new techniques. A variety of content-specific texts are also welcome, as these will aid interns in their endeavor to expand their professional vocabulary and encourage them to explore different styles and fields of translation. Difficult terminology will also help student translators hone their terminological research skills. Furthermore, poor copy (handwritten birth certificates, blurry faxes, etc.) will also show translation interns another side of the “real world” of translation.

It is also recommended that, whenever applicable, the intern be provided with background information in the target language on the topic of a particular translation, parallel texts, or other aids used to ensure proper and consistent terminology.

**Feedback.** Upon arrival, an informal “mentor” should be selected to oversee the intern’s work and evaluate his or her progress throughout the internship. For lengthy translations, the mentor should set deadlines for particular sections to ensure adequate time for periodic one-on-one feedback sessions. Interns should be expected to defend why they chose a certain rendering for a word or phrase, which will reinforce the translation learning process. It would also be beneficial to the intern to then make any necessary corrections to the document. Additionally, having staggered deadlines helps interns learn to manage their time efficiently in a professional setting and to pace their work. On occasion, it would also be ideal to have other staff translators edit the intern’s work so as to receive input from variegated sources. Another exercise that would prove to be helpful is to have the intern initially sight-translate a portion of the text alongside his or her mentor in order to work out any terminological issues from the start.

Time permitting, the intern should receive a copy of his or her edited translation showing alternative renderings for certain terminology, differences in style and word choice, and techniques to improve the intern’s translation. Providing feedback on a regular basis should be an integral part of the internship.

**Tricks of the Trade.** Whenever possible, take the time to show the intern the tricks of the trade regarding desktop publishing, formatting with MSOffice applications, using document comparison software such as DeltaView, updating the translation team’s website, and performing Internet research, among others. No tip is too insignificant: in literally two seconds, I learned an extremely valuable Internet searching technique on the job at Intermark—which was also new to my professors and fellow students. Broadly speaking, the new generation of translators has grown up in the age of computers and readily grasps cutting-edge technologies. Likewise, our generation may even help to the internship-sponsoring translation team many hidden gems, thus making the learning possibilities for both parties endless.

**Work Environment.** As with any learning environment, students need to be open to feedback and incorporate suggestions into all future translations. Likewise, mentors should have an open-door policy and be available to entertain any questions on the part of the intern regarding the content, terminology, or style of the source text (of course, interns should be encouraged to solve any translation issues on their own before asking for help). It is best to involve interns in every aspect of the translation industry and have them attend staff meetings and workshops, leaving non-translation-related administrative tasks such as photocopying to other employees. If possible, it is recommended that interns attend luncheons or networking functions to get an introduction to yet another facet of the industry. Try to incorporate interns as if they were staff employees—maybe someday they will be!

**Work Schedule and Internship Length.** The intern is expected to work the same schedule as staff employees, unless other arrangements have been agreed upon. This includes working late hours, coming in early, and working over lunch when necessary to finish a job. The intern’s schedule should be established the first day of work, if not earlier. According to a recent survey of internship seekers at MIIS, an internship should generally be at least two months in length. If desired, translation students can often take a leave of absence to pursue a five-month/one-semester internship or even a nine-month fellowship. The academic year typically runs from the first week in September to the second week in May. Winter internships running from mid-December to mid-January are also an option.

**Payment Expectations.** Surprisingly enough, many translation students are willing to volunteer their time in exchange for the opportunity to gain valuable on-the-job translation experience. While some degree seekers can afford to accept an unpaid internship, others may not have the means to support themselves for the duration of the internship, particularly if it involves relocation to a city where the cost of living is higher. Other
Setting Up a Mutually Beneficial Internship: Points to Consider  Continued

Finding the Right Intern. If your agency or institution is interested in inviting a translation student to complete an internship with your language specialist team, contact the career director or faculty at schools that offer translation programs. They can offer the resumes of dozens of eager translation students, according to language combination and/or background. As with any hiring process, telephone interviews may be appropriate to aid in the selection process.

Tips for Translation Internship Seekers
Show Initiative. It is up to the intern to contact potential internship-sponsoring agencies and propose an internship! Interns should first decide what field they would like to explore (such as localization; project management; translation: medical, IT, banking/financial, or legal). Then they should contact prospective employers in those areas that could benefit from their knowledge and provide a rich learning environment. The Internet is the best way to research potential employers in one’s field of interest, and e-mail is a widely accepted way of approaching them. Also, internship seekers should investigate online who at the organization would be in a position to offer an internship position (i.e., language team heads) and contact them directly, sending a current resume and cover-letter style e-mail detailing any translation-related experience to date and expressing interest in competing for an internship position. It is also important to clearly state your language combination.

Some organizations already have internship programs in place. If this is the case, the internship seeker should follow the application procedures thereto and also attempt to make contact with someone in the translation unit.

Squeaky Wheel Gets the Grease. Make sure to follow up after a week or so, but certainly within a month, if you have not yet received a response. Doing so will demonstrate your unremitting interest in working for the agency or organization. This would also be an appropriate time to provide the names and contact information of personal/academic/professional references and sample translations (make sure they are flawless!). You could also offer to sit for a translation exam if need be, as this is standard practice for in-house positions and freelance work.

Negotiations. Once you have received a response, you and the potential employer will need to work out the details of the internship: starting date, duties to be carried out, whether a mentor will be available, and payment expectations. Begin doing research on the cost of living for the area and use online newspapers to begin searching for housing possibilities. Roommates.com and craigslist.com are very helpful websites. Mapquest.com can be used to determine the distance from where you will be staying to the location of the office, and whether or not you will need public transportation. In doing so, you will be able to estimate what a fair salary would be for an intern, if in fact the internship is paid. You may also want to check to see if anyone within the organization would be willing to rent you a room for the duration of the internship.

On the Job. It is important to be professional and treat your internship as a real full-time job: dress appropriately, be on time, meet all deadlines, and contribute to the team as much as possible. And speak up—you may have an interesting viewpoint or recommendation that has not been previously considered! As it is a learning opportunity, ask for a mentor if you have not already been assigned one. This will be someone who can provide you with detailed feedback on your translations and with whom you can meet to discuss any questions that may arise. Another former translation intern surveyed suggested that student translators be enthusiastic and very flexible in the workplace. In addition, interns should always strive to do the job correctly.

The first day on the job should be used as an opportunity to flesh out the expectations of both parties. The agency should decide what the intern should take away from working with the company or organization and target ways to help the student meet such objectives. In speaking with other translation students, I found that interns will generally be more
than satisfied with an internship so long as they are busy doing translation-related tasks that have an educational value.

Both of my internship experiences have proved pivotal in my endeavor to become a professional translator. I now feel ahead of the game in the classroom, having significantly increased my translation speed and familiarity with different styles of translation through on-the-job training. I remember feeling a bit overwhelmed on my first day of work at the Inter-American Development Bank and wondering if I could really hack it. I did not know what to expect or if I was adequately prepared to handle 15,000-word translations or tackle the specific terminology particular to international organizations. Nevertheless, following much red ink and feedback, I too began to speak “multilat-ese.” Likewise, after several months into a legal/financial internship with Intermark Language Services Corp., birth certificates and other “legal” immigration documents became second nature, as did all those “whereto’s,” “herein’s,” and “theretofore’s.”

Working at both a large multilateral institution and an independent translation agency has allowed me to view the field from various angles and gain valuable insight into the translation industry. In fact, prior to my internships, I was leaning toward a career as a medical interpreter. However, after exploring the fields of both development banking and legal translation, I have reconsidered my career path. I believe test-run opportunities such as internships are extremely important for budding translators to help us determine the areas we most enjoy and those in which we excel. I, therefore, highly recommend internships as an excellent way to increase the professionalism and expertise of the future generation of translators.

Profile of First-Year MIIS Graduate Students Seeking Internships

- Received an undergraduate degree in a specialized field, such as software engineering, natural sciences, economics, linguistics, and foreign language studies, *inter alia.*

- Completed graduate-level coursework in computer-assisted translation (CAT) tools, including TRADOS, Multiterm, Translator’s Intuition; localization tools such as Cat’s Cradle; and intermediate translation with a focus on business/economic/political texts.

- Have in-depth cross-cultural knowledge gained through significant time spent abroad.

- Have superior desktop publishing, Internet research, and computer skills.

- Able to translate upwards of 300 “copy-ready” words per hour.

- Familiar with the business of translation and project management.

- Highly motivated and eager to receive feedback.

- Able to travel/relocate to receive valuable on-the-job training.

- Frequently willing to complete unpaid internships if educational value involved is high.

The official translation programs offered at MIIS include English coupled with Chinese, French, German, Japanese, Korean, Russian, or Spanish, although many students also work with other languages such as Italian, Portuguese, Cantonese, etc.

Notes

1. According to the 2003 MIIS GSTI Student Handbook, translation students, irrespective of language combination, must be able to translate 300 “camera-ready” words (B/C→A) and 250 “camera-ready” words (A→B/C) by the end of their first year of studies. These figures must be doubled by the end of the second year, as stipulated by graduation requirements.


4. Contact the IRS for more information.

5. MIIS Career Manager: jeff.wood@miis.edu. Other translation programs offered include: Kent State (http://appling.kent.edu/); New York University (www.scps.nyu.edu/departments/department.jsp?deptld=11); and Georgia State (www.gsu.edu/~wwwmcl/programs/translation/index.html).

Shift Your Perspective and Improve Your Business

By Corinne Blésius

At the end of last year, I was invited to a marketing conference for companies and business people at my local chamber of commerce. As the only translator there, I felt a little apprehensive and slightly out of place, but by the end of the evening I felt inspired, energized, and ready to “work smarter not harder.”

What made it such a positive experience? We shared a common goal—we were all professionals interested in improving our businesses and ourselves. The fact that people did not know much about translation gave me a great opportunity to network in a different way and to explain what I could do for potential clients. In any case, the event certainly shifted my perspective on how I market myself.

One of the speakers was Keith Banfield, managing director of the training company PLUS and a judge at Britain’s National Sales Awards. He is a founding member of the U.K.’s Professional Speakers Association and often appears in the press, writing for leading magazines and radio broadcasts. I was impressed and inspired by the practical content of his material and his motivational approach. Here he shares some hands-on insights on marketing yourself, ending with a series of special tips for translators and interpreters.

CB: You have looked at several ways to make business cards work harder. What did you discover? How can translators get better results, too?

The first thing is to think about why you are giving out business cards in the first place. Some people have business cards printed with basic details (name, address, phone number, maybe their title), but they stop short of thinking about what the customer actually wants from them. And the most important thing is for the card to state what you can do for someone else.

For instance, if someone is selling security equipment, I’d suggest something like “We help companies make their premises more secure with our security gates,” etc. We all collect and store business cards over the years, and if they don’t tell us clearly what we are going to get, then we’re not going to make that call.

“…Think about who your market is. What is the message you are trying to get across? Most importantly, what can you do for someone else?…”

Cards can also look fairly nondescript, so if yours can create some impact it will be all the more powerful. One way to make yourself more memorable is to include a photograph. I think this is important because many people are visually minded and recognize faces more readily than names. If they see your face, they will be more likely to call, as they’ll remember you.

You can also make cards more memorable by being different and creative. For example, I played with my title and instead of putting “director/managing director,” which is what everyone tends to do, I tried out other names. One was “decision maker.” People would notice and say, “Decision maker. I like that!” And they’d remember it.

My latest business card is a triple-folded piece of card with pictures on it and “How I can help you.” It’s like a 60-second brochure. People are busy and don’t have time to read through brochures, but this business card gives them all the essential information quickly. I have had a great response with it.

How could we make the most of networking occasions and events?

Take a minute to think about who is likely to be there. Are these people likely to be potential customers or are they all small businesses that are never going to buy from you? That is not necessarily a reason to rule them out, since they might know other people that they can introduce you to. But if you are going to a networking meeting, think about why you are going and what you want to achieve from it. Work out a strategy before you go. Most importantly, talk to people you don’t know.

At networking meetings you’ll often see people scanning the room for someone they know so they don’t have to step outside of their comfort zone.

But I think it is crucial that you plan to meet new people. You can make it easier by preparing a one-line opener, something you can say so that you feel comfortable approaching strangers. One approach that I use a lot is to be interested in people. If I am asked what I do, I say, “I help people to…I help people to make more appointments by telephone. I help people to market their company more successfully,” etc. Think about what you can do to help someone else. If you can give, it will come back to you. So “I help people to…” is a great way to introduce yourself.

You can also volunteer to be a speaker. If you can speak at these events you are more likely to be known by everyone there than if you just mingle with a few people. Get used to speaking for 20 or 30 minutes and spend time preparing a speech that is interesting and entertaining.
How can you get even more from one of these events?

Another tactic is to watch for exhibitions that are coming up. Check out the website www.exhibitions.com to see who is organizing the events and to find out their contact information. Once you find this out, put yourself forward as a speaker. You will perhaps be talking to 100 people at a time, which is a great opportunity to spread your net.

How can you get the audience to buy from you—or at least increase your chances significantly?

If you are going to speak, you need to find a way to capture people’s details. One option is to put a feedback form on everyone’s seat. Ask people what they thought of your talk, and at the same time get their details. Ask for their permission to keep in touch, perhaps by e-mail. Asking permission will help you steer clear of recent federal anti-spam legislation regulating unsolicited e-mail. For more information, visit www.Lsoft.com/news/n-trends-us.asp.

At the bottom of the feedback form you can put something like “How can I help you further?” and list two or three things you could do. Maybe they are organizing events that you could speak at. You can actually ask on the feedback form whether it is okay to contact them about such things.

If you don’t want to use the feedback form, another option is to write notes on your talk and offer people a copy if they e-mail you. This allows you to get back to them via e-mail with the notes, but you will also have captured all their details.

How could this same idea benefit larger companies?

The best idea for larger companies is to use the exhibition route. If you are going to speak at an exhibition, you need to talk to the organizers early on to make sure they can fit you into the program. The great thing about exhibitions is that not only will you have about 100 people assembled to listen to you, but they will most likely all be in your industry and will be the type of people you are trying to contact. You will also be included in the advance publicity for the exhibition, so your name will be up on websites, in exhibition magazines, and on all of the material being used to promote the event.

You don’t like paying for advertising and want to find an alternative way of appearing in the media for free. What’s the best way of going about this?

To get free publicity you need to realize that publications, whether they are newspapers or magazines, are always looking for stories. The key is to supply them with interesting news and photographs. People will often take the easiest and most cost-effective route, so if you can provide a story that is topical and of interest to their readers, either for free or for a small charge, they will often take you up on the offer.

Some people write their own articles, but if you’re not very good at it, it might be worth paying a copy editor or someone who knows how to write news stories. That way your copy should fit the bill and be presented in the right format.

Radio and TV are also looking for stories and interviews, so don’t be shy about contacting them. Get used to finding out what events are coming up and what topics or stories they are going to be covering. If you don’t want to do it yourself, employ a public relations company. Getting this sort of free media publicity is something that a lot of people overlook.

You recommend creating win-win opportunities. How could ATA readers use that in their businesses?

If you can find a company or a third party that has a problem you can solve by doing something together, it creates a “win-win” opportunity.

Here’s a good example. I contacted a conference center whose conference room was predominantly empty. People did not know they existed. They had fantastic rooms and facilities that so many businesses would use if only they knew they were there. They were publicizing the rooms by showing three or four people around every week. My idea was to show the conference rooms to a whole year’s worth of people at once. To do that, we got speakers together—as a professional speaker myself, I was one of them. I also knew other speakers whom I could involve in the project. We spoke for free, but we could sell products to a big audience of about 200 people who paid nothing to attend. So the audience won, the conference center won, and we won. And if you can find that, it means everyone does business.

Another time, I was contacted by a company that asked me if I wanted to advertise in their magazine. I had three spaces left in one of my sales training courses, so I said I’d swap the three spaces for free advertising. They agreed, attended the training course, and thoroughly enjoyed it—so much so that in the following four months they doubled their sales. The win-win was great. I essentially got free advertising since I had the free spaces in the course, and they received training and doubled their sales as a result.

Afterwards, when the company happened to be speaking to someone else who was looking to run a series of courses, they put my name
forward, and I am now running courses for that third party as well. I would never have heard of this client had it not been for this introduction—another example of a win-win situation.

You’ve spent loads of money on unsuccessful direct mail campaigns in the past. You are now getting up to a 20% response rate. How is that possible?

I wasted a lot of money on direct mail because I did the wrong thing. The most important aspect of direct mail is to get the right list. In the past, I bought lists because they were cheap or free, or I took names out of directories that were outdated. You can get lists from list brokers, and if you don’t get what you need, you can build your own. Every time you talk to someone, add their details to your database. Ask for permission to keep in touch with them.

You can even put together a newsletter to send out to these contacts. But make sure the newsletter is conversational and exciting, and include tips and ideas tailored to them. Too many people who write newsletters to existing customers put too much “I,” “We,” “Our” in them. Who wants to read that? People are interested in what you can do for them. They are interested in your ideas and tips, so in addition to keeping in touch, make the newsletter interesting for your contacts.

The second stage of any direct mail campaign is to get the right headline. Too many advertisements simply have the company name as their lead. You need something that’s going to grab people’s attention and make them curious to read the rest. Here are a couple of ideas. There is the “How to” headline—“How to double your sales in the next 10 weeks.” It creates curiosity and offers the carrot of benefits. Another way is to put a number: “67 ways to boost your profits in the next year.” People will think, “I can only think of four or five, so I am going to get 62 new ways by reading on.”

But the best way to come up with the strongest message is to brainstorm with colleagues and friends. First, write a list of headlines, then talk to people who are likely to be your customers and ask them which appeals to them most and why. Then test out two headlines with people on your list. Send one headline out to half of the mailing list and another to the other half, and you’ll find out which appealed the most. But be careful not to change anything else in the mailing, otherwise you won’t know if it was the headline or the price or another factor that was the deciding factor.

It’s also important to have a call for action, something to tell people what they need to do to get what you are offering in your mailing piece. Something like “Call me now” or a form they need to fill out and send. Whatever you choose, make it clear and easy to do. And the last but most important thing is to have an irresistible offer. Too often when we receive a mailing piece we think, “that sounds interesting, but I will deal with it later.” We put it at the bottom of the pile. It doesn’t get dealt with for a few days, by which time the offer has expired.

The irresistible offer will normally take the form of a “P.S.” at the end of the letter—something like, “If you reply within seven days you will get a free copy of my latest audio program.” It would be something that people want, but they would need to take action in order to get it. An irresistible offer could be something like an e-book, “25 ways to ensure you find the best translator;” or an audi-tape/CD, or giving away some time—“Reply within seven days and get 100 words translated free.” And lastly, rather than sending out 20,000 mailing pieces just to find out no one actually wanted them, send out 50, then follow up by telephoning every person who received the mailing. Did they open it? Did they read it? Would they be interested in your services? If not, why not? What would they expect to see in the mailing piece that would make them want to work with you? And when you know that type of information, then you can tweak future mailings so that they become more effective and you get better results.

What you have told us will be a big help to anyone thinking about direct mail, but you have an even better idea called “packaged information.”

Packaged information is a great way to get people to respond to an advertisement. Let’s suppose that I am a real estate agent. I am selling property and putting my advertisement into a newspaper alongside other real estate agents. If that’s all I do, I am not going to stand out. So, instead of offering the lowest fee or saying that we have branches all over the country, I would put together a report on, say, “56 ways to sell your house more quickly.” The report only needs to be a few pages, but it should be nicely put together. My advertisement would read “Free report: 56 ways to sell your house more quickly.” I know that only people who are in the market to sell their house will ask me for that report. Otherwise, why would they want it? And the fact that I have given them the free report and have had an opportunity to promote our company within that report means that they are more likely to choose me.
importantly, I now know who is in the market. And having given them the free report, it would be easy to go back to them and say, “What did you think of that information? Can we help you sell your house?”

The other good thing about packaged information is that your potential customer is only asking for a free report. By taking this approach, the response to the ad will be much higher because the prospect doesn’t have to commit to taking up your services. You can apply this marketing technique to absolutely anything. If you are selling office furniture, try “The 22 pitfalls you need to avoid when buying office furniture.” Whatever it is, you know that the people asking for that report are in the market for office furniture.

Selling Language Services

What marketing strategies could translators use, taking into account that we rarely meet clients face-to-face?

One method is to build an e-mail list and keep in touch with the people on it. One way of building this list is to put a free booklet or something your clients would want on your website. For example, I have on my website “The 67 secrets of success,” which is a free downloadable e-book. It’s a PDF file, so anyone can open and read it. All they have to give me is their name, e-mail address, and permission to keep in touch. This e-mail list is growing every day, simply because I’m giving out that free information. But don’t only use this list for selling; think of giving. If you keep giving to that e-mail list, eventually people will come back and buy something from you.

And would you adapt marketing strategies differently, depending on whether you are a translator or an interpreter?

Marketing strategies are very similar across the board, whatever the marketplace. For example, the win-win idea works very well for anyone. It is just a question of finding who to win-win with—finding who is likely to need your services, or what other company you could contact that is already talking to your customers, but is not your competitor. Perhaps there are companies that do things that bolt onto your services; they may already have a list of potential customers. One strategy you could use, particularly as a translator or interpreter, is to think about who else is going to your marketplace that you could do a win-win with. Where you could share and help each other.

What marketing material would you recommend for translators and interpreters to send to potential or existing clients?

I don’t like sending things per se. I mean, you can do mailing pieces, but I like to talk to people on the phone. I like to use e-mail, and I like to very finely hone what I am doing. It’s very easy to have lots of information and glossy brochures printed, but they often end up in the trash.

Think about who your market is. What is the message you are trying to get across? Do you need to send something through the mail to do that? Could it be done by e-mail? Could it be done by a telephone call? And if you are going to send something, make sure it is good quality. If you are going to produce business cards, avoid the card printed on the inkjet printer and cut by hand with scissors. It’s all about image. If I am hiring you as a translator or an interpreter, I need you to demonstrate quality because I can’t have mistakes.

How should marketing material differ to increase revenue from existing clients versus attracting revenue from potential clients?

If you already have a client base, there are three things to consider. One is the number of customers you have. The second is the average order value that they give you. And the third is the number of times they come back for repeat business. If you can increase those three things, then you have a compounding effect on the increase.

One way to help existing clients is to keep in touch with them on a regular basis. When you do, don’t keep trying to tell them what you have done. Tell them what you can do for them, give them something, and before long you will be at the top of their list. Their mind is like an Internet search engine, and you need to be right at the top.

In terms of attracting new clients, you are going to be judged on the first impression you create. If you want to attract new clients, be the best. Make sure all your material is of the highest quality. It costs little more to have something printed brilliantly than to have it printed very badly. Don’t do things on your inkjet printer as a first means of contact. Get beautifully printed cards that look good. Remember to be different. You need to have something that makes you stand out. What’s your unique selling point? Why should I come and buy from you?

How can translators and interpreters who normally work independently target large organizations? How do you go about cold calling?

Get a list of all the people you are trying to contact depending on your area of specialization. Then make two telephone calls. The first
call should be to find out who you need to speak to—but do not attempt to talk to them to start with. If possible, go to a different department to do your fact-finding. Find out why they might use translators, if they use translators, when they use them, who they use at the moment, when will they be selecting some others, where do they go to select them, and what their budget is. Don’t ask these questions of the decision maker that you are ultimately trying to contact. On the second day, phone and ask for the decision maker by name. People are more likely to put you through if you use first names, because they will get the impression that you have already spoken to them before.

One of the common mistakes people make when doing cold calling is to not believe in themselves and to think of themselves as the “little person.” Consequently, they feel insecure about making that cold call because they fear they are going to be rejected. Of course, the person at the other end of the phone picks up on that. Be confident in your abilities when you make a phone call. It’s important to talk about what you can do for the person in a positive way. “I am in the area next week. I wonder if I could drop by and see you about translation services?” is very humble, very “I am really not worthy of your time, and I have nothing to offer you” type of language. Be assertive. What can you do for them? Why are you calling them? Think in terms of a win-win. It is not just you getting some work. It is how you are going to help them.

**How do marketing strategies differ from sector to sector—from, say, financial to legal to technical translation?**

Again, I think that marketing is very similar across the board. Who are you targeting? What is in it for them? Why should they work with you? Marketing is about testing and trying something. Test to see if it works or doesn’t, and if not, why not? That information is absolutely critical.

The biggest mistake most people make is to blow their entire budget on one campaign, one idea, without testing to see if it is working. And once the money has gone, they have nothing for an alternative push. They then think that marketing doesn’t work, and go back to networking because that’s nice and safe.

**Considering the type of business required by translators and interpreters, what are the golden rules for websites?**

Make your website easy to navigate and read. Make sure you don’t just run text saying “I can do this and that.” Tell them what they are going to get from you and what makes you different. It’s also a good idea to have audio clips on your website—particularly for interpreters. This is easy to do, especially if you have broadband. Translators could have examples of texts they have translated.

Get the best website you can. Many people take the “do it yourself” option, but these websites can look amateurish. Get your branding right so it follows through in all your printed material and your website.

It’s also essential to get yourself listed on the search engines. A professional web designer can help you maximize your searchability. A lot of the search engines do something called “cost by click.” This is where you are paying per click if someone comes onto your website. But the search engine puts you right at the top of the listing. You are given a little box, and when someone clicks on it, you pay an agreed amount of money. If no one clicks on the box, you don’t pay anything. You can also take that box down whenever you want to.

**Following on from that, do you have any recommendations for e-mail?**

Keep your e-mails brief and make sure you have permission to keep in touch with people. Give them things that they want to see. Don’t keep blowing your own horn. People want e-mails that give them ideas and information. And don’t go crazy. I know people who e-mail virtually every day and it just overwhelms you. Send something every few weeks or every month, so you won’t become a pest. Also, never just send thousands of unsolicited e-mails, as this approach will just backfire.

**The Business of Translating and Interpreting**

August 28, 2004 • Seattle, Washington
An ATA Professional Development Seminar
Tombstones In Seattle

By Ann G. Macfarlane and Larissa Kulinich

The following originally appeared in the Winter 2004 (Volume 17, No. 1) issue of NOTIS News, newsletter of the Northwest Translators and Interpreters Society (www.notisnet.org).

Ann: Longtime members of NOTIS will remember the name of Pieter Zilinsky, former director and editor of NOTIS News. I was delighted last summer to have a voicemail from Pieter asking me to consider assisting the Frye Art Museum with their tombstone information. I called him up and said, “Are you talking about Western movies, or what exactly is ‘tombstone’ information?” He informed me that the Frye was going to mount an extraordinary exhibit of Russian paintings by women artists from the famous Hermitage Collection. The Frye wished to offer the names of the paintings, artists, the provenance, and so on in both English and Russian on cards below the paintings. These little cards are called “tombstones.” I instantly thought of my friend and colleague Larissa Kulinich, and called her up to ask if she would be willing to donate her time for this endeavor. She agreed with enthusiasm, and she and I prepared the “tombstones” for the exhibit.

Larissa: It was a truly exciting and rewarding experience for me. For one thing, I was thrilled by the fact that I was doing “back” translation into the original Russian. Given the formidable gallery of portraits of the famous imperial Russian and European family members, such as Portrait of Grand Duchess Alexandra Nikolaevna by Christina Robertson, Portrait of Princess Anna Elisabetha Luisa of Serbia by Christina Robertson, I could not afford to make one wrong step. The same was true, of course, for the names of the artists. Another challenge was the translation of the titles relating to mythological and historical topics, such as Venus Feeding Cupid by Lavinia Fontana, Virgil Reading the Aeneid to Octavia and Augustus by Angelica Kauffman, and Abelard Saying Farewell to Heloise by Angelica Kauffman. Interestingly enough, this challenge turned into a fascinating learning process of discovering the English and Russian parallels, and, needless to say, I benefited a lot from it.

I worked with Ann Macfarlane on this project, and am thankful to Ann for involving me in this delightful collaboration and for all her help.

Ann: This story had a lovely coda. In October, the Foundation for Russian-American Economic Cooperation (FRAEC) held its annual meeting at the Frye. A special feature was the opportunity to visit the exhibit and to have the curator and other specialists explain some of the features of the artwork. It was a thrill to see Larissa’s work so carefully displayed beneath the gorgeous paintings and to have her pro bono efforts acknowledged by the Frye Art Museum and FRAEC officials.

Larissa: As you can imagine, that was not the end of the story. As I learned later, the Frye Art Museum, in the person of Cat Martin and Steve Brooks, had been planning to extend the Hermitage exhibit into a poetry project centered around Russian women poets. They contacted Pieter Zilinsky and asked him if he would like to take it on. When Pieter called me in October to invite me to participate in the project, this is how he described it:

“I have devised this program so that there should be a balance between the sounds of Russian women poets’ voices and today’s English. I also want to balance the visual impressions against the daily reality of life under the Czars, because the exhibition is silent about the daily life of the people. And I want a balance in the generation of our women readers: Marina Shubina-Woodall (age 24), Sarah Singer (age 85), and Elizabeth Austen, Nancy Dahlberg, and you (Larissa Kulinich) falling in between.”

As soon as I heard this, I immediately said, “Yes, I would be happy to be part of it!” because it struck home. During my teaching career in Russia, I used to teach students the art of poetry reading, and my hobby is translating poems between English and...
Pieter put together a fantastic program! All in all, he chose 23 poems, 20 by Russian poetesses in Russian, and three by the American poetess Sarah Singer in English. The names of the Russian poetesses ranged from the world famous Anna Akhmatova, and Marina Zvetayeva, to lesser-known Z. Gippius, and to totally unknown Kuzmina-Karavayeva, Guro, and Figner. My contribution was the translation of eight poems (five from Russian into English and three from English into Russian) and the reading of 13 poems in Russian during the event, which was held in the auditorium of the Frye. It was an unforgettable experience of spiritual enlightenment, sharing the feeling of camaraderie with the other women readers (the Russian and American readers took turns)—who made a wonderful presentation—and having the feedback of the responsive audience. The special treat was the presence and participation of Sarah Singer, the winner of 50 poet’s awards nationwide, a member of the Board of the

AN ORANGE FOR ROSIE
(For my mother who lived in a Russian shtetl until she was 12)

by Sarah Singer

It sat enshrined
Upon a plate,
An orange all your own
To eat at will.

You were ten,
In your gray shtetl
Where bread and grief
Were daily fare,
And a scrawny hen
For the Sabbath
Nurtured faith
And garnished prayer,
An orange was a prize
That fostered dream
Of bloom and grove
And scented air.

To prolong delight,
You took it in your hands,
Let your fingers memorize
Heft and contour,
Textured rind…
Imbued with grace,
The Sabbath ritual began,
You chose at last to eat
And savor
Ambrosial fruit
The color of sun.
On March 3-6, 2004, the University of Valladolid (aptly abbreviated UV A) hosted the I Congreso Internacional sobre la Traducción del Lenguaje Especializado de la Vid y el Vino (loosely translated as the First International Conference on Specialized Translation for the Wine Industry) at its campus in the quaint provincial capital of Soria, Spain, home to its respected translation department. Rioja native, winemaker’s son, and UV A professor of French translation, Dr. Miguel Ibáñez Rodríguez organized this groundbreaking event masterfully, drawing over 150 participants from at least six countries, including academics from 15 universities, professional translators, winemakers, journalists, publishers, and students.

With support from the regional, provincial, and local governments, the university, the local wine regulatory and tourism boards, specialized press, and local wineries, the event was first class in every respect: from the bottles of wine presented to all attendees, to the awe-inspiring settings for many of the presentations, and the lavish wine and tapa reception hosted by Soria’s mayor at City Hall, which was covered by local television.

The uncontested highlight of the event, however, was the extremely high quality of the content of the sessions. Though the conference’s focal point, wine, was a draw in itself, the true centerpiece of the conference was the rigorous, multidisciplinary approach to specialized translation, stretching far beyond the confines of the wine industry.

Opening with presentations placing the subject matter in its terminological, technical, and historical context, the conference progressed with insightful studies on the more detailed aspects of the challenges presented when translating wine-related texts: the specialized language of wine tasting, terminological standardization in the wine industry, outlines of a number of ongoing dictionary projects, and much more.

“…The true centerpiece of the conference was the rigorous, multidisciplinary approach to specialized translation, stretching far beyond the confines of the wine industry…”

Each afternoon showcased a round table discussion, bringing together academics, professional translators, and industry insiders to talk about key issues in specialized translation. The first round table addressed the profile of the specialized translator: should he or she be a professional translator trained in the subject area, or a subject area specialist trained in translation? The second round table focused on the market for translation in the wine industry, including the international marketing and advertising efforts conducted by wineries, market demand in the translation industry and in the world of publishing, and market trends in the U.S. The last day’s round table was devoted to translation tools and their application to specialized translation. Each of these round tables sparked lively debate among the panelists and the audience, inspiring conversations that continued long into the night.

As if there weren’t enough highlights already, Dr. Pierre Lerat, author of Les langues spécialisées, gave a fascinating presentation on the case of wine as a specialized professional, linguistic, and terminological field, which was accompanied by simultaneous interpretation provided by UV A students. UV A’s Aula Magna, the main lecture hall, was equipped with permanent booths and headphones for the capacity crowd.

Other excellent presentations addressed topics ranging from the use of wine in literature and proverbs, the clash between translation quality and marketing strategy, translation and Internet marketing and wine forums, organic winemaking, and the influence of French on Spanish wine terminology.

As you’d expect, the conference finished with a mind-bending bang: a brilliant discussion of the international dimension of the wine world by Robert Parker’s Spanish counterpart, José Peñín, author of the bestselling wine guide in Spain, among many other titles. In less than an hour, he managed to edify, inspire, and virtually bring tears to the eyes of the capacity crowd, while masterfully placing the entire conference in a vital global context.

Though it will be a tough act to follow, many of us are already eagerly awaiting the sequel, and conference organizer Miguel Ibáñez is actively looking for someone to take the baton he so ably ran with, perhaps on this side of the Atlantic. Please don’t hesitate to contact me at paellero@aol.com for contact information.

For the latest media reports featuring ATA in the news, visit www.atanet.org today!
Translating for the Pharmaceutical Industry: The Advertising Experience

By Rafaela Mena

The following is based on a presentation delivered at the recent ATA seminar, Translating for the Pharmaceutical Industry, held January 24, 2004, in San Juan, Puerto Rico.

Puerto Rico is a leader in the pharmaceutical manufacturing business in the U.S. According to information published on the Puerto Rico Pharmaceutical Industry Association website (www.piapr.com), there are 19 corporations organized into 37 manufacturing operations, 17 commercial entities, and 6 corporate offices. The pharmaceutical industry generates 30,000 direct jobs, that is, over 25% of Puerto Rico’s workforce (approximately 120,000 jobs). Additionally, this industry provides a major market for other industries, such as small business and professional organizations that provide a broad range of goods and services in areas such as manufacturing components, food services, engineering, medical and legal services, banking services, insurance, transportation, communication, and tourism. This related business generates approximately 90,000 additional jobs. In 2002, the pharmaceutical industry represented 25% of the gross domestic product of Puerto Rico, which is equivalent to 66% of its exports, or $32 billion dollars. The impact of the pharmaceutical industry on the local economy is also evident through its payroll. Currently, the average wage of production workers is among the highest paid in Puerto Rico. The companies employing these workers produce both intermediate products, which are sent to other sites for final processing, and finished products, which go directly to consumers.

This industry profile is an attractive one for translators seeking a niche in the pharmaceutical market. However, there are a few important facts translators must understand before accepting any projects. The following article will cover three topics: 1) why it is important for professional translators to enhance their awareness of the regulations stipulated by the Food and Drug Administration for the pharmaceutical industry; 2) the practical implications of these regulations for translators; and 3) the pharmaceutical review process, its importance in the marketing of pharmaceutical products, and what translators should know about this process.

The most important thing translators need to understand is that because Puerto Rico is a U.S. territory, the pharmaceutical industry is highly regulated by the U.S. government. The U.S. Food and Drug Administration (FDA) is the government agency responsible for carefully observing every step that is taken within Puerto Rico’s pharmaceutical industry. The main objective of the FDA is to regulate the following: human drugs (prescription, over-the-counter, generics, etc.); animal feed and drugs; biological products (vaccines, blood products, etc.); medical devices (pacemakers, contact lenses, hearing aids, etc.); food (food-borne illness, nutrition, dietary supplements, etc.); cosmetics (safety, labeling, etc.); and radiation-emitting products (cell phones, lasers, microwaves, etc.). Its purpose is to promote and protect the public health of the U.S. consumer by helping safe and effective products reach the market in a timely way and to monitor products for continued safety after they are in use.

The FDA was created in 1906. At that time, it did not prohibit false therapeutic claims, but only watched to make sure that statements were not false or misleading. It also did not limit the content of narcotic and other addictive drugs, like cocaine nor marijuana, nor did it get very involved in record keeping by physicians and pharmacists. In 1937, an event took place in which a drug product containing a solvent killed 107 people, including children. That event prompted the FDA to revamp the old law to include testing a drug’s safety before allowing it to be marketed to the public.

In 1938, Congress passed the Federal Food, Drug, and Cosmetic Act, found in Title 21 of the Code of Federal Regulations (CFR), which contained new provisions. Among these were the following: assuring safety before marketing, controlling cosmetics and therapeutic devices, and setting safe tolerances for poisonous substances that were unavoidable in medicines. These provisions started a new system of drug regulation. As a result, factory inspections began to take place. From this point on, substantial changes have been implemented and the law is being amended continuously to ensure the safety and efficacy of drugs for human and veterinary use.

The pharmaceutical industry in the U.S. and its territories must comply with the FDA’s regulations: during the initiation of investigational...
new drug processes; when carrying out a manufacturing process by demonstrating compliance with current good manufacturing practices (cGMP); and when launching a product for the consumer market.

When an industry does not comply with the federal regulations, there can be many consequences, some of them quite serious. During an inspection of a plant or facility, such as a hospital or research center, or even a place where drug promotion is taking place, such as a seminar or conference, if an FDA inspector becomes aware of noncompliance, one or more actions may result, depending on the violation. These may range from a simple recommendation, called an observation, usually in the form of a written communication, to a very serious action like the complete closure of operations or the disqualification of a research process that may be taking place. In some instances, the researcher in question could also be removed.

A common action is an inspectional observation (known as a Form 483), in which the inspector documents deviations from the manufacturing procedures or the drug-marketing norms that he or she finds are not being carried out in strict accordance with cGMP’s or with the pertinent regulations. Suggestions for a more careful procedure are then put in writing and given to the manufacturer. The inspector makes it clear to the manufacturer that corrective actions should be implemented by the next visit.

The seriousness of the consequences increases with the number of observations the inspector makes. The more serious observations result in a warning letter, a notice of violation, or a cyber letter, which is a notification of violations that is posted on the Internet. One very serious action is a consent decree, which is a court order that usually implies closure of the facilities until the demands of the FDA have been satisfied. In such circumstances, the FDA usually keeps an inspector or a representative group at the plant to observe the manufacturing procedures. Also, there may be an Internet posting on the action taken by the FDA with regard to a specific industry, so shareholders, government agencies, and other interested parties will know of the action and take this into consideration, especially when decisions regarding contracts are being made.

In general, the practical implications for the industry of not complying with the FDA’s regulations may be serious. In the worst case scenario, noncompliance could lead to reduced productivity, the closure of facilities, the loss of large sums of money, declining stock prices, fines that may range in the millions of dollars, and, of course, the consequences associated with a loss of image among peer companies and government agencies that contract with the industry.

Why does the pharmaceutical industry need professionally qualified translators? From a practical point of view, a translation that is not well done may be one of the causes leading to the types of noncompliance actions mentioned above. Another reason is that Title 21 of the Code of Federal Regulations of the FDA Act states that all documentation submitted to this agency has to be in English, its official language. In Puerto Rico, where the majority of the population speaks Spanish, the pharmaceutical industry needs translators for its three main areas of performance: research, manufacturing, and marketing.

In order for a manufacturing company to carry out an investigational process on a new drug, it must first submit an Investigational New Drug (IND) application. Researchers must then comply with Title 21 CFR Part 312, which delineates the IND process. Specifically, Part 312 Section 50.20 requires that information provided to study subjects or their representatives be in a “language understandable to the study subject or to the representative of the subject.” As an example, a warning letter posted on the FDA’s website details how, during an FDA inspection, an Investigation Review Board (IRB) investigator was the recipient of an “observation” because the agency found that the consent forms used in a study were provided in English, while two of the study subjects’ parents, who were their legal representatives, spoke a foreign language. In this case, the consent forms required translation into a language understandable to the study subject representative, in compliance with the regulation. In a letter sent to the investigators, the agency concluded that informed consent may not have been provided in a fashion that would be to the benefit of the study subjects’ safety. This example shows that in order to ensure that the sponsoring company fully complies with the FDA’s regulations, the work of a qualified translator is crucial. Additional inconsistencies found in study procedures may lead to the disqualification of the investigator and consequences for the sponsoring company.

In the area of manufacturing, the pharmaceutical industry needs translators in order to comply with Section 211.25, which states that “each person engaged in the manufacture, processing, packaging, or holding of a drug product shall have education, training, and experience, or a combination thereof to enable a person to perform the assigned functions.”
Thus, training manuals and standard operating procedures are submitted to the FDA in English, but cannot be used to train non-English-speaking personnel. In this case, the manufacturer needs a qualified translator to translate these manuals into the language of the people being trained. Most often, the FDA will not see the translated material, but the effects of having the appropriately translated material will be demonstrated by well-trained and efficient personnel. A well-trained staff means the company will not receive an observation or a warning letter from the FDA.

Up to this point, we have seen that the pharmaceutical industry needs translators and that these professionals need to be competent in the field and knowledgeable about the regulations imposed by the FDA. We will now focus on the third main area of the pharmaceutical industry: marketing.

One of the purposes of the marketing division of a pharmaceutical company is to reach the consumer directly. Every day we are bombarded with TV advertisements, health sections in the news media sponsored by pharmaceutical companies, huge billboards along the roads, to mention only a few of the advertising strategies employed by pharmaceutical companies. When a pharmaceutical company get overly anxious to sell its new product to as many people as possible, there is the possibility that consumers may be harmed by a drug’s unforeseen side effects, especially if the company did not follow proper testing procedures or exaggerated the drug’s benefits.

The FDA has an instrument for watching out for the safety of consumers, its Division of Drug Marketing, Advertising, and Communication (DDMAC). The DDMAC makes sure that marketing is truthful, balanced, and accurately communicated. The DDMAC develops guidelines for the industry to follow on prescription drug advertising and promotional labeling issues. In addition, the division holds meetings with the regulated industry and other involved parties to discuss emerging issues, such as broadcast, direct-to-consumer, and Internet advertising, as well as the use of cost effectiveness and quality of life claims in marketing. All promotional material that goes to the consumer must first pass through the DDMAC review process.

One way of watching out for the safety of the consumer is by evaluating the promotional or labeling material provided to them. If promotional material or labeling is handed out to consumers in a language other than English, both the English and the foreign language texts have to be submitted to the DDMAC for approval. This information must be translated by competent translators and approved by the DDMAC staff.

Other types of information provided to the consumer include medication guides, which are documents that have been checked and approved by the DDMAC, in compliance with Part 208 of the Federal Food, Drug, and Cosmetic Act. Part 208 sets forth requirements for patient labeling for human prescription drug products, including biological products that the FDA determines pose a serious and significant public health concern that requires the distribution of FDA-approved patient information. This regulation states that medication guides shall be written in English, in non-technical, understandable language, and shall not be promotional in tone or content.

Translators need to understand that the “labeling” of a product is distinct from what is commonly known as the “label.” The FDA has defined both terms and made distinctions between them. Usually, the “label” is considered to be the information attached to a product, that is, to the medication bottle, tube, or box. Whereas, according to the FDA’s definition, as set out in Section 201(m) of the Federal Food, Drug, and Cosmetic Act, labeling means:

“…all brochures, booklets, mailing pieces, detailing pieces, file cards, bulletins, calendars, price lists, catalogs, letters, motion picture films, film strips, lantern slides, sound recordings, exhibits, literature, and reprints and similar pieces of printed, audio, or visual matter descriptive of a drug and references published (for example, the Physician's Desk Reference) for use by medical practitioners, pharmacists, or nurses, containing drug information supplied by the manufacturer, the packer, or distributor of the drug and which are disseminated by or on behalf of its manufacturer, packer, or distributor.”

All these are determined to be labeling. The Federal Food, Drug, and Cosmetic Act makes exceptions for reminder advertisements, such as promotional material in the form of T-shirts, pens, mugs, etc. Therefore, all promotional material is also considered labeling, and as such, must undergo the DDMAC review.

The DDMAC review process (see flowchart on page 35) may be initiated in three ways:

1. Through the applicant’s submission of the advertising material or information to be reviewed, which may be a translated document. This material could include information to be used to launch an advertising campaign for a drug product
or to add new promotional material to an existing campaign.

2. Through a complaint from a consumer, the industry, a health professional, or other private or public entities or groups.

3. Through continuous surveillance from the DDMAC.

Once the applicant has submitted the material, the DDMAC reviewer decides whether or not he or she needs a consultation. If a consultation is needed, the reviewer contacts different specialists within the DDMAC. These may include a direct-to-consumer specialist to ensure the consistency of consumer information and professional information to be published in popular magazines and professional journals that reach a broad audience. If the reviewer is concerned with pharmacoeconomic issues, he or she may contact a DDMAC epidemiologist. If it is a medical or statistical consultation, specialists from both of these fields will be consulted.

A historical review file is then opened, or an existing historical review file is checked. In the historical review, there is documentation on the product and other products of the same therapeutic class. If the reviewer finds that the information is clear and acceptable according to the regulations, he or she sends a launch letter to the applicant as approval of the application. If not, a non-launch letter is sent, and the review process ends. If the reviewer feels it is necessary, he or she may request further information from the applicant.

There is also a continuous surveillance process, in which the DDMAC’s staff attends medical professional conferences to observe company exhibition booths and to collect promotional materials for review. In continuous surveillance, “enforcement rounds” are carried out on a weekly basis to discuss regulatory concerns, complaints, enforcement options, and the status of actions regarding advertising under review in the division. If noncompliance with the regulations is observed during this process, certain actions may be taken by the division in the form of untitled letters, which address promotion violations that are less serious than those addressed in warning letters. In untitled letters, the DDMAC usually requests that a company take specific action to come into compliance within a certain amount of time, usually 10 working days. Warning letters address promotional pieces or practices that are in violation of the law. The company is granted 15 working days to respond and take action. The letter is displayed publicly as required by the Freedom of Information Act. Other possible enforcement actions include recalls, seizures, injunctions, administrative detention, and criminal prosecution.

Compliance with the DDMAC guidelines is essential in order for companies to go ahead with the translation of promotional material. The interests of the pharmaceutical industry in translating promotional material are many. Among them is localization of promotional material for a target population. As we all know, advertising influences consumers’ medication use patterns, and will ultimately change the prescription patterns of physicians who want their client-patients to be happy and to come back to the office for care. In this way, translators are useful in getting the message through to special groups within a community. This is true of countries like Puerto Rico and other Spanish-speaking communities in the U.S.

Translating promotional material for special groups also gives the impression that the company is involved in providing a public health service. By offering talks on how to care for depression, diabetes, and other illnesses, companies make a good impression on consumers, and they bring physicians closer to consumers. Translation helps companies achieve their financial and business goals.

There are some basic considerations that have to be kept in mind when translating for this business. When using terminology, the FDA’s regulations should be checked, since these are very specific for each area being considered, be it research, manufacturing, or marketing. Ambiguity should be avoided at all costs, and clarity of terminology should always be verified.

The translator should also know that Section 201.16 of the Federal Food, Drug, and Cosmetic Act is very specific to Puerto Rico and U.S. territories where the main language is not English. This section states that there is an accepted translation for a legend present on all medications requiring a prescription from a qualified physician, namely:

- Caution: Federal law prohibits dispensing without prescription.

Its official equivalent is:

- Precaución: La Ley Federal prohíbe su despacho sin prescripción facultativa.

The same section of the Federal Food, Drug, and Cosmetic Act has adopted the following translation:

- Warning—May be habit forming.

Its official equivalent is:

- Aviso—puede formar hábito o vicio.
In Section 201.19 of the Federal Food, Drug, and Cosmetic Act, special reference is made to the use of the term “infant.” Manufacturers should qualify any use of the word “infant” to indicate whether it refers to a child who is not more than one year of age or a child not more than two years of age. The Federal Food, Drug, and Cosmetic Act also states that the term “infant,” by definition, is a child not more than 12 months old.

In general, it is clear that for translators to be competent in this field, they must have the necessary technical knowledge. There are many software programs, as well as the Internet, that provide useful technological tools within our reach. Competent translators must also use language that is accurate and precise, and they must be careful to follow the format of the original text in accordance with the FDA’s regulations. This is especially true when translating product information and certain other documents specified in the regulations. It is very important to have specialized knowledge in the pharmaceutical field due to the fact that it is extremely technical. The target audience should always be kept in mind, be it patients, consumers, subjects participating in clinical studies, or clinicians. And last, the translator should pay particular attention to the language register of the document. An example of failing to do this is using medical terminology when the original text uses an easily understood lay term. This is particularly important, especially when dealing with the names of diseases, as well as the signs and symptoms of disease.

My recommendations for translators working in the pharmaceutical industry are:

- Know which FDA regulations are applicable to the specific area you are dealing with.
- Keep in mind the serious implications that a poorly done translation may have for the client.
- Try to stay as close to the original as possible in regard to word order, font size, concise meaning, etc.
- Know where to look up information that is crucial. In accordance with the Freedom of Information Act, the correct information has been made available to all.
- Call the client if the information is not accessible.

The Freedom of Information Act has made government information readily accessible on the Internet. All government agencies have a website and many provide information in Spanish for the benefit of the Spanish-speaking communities in the U.S. and for the benefit, in our case, of hard-working competent translators.

More Resources
Here are some websites with Spanish-language medical information:

**FDA – Consumer Information**
www.fda.gov/oc/spanish

**U.S. Government Information and Services**
www.firstgov.gov/Espanol/index.shtml

**Centers for Disease Control and Prevention**
www.cdc.gov

**National Institutes of Health**
http://salud.nih.gov

**National Library of Medicine**
http://medlineplus.gov/esp

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Contact:
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dmacfadyen@mcneill-group.com
215.321.9662 ext. 37.

Photo:Courtesy of the real Spot.
The DDMAC Review Process

1. **Submit Launch Campaign**
2. **Submit Other Requests for Comment (Non Launch)**
3. **DMAC Review**
   - **Consult Needed?**
     - Yes → **Consultation**
     - No → **Historical Review**
4. **More Info Needed?**
   - No
   - Yes → **Request Info from Applicant**
5. **(Launch or Non-Launch)**
   - No
   - Yes → **Enforcement Action Needed?**
6. **Enforcement Action Needed?**
   - Yes → **Enforcement Rounds?**
     - Yes → **Enforcement Rounds**
     - No → **No Action Required**
   - No
7. **More Info Needed?**
   - Yes → **Consultation**
   - No
8. **Non-Launch Letter** to Applicant**
9. **Launch Letter** to Applicant**

* End of launch Campaign Review Process
** End of Comment Process
Certification Forum:
Non–Language-Specific Tips for Candidates

By Marianne van der Lubbe–van Gogh, language chair for English into Dutch

If you are thinking of taking an ATA exam within the foreseeable future, you will probably wonder how to prepare for it. Should you do a lot of reading in the target language, blow the dust off your old grammar books, or take a practice test? My answer would be: yes, by all means, do some or preferably all of those.

Your exam will present you with some unique challenges that vary from one language pair to another, and brushing up on your target language is the best way to prepare for them. The following tips, however, may help you avoid common errors and pitfalls that are not language-specific and sometimes do not even reflect a candidate’s translation capabilities or fluency in the target language.

Accuracy is Essential, Brilliance is Optional

These exams are designed to test your basic translation ability, not your copywriting skills. You will have to use some creativity to solve or avoid certain problems in your particular language pair, but you should not sacrifice accuracy in an attempt to score quality points. I have seen talented candidates fail because they made a few flagrant mistakes or overlooked just too many minor inaccuracies. Quality points are rare, and they only subtract one point from the total of your error marks. It is not much use trying to dazzle anyone with your brilliance. There are just two possible outcomes: you either pass or fail, and if you pass, you will never know how well you did. Unless you fail and ask for a review, no one is ever going to see that exam again.

Balance Between Liberal and Literal

Embellishments are not only unnecessary; they can even tempt you to stray too far from the original. Sometimes candidates seem to discard a certain translation of a term for no other reason than that it looks too much like the original. You should also be very careful about changing the syntax. Once you start drastically rearranging the sequence of the words, you may paint yourself into a corner. I have seen this happen in cases where a fairly literal translation would have been perfectly acceptable. By the same token, don’t add or omit something unless it is essential for the text to make sense in the target language.

On the other hand, you should realize that simply transcribing every term or word sequence in the source language is not always possible. This may seem to contradict the previous paragraph, but a candidate should be aware of the distinction and be sufficiently acquainted with the target language to know what sounds right and what sounds “foreign.” This is not as easy as it sounds. Even if the target language is your native one, it may have been affected by the language you use every day. However, just being aware of this should help you avoid “false friends.”

Oh, What Is That Word Again…?

If it does not spring to mind right away, forget that elusive translation that is on the tip of your tongue and that would sum it all up so beautifully, if only you could find it. Chances are it does not exist at all, and if it does, it may not fit into the context. Perhaps it will come to you when you least expect it, or you may have time left to search for it, but meanwhile just try to find an adequate solution.

Don’t waste too much time on one particular term. An incorrect translation is only counted once as an error, no matter how many times it occurs in the passage. If you cannot find the right translation, just stay as close to the original meaning as you can. Remember that the most important criterion for graders is whether the meaning is affected. Even if your translation is a bit awkward, you may very well get off lightly with only one error mark, or even no error marks at all if the meaning is clear.

You are allowed to take dictionaries with you, so use them well, but prudently. Don’t rely on them blindly. When in doubt, always check in a monolingual dictionary in your target language to see if your translation fits in the context.

Final Inspection

Once you have written out the translations, go through them again with a fine-toothed comb with this checklist in mind:

- Rules of your target language for agreement of person, number, gender and/or tense
  I have not seen many exams without at least one violation of these rules.

- Rules of your target language for capitalization and punctuation
  Mistakes in this category often count for only one error point, but they can add up quickly, and one of them might make that crucial difference.

- Numbers, dates, names, and anything else you only had to copy
  You would be surprised at the number of times that candidates copy a number incorrectly, leave out part of a name, misspell a Latin name for a plant or animal, and so forth. Time periods such as decade and century are also common pitfalls. A century, for example, is 100 years, not 1,000 or 10.
• **Omissions**
  Despite all the warnings, this is a common mistake. Sometimes even whole lines are missing.

• **Context**
  Read your translation as a whole, in the context for which it is intended. Try to imagine that you are the target audience, and that you are seeing it for the very first time, without having recourse to the original text. Check everything that might lead to confusion or that produces even the tiniest flicker of doubt. In short, just see if everything makes sense.

  Think of it all as baking a cake. If you consult your cookbooks, use all the right ingredients, measure them carefully, take your time mixing them, and put the result in the oven just long enough at the correct temperature, your cake should come out in one piece, without collapsing, with a nice crust, and rich in flavor.

  If you can manage that, you will pass the exam, because it shows that you have the required basic skills. If there is still time left, you can put on some icing, but don’t use it to cover up mistakes, for your cake will be cut into pieces and any mishap will be exposed. Only put a cherry on top if you have one readily at hand. Don’t waste time searching the cupboard for it while your cake is burning in the oven.

  We look forward to tasting the results of your efforts.

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Navigating a Lifelong Career in Translation: ATA President-Elect Marian Greenfield

Continued from page 17

Conference. This led to an invitation, through the Spanish Forum organized by Verónica Albin, Pimpi Coggins, and Alicia Agnese, to present a more elaborate workshop on bond translation at ATA’s Annual Conference in San Francisco in 1997. I’ve been giving workshops ever since. They’re always hands-on sessions using actual translations, because theory is really not my thing.

As chair of ATA’s Professional Development Committee, this year I’m organizing six seminars, plus—as president-elect—the 45th Annual Conference in Toronto, October 13-16. And that’s not counting attendance at four Board meetings. I’ve been traveling for three solid weeks now!

In your candidate statement, you said, “I want ATA to become such a vibrant organization that any respectable client will demand ATA credentials, and any serious translator will want to join.” How can the ATA get there? What are its priorities? What plans do you as president-elect have to work on them?

Our basic priorities are professional development, public relations, and the certification program. We have been making really good progress on all three fronts and need to keep moving in the same direction. Another area I plan to work on is member benefits, such as medical insurance, particularly for freelancers.

We need to do everything possible to make ATA membership and certification the most valued translation credentials in the U.S. ATA needs to be the standard-setter, and the more rigorous that standard, the better, for both our members and our clients.

Professional development is critical to achieving this goal because it simultaneously benefits members and adds value to ATA’s credential.

Our public relations work has already made a huge splash. More recognition for translation and interpreting will translate directly into better working conditions and higher income for us. Hiring a professional media relations team is paying off big in terms of media exposure and contacts. The soon-to-debut ATA website redesign should go a long way towards making the site even more valuable to the media, business, the public, and our members for information on translation and interpreting, the benefits ATA offers, and the importance of hiring (hopefully ATA-) qualified translators and interpreters.
The Onionskin By Chris Durban

The Onionskin is a client education column launched by the ITI Bulletin (a publication of the U.K.’s Institute of Translation and Interpreting) in 1996. Comments and leads for future columns are very welcome; please include full contact details. Contact: chrisdurban@compuserve.com or fax +33 1 43 87 70 45.

Scams, Fraud, and Forgery: Language Alerts

The “you look like an rat?” cover message was a tip-off that a virus-infected attachment had slipped past The Onionskin’s virus detector earlier this month. Not the name-calling (we’ve had worse), but the grammar—proof that even virus-pushers could do with a mother-tongue translator.

As could the con men who put together a recent Internet scam targeting Internet banking clients at Britain’s Lloyds TSB. For unwary Internet users who happened to be native speakers of English, the bumpy language was a red flag: “Our new security system will help you to avoid frequently fraud transactions and to keep your investments in safety. Due to technical update we ask you to confirm your online banking membership details. Please fill the form below.”

The e-mail contained a link to a screen asking customers to enter their Internet banking user ID, password, and memorable information in full.

Lloyds TSB reacted swiftly, issuing a Fraudulent E-mail Alert and reminding users of its online banking services never to divulge confidential Internet banking log-on details. When we phoned, a Lloyds spokesperson agreed with our “language watch” theory, noting that oddly worded e-mail messages are often a sign of something awry.

Continuing our search for language mishaps as smoking guns, we discovered that not even practitioners of the age-old art of forgery—a detail-oriented business by definition—avoid stumbles. In a two-page expose on trafficking in passports published in The Sunday Times (London) on February 29, investigative reporter Nick Fielding explained how he had purchased fake passports for a half-dozen countries for £600 each. The journalist told his contact that the documents were for a client interested in setting up bank accounts in the Channel Islands, at which point a forged Portuguese driver’s license was thrown in for free, he said. But as an eagle-eyed and multilingual Onionskin reader pointed out, the Portuguese license in the photo accompanying the article was marked Reino do Portugal (Kingdom of Portugal). Portugal has been a republic since 1910. The document also read permiso de conduccion, or driver’s license—in Spanish.

When we phoned, Mr. Fielding confirmed that other readers had flagged the discrepancy (But would police officers notice? Not necessarily.). He said one of the forged passports was also defective. The Hebrew lettering on the title page of the Israeli passport was “gibberish,” all the more unexpected in that the quality of the forgery itself (paper, seals, finishing, etc.) was “of the highest quality.”

Significantly, Fielding only discovered the text was flawed by chance, when a Hebrew-speaking colleague asked to see the passport and pointed out the errors. Clearly this document was not intended for use in Israel, rather with border officials or bank staff in other countries.

The Onionskin’s conclusions? Since language service providers are cross-border facilitators, it is hardly surprising that translation comes into play in international criminal activities. And con artists, like legitimate businesses, would obviously be better off with qualified translators working into their native tongue. Homemade texts produced by penny-pinching crooks are suspicious—an insight that may open new angles of investigation for the anti-fraud squad. More generally, and as often reported here, the very nature of translation means that many buyers, crooked or straight, do not know what they are getting. As a result, the image they project to their target audience is not necessarily what they intended.

Of Neckwear and Monarchs

Queen Elizabeth’s three-day state visit to France to celebrate the 100th anniversary of the signature of the Entente Cordiale in 1904 updated the stock of examples testifying to the unreliability of raw computer-generated translations. When BBC coverage announced “Queen’s Visit to Mark French Ties,” Google’s translation software warned French readers to put away their neckties or face unsightly splotches: La visite de la reine pour marquer des cravates de Français.

Triangulation Tangle

Translation is not about words, it’s about the ideas behind the words, as Kevin Hendzel has noted. Which means the more specialized the text, the more specialized the translator must be.

This rule of best practice sounds logical, and explains why some customers (despairing of ever finding the proper skill set) still prefer to do it themselves.

An invoice for a software upgrade purchased from an American company’s office offers an interesting example. Rated “unintelligible” by the freelance translator who forwarded it to us, the bill specifies: “If supplies are subject to this document they are based on an intracommunity triangle operation since the shipment is made.
from Ireland. Please consider the reverse of the VAT obligation to the recipient of this document.”

The “triangle” in question referred to the fact that the seller was based in Stuttgart and the software was shipped from Ireland to the U.K. buyer. (VAT is value-added tax). Yet what, precisely, was the intrepid customer being asked to do?

Our call to the software company led us to a senior manager—a native speaker of German—who confirmed that he had performed the translation himself. Why? Because “my only other option was turning the text over to a translation company.” Yes, and…? Well, the translator assigned would probably have been able to craft a proper English sentence, said our man, but was unlikely to have the necessary degree of specialization in matters concerning VAT. A tax expert himself and a fluent English speaker, it had not occurred to him that his own written English might be bumpy or unclear.

Low expectations of the products and services that translation companies deliver are, alas, widespread. But the company issuing this particular invoice was none other than translation memory specialist TRADOS, many of whose clients are translation companies. And while there is no reason why its finance manager would necessarily be any more aware of best practice in translation than his counterpart in, say, a frozen-food conglomerate, it is nonetheless worrying that a senior staffer would have so little confidence in the industry he serves.

Happily, the picture brightened as we moved up the corporate hierarchy. A proactive Michael Kidd, the company’s California-based vice-president for desktop products, acknowledged that the English translation regarding VAT on the invoice issued to the U.K. customer was awkward. TRADOS would take prompt action to correct it, he promised.

“Translation is as much a challenge for TRADOS as it is for anyone else,” Mr. Kidd reminded The Onionskin. “We are fortunate to be close to the best translation resources in the industry—our customers—to help us meet this challenge.” He welcomes all comments and suggestions from TRADOS users (michael.kidd@trados.com).

The Onionskin has a few to set the ball rolling.

1. Clients burned by sub-standard translations—the can-do attitude of generalist suppliers grappling, then floundering, with increasingly specialized texts comes to mind—can be wary, and understandably so. Justifiably so. But just as “all texts, all languages, overnight delivery, low prices” should set red lights flashing, using in-house translations produced by non-natives operating without a safety net is asking for trouble. Time for a corporate translation policy—and yes, we mean you, TRADOS.

2. Surely it is about time translation suppliers capable of producing expert texts in specialized fields began reacting to glitches like the phrasing of the TRADOS invoice. We know you are out there. Yet of all the translators and translation companies that received this invoice, only one took the time to speak out—and to us, not TRADOS. Marketing 101, anyone?

**Bihn’s Bilingual Bag Bonanza**

Bilingual labels go with the territory for exporters of textile goods, and Tom Bihn, Inc. of Port Angeles, Washington, is no exception. The company (2003 sales: $500,000) has 10 employees and specializes in laptop backpacks, notebook cases, messenger bags, and briefcases featuring eye-catching designs.

In March, one of its products caught not one, but many eyes after Internet blogger Chris Brown flagged an addition to the French text on a care label. Standard instructions (wash by hand/do not bleach/do not machine dry/do not iron) were translated into French for the Canadian market, with two extra sentences added on, but only in French: *We are sorry that our president is an idiot. We did not vote for him.*

A media whirl ensued, with widespread radio and television coverage. When The Onionskin phoned, Mr. Bihn stuck to his story: he has been trying, unsuccessfully, to learn French since high school. “The label appears to have been produced as an in-house joke by somebody in our production department, poking fun at me,” he said. Mr. Bihn is founder and president of the company.

Labels are translated by a supplier in Montreal, he continued, “but we have no reason to believe that the error was introduced at that level.”

At any rate, Mr. Bihn takes full responsibility for the label. He insists, too, that Tom Bihn, Inc. “would not call any president an idiot except the president of our own company, of course.” Of course.

As irate supporters of President Bush protested on the company’s website forum (www.tombihn.com), other correspondents wrote in to ask where they could buy the bags, which sell for $50 to $100 each.

The news has doubled the company’s sales (“whoever added
the Chinese mainland. Apocryphal? Perhaps. But to avoid being left holding the bag, it certainly makes sense to link up with a reliable translation supplier and conduct regular spot checks.

With thanks to Philip Boyden, Marie Desy-Field, Terence Lewis, Rupert Swyer, and Alan Wheatley.

Tombstones in Seattle Continued from page 28

Washington Poets’ Association, and the recipient of a lifetime achievement award from Poets West. Pieter arranged the program so that Sarah read her wonderful poem “An Orange for Rosie” at the very end. As Pieter put it, he “wanted Sarah’s poem to end with a Russian echo.” I was honored to provide this “echo.” I found the experience of translating her work cathartic. I have provided the original poem by Sarah and my humble effort at its translation (see page 28).

What could be more rewarding than such an experience!? It does pay off tenfold. I extend my appreciation to Pieter Zilinsky for giving me this opportunity.

Ann: The chance to help others enjoy fantastic artwork and beautiful poetry was a pleasure in itself, but Larissa experienced another benefit from her volunteer efforts. Through the connections she made at the FRAEC meeting, she joined up with another artist who is committed to making Russian painters better known in this country. This reinforced my conviction that when we volunteer, we often receive unexpected professional benefits as well. One cannot count on them, but they do often follow as a result of becoming better known in the community.

Larissa: The story, once begun, seems to be enjoying a life of its own involving me in it. This is the background information for its current continuation. My good friend Olga Galygina, from my home city of Novokuznetsk (Western Siberia), is an accomplished art connoisseur and the owner of a picture gallery called “Siberian Art.” Olga has undertaken a huge, unparalleled, and highly ambitious project of creating a catalog entitled 100 Best Artists of Siberia. The catalog is supposed to cover art in 10 big regions of Siberia. When I was at home last summer, I offered to translate the catalog into English. Olga gladly agreed. Now the job is almost done; only two regions remain. In the course of my work, I had my friend and former student of Russian, Cydney Gillis, help me with the project. I am thankful to Cydney for her time and invaluable assistance.

The benefits I got from this project are hard to overestimate. It is as if I personally got acquainted with the most famous and talented artists of my homeland and got to know about numerous museums and galleries and their various projects both at home and abroad. But what warms my heart most of all is that when the catalog is published, hopefully it will make it possible to advance Siberian art, which still remains terra incognita in the West. I hope I will be able to contribute to this cause through the connections I made because of my volunteer work. I want to believe that this story will have an open end, taking shapes and forms impossible to predict, serving to benefit the art world and the community at large.
Dictionary Reviews

Compiled by Boris Silversteyn

Silversteyn is chair of the ATA Dictionary Review Committee.

Encyclopédie Hachette Multimédia – 2004 (v. 7.0 Intégrale)
Publisher: Hachette Multimédia/Hachette Livre 2003
Publication date: August 2004
ISBN: 3-597-660-00-4-532
Price: 80 euros
Available from: www.fnac.com

Reviewed by: Françoise Herrmann

The Encyclopédie Hachette Multimédia (EHM), Version Intégrale 2004, is a stellar CD-ROM tool that French translators will definitely want to include in their digital libraries. Recipient of the prestigious French Department of Education “RIP” label (Reconnu d’intérêt pédagogique), this reference tool offers easy, immediate, and flexible access to the equivalent of 40 encyclopedic volumes of information, in addition to two dictionary extensions in the unabridged umes of information, in addition to two dictionary extensions in the unabridged umes of information, in addition to two dictionary extensions in the unabridged umes of information, in addition to two dictionary extensions in the unabridged umes of information, in addition to two dictionary extensions in the unabridged umes of information, in addition to two dictionary extensions in the unabridged umes of information, in addition to two dictionary extensions (DFH and DHO), which are both supplied with the EHM installation.

The three CDs that are included in the package allow you to install the EHM application according to one of three options: standard, requiring 600 MB of hard drive space and the use of one CD; minimum, requiring 300 MB of hard drive space and the use of two CDs; or complete, requiring 1.2 GB of hard drive space and using no CDs. Compression wizardry allows you to install complete copies of both dictionary extensions (DFH and DHO) using a minimum amount of hard drive space (about 90 MB per application), so that you can always use the dictionaries concurrently when you are running an incomplete installation of the EHM, or when you are using one of your other digital translation tools on CD-ROM. You may also choose to install incomplete and custom copies of both extension dictionary applications.

Once you have completed the installation of the EHM and the two dictionary extensions, the substantial content offerings listed in Table 1 on the following page will be available for fingertip access and consultation.

The impressive amount of digital information that the EHM provides would be quite daunting and unmanageable for users if it were not for the application’s exemplary qualitative dimensions and impressive procedures for consultation and retrieval. Both of these aspects are reviewed here.

By definition, an encyclopedia is “a book, or set of books, containing a set of articles relating to all branches of knowledge.” However, it is important to point out the differences between the dusty, allergen-laden tradition of print encyclopedias, consulted in linear flip-page modes, and the emerging tradition of electronic encyclopedias with multimedia mega-information processing, direct access, congenial natural language database querying, search engines extending beyond the boundaries of the application to the World Wide Web, and hypertext links to information. Diderot and D’Alembert’s 18th-century encyclopedias, as beautiful seminal relics of the past, as well as all subsequent encyclopedias published up to the end of the 20th century, fit the aforementioned definition. The electronic encyclopedias of the 21st century, and the EHM in particular, however, are truly different tools, even if the scope of knowledge and ways of circumscribing it are still at issue, and of equally vivid interest to translators, who work in fields with ever-changing frontiers of knowledge.

Prior to embarking on enjoyable searches in the EHM, as well as discovering the design that enables them, you will be happy to know that one of the hallmarks of this tool is user-friendliness. The succinct 24-page manual...
Dictionary Reviews Continued

Table 1: Contents of the *EHM Version Intégrale 7.0 – 2004*.

<table>
<thead>
<tr>
<th>Encyclopédie Hachette Multimédia (EHM)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 encyclopedic articles and 65,000 definitions (equal to 40 encyclopedic volumes, or 25 million words)</td>
<td></td>
</tr>
<tr>
<td>17,000 media files [consisting of stunning photographs, drawings, historical maps, animations, videos, slide shows, sound files (including readings of original documents), QuickTime 3-D image files, interactive files, charts and tables]</td>
<td></td>
</tr>
<tr>
<td>A world atlas (including interactive, geopolitical, thematic, and relief maps, satellite pictures, 3-D image files, flags, sound files for national anthems, and a database of 30,000 facts for 193 countries)</td>
<td></td>
</tr>
<tr>
<td>An interactive and multimedia chronology of world events from prehistoric times to the 21st century (current through to events of the first half of 2003)</td>
<td></td>
</tr>
<tr>
<td>A selection of 3,500 websites, opening directly within the <em>EHM</em> desktop and hyperlinked to the rest of the <em>EHM</em> contents</td>
<td></td>
</tr>
<tr>
<td>142 thematically organized multimedia and interactive summary files (aide-mémoire)</td>
<td></td>
</tr>
<tr>
<td>A Mosaic function for random access discovery of the <em>EHM</em></td>
<td></td>
</tr>
<tr>
<td>A Quiz with 2,000 questions</td>
<td></td>
</tr>
<tr>
<td><strong>Dictionnaire français Hachette (DFH)</strong></td>
<td></td>
</tr>
<tr>
<td>65,000 definitions</td>
<td></td>
</tr>
<tr>
<td>25,000 proper nouns</td>
<td></td>
</tr>
<tr>
<td>125,000 synonyms</td>
<td></td>
</tr>
<tr>
<td>Complete conjugation tables</td>
<td></td>
</tr>
<tr>
<td>Floating pop-up icon</td>
<td></td>
</tr>
<tr>
<td><strong>Dictionnaire Hachette Oxford (DHO)</strong></td>
<td></td>
</tr>
<tr>
<td>350,000 words</td>
<td></td>
</tr>
<tr>
<td>550,000 translations</td>
<td></td>
</tr>
<tr>
<td>Lexical usage notes</td>
<td></td>
</tr>
<tr>
<td>Grammatical notes</td>
<td></td>
</tr>
<tr>
<td>Sample French and English letters and documents</td>
<td></td>
</tr>
<tr>
<td>Sample French and English advertisements (with pop-up explanations and commentary)</td>
<td></td>
</tr>
<tr>
<td>Conjugation tables for French verbs and a list of irregular English verbs</td>
<td></td>
</tr>
<tr>
<td>4 maps (Europe, Administrative France, North America, and the U.K.) with a search function</td>
<td></td>
</tr>
<tr>
<td>The Oxford Superflex application, enabling future addition of Oxford University Press reference books to be searched and used in conjunction with the <em>DHO</em></td>
<td></td>
</tr>
<tr>
<td>Cross-listing of the contents of the dictionary, allowing for various types of searches</td>
<td></td>
</tr>
<tr>
<td>Word processing functions</td>
<td></td>
</tr>
</tbody>
</table>

included in the CD-ROM package will encourage you just enough to take the immediate plunge with installation. And if you are still hesitant, simply dragging your mouse across any of the icons of the toolbar will bring out pop-up balloon explanations for each of the function buttons. Finally, if you were to insist on more in-depth instructions, you could always print out the 79-page PDF *Guide Pédagogique* that is also included as part of the CD-ROM package.

Once you are really ready, however, I suggest you temporarily suspend all search-oriented activity to follow the guidelines of the homepage menu, and click on “*Découvrir l’encyclopédie avec la Mosaïque*” (Discovering the encyclopedia with Mosaic). This is a random access function to a changing collage of images included in the *EHM* that supplies what is perhaps the gentlest and most seductive initiation to an electronic tool that has ever been designed (See Figure 1). With Mosaic, you will have entered an often much regretted mode of “flip-page” perusal that lets you randomly discover, with no particular objective, some of the contents and organizational features of the tool. Clicking on one of the images will make it pop-up full screen, allowing you to find your way to the key tab at the top of the image, where you can access references, and to the links tab next to it, which will then bring up the index of related documents and media files. So, before you have had time to even think about the process, you will have already plunged into the *EHM* and experienced a feel for the multiple relationships among objects and glimpsed at the exponential possibilities of harnessing them to perform your own searches for information.

Similarly, in the perusal and discovery mode, you may want to initially just browse the Chronology, a graphically stunning interactive timeline application that you can query in multiple ways, and which is current from prehistoric times all the way
through to events occurring mid-2003. Like discovery with the Mosaic function, browsing the Chronology offers a wonderfully user-friendly, hands-on introduction to the EHM, with no instructions or user manual-based learning curve, other than the lure of elegant images, and their presentation, and your own interests and desire to explore them. This intuitive encounter with the EHM again impressed me as possibly the most transparent and enchanting introduction to a tool I have ever experienced.

Moving out of the browsing and intuitive mode into a search-oriented querying mode, I performed two searches of varying technical specificity in an endeavor to highlight both the capacity and usefulness of the EHM. My first search was designed to elicit information concerning body joints, in order to gather general background knowledge for consecutive interpretation in patient-doctor medical consultations. Using the standard search mode, I typed in “articulations” (body joints) and clicked “OK.” The initial results included a list of 72 multimedia documents, flagged with icons indicating definitions, encyclopedia articles, video clips, drawings, photographs, and summary cards. Nine of the documents, termed “Results from the index of titles,” were documents where the query appeared as a title word in the index of documents. Sixty-three documents, termed “Results from multiple-criteria lists,” corresponded to documents where the query was either listed as an item in one of four advanced search cross-listings (themes, places, type of document, and chronology) or, by default, as a word occurring anywhere in the documents. This initial listing, however, was only the starting point of consultation, since clicking each of the documents opened a window, hyperlinked to the rest of the encyclopedia, which contained more links to related information. Thus, my search for information about joints (see Figure 2), with an open encyclopedia article...
window, sent me clicking to each separate joint in the list to the left. Most importantly, this search led me through the linked audio-video clips to clear, animated explanations of joint movement and the terms that differentiate them (such as supination, pronation, adduction, and abduction). It is this immediately abundant, and subsequently dazzling variety, and exponential treatment of information that differs so strikingly from print modes of encyclopedia consultation, and that you will find so pleasant and easy when using the EHM.

My second search for information, with an increased level of technical specificity, concerned 140 different “dental burs” (those rotary cutting instruments of torture used to drill, excavate, and polish teeth) within the context of translating a website and online catalogue featuring such products. Considering that the term “fraise” (for bur) in French is polysemic, I selected the advanced search mode (with “dentisterie” in the “Theme” field and “fraise” in the “Word” field) and clicked “OK.” As the results offered only an abundance of general dentistry information and did not supply me with enough detail to identify the 140 burs I was translating, I searched Yahoo! directly from the standard search field without opening my browser (see Figure 3). The Yahoo! search led me to a website in France that sold the same kinds of products, which I then saved as a web document within the application, linking it to the rest of the content. Thus, the advanced search mode of the EHM, in addition to searching all the encyclopedic volumes, allows you to conduct web searches without leaving the application and to import the results and save them as linked files. This enables you to customize and supplement the information already culled by the EHM; a design feature that comes in sharp contrast with both the printed encyclopedic tradition originating in the 18th-century and other 21st-century electronic tools for translators, which offer no comparable options for updating contents and completing information.

Beyond this impressive 40-volume multimedia encyclopedia and the design that extends the boundaries of print-based information to the web, matching technological capacity with both the encyclopedic desire to capture continuously expanded frontiers of knowledge and the translator’s need for access, there are still two more linguistic dictionary tools included in the unabridged version of the EHM 2004: the DHO and the DFH. A fair coverage of these information-packed tools would require two separate reviews since the design of each application is different. Alternatively, the following represents some of the more salient features.

The monolingual DFH includes a synonyms dictionary, so that for each term searched, you may access either definitions or synonyms. The DFH is also completely hyperlinked, allowing you to call up synonyms or definitions for any word that appears in the results window. Finally, in a variation on the design of the pop-up function, the DFH application collapses into a small floating icon that you can conveniently place anywhere on your desktop for access at any time you are working with another application.

The bilingual DHO offers more electronic features in the form of cross-listings in addition to the standard headword listing. This allows you to harvest all occurrences of a
particular term on both sides of the dictionary in the full text listing, for example, or to search for idioms and abbreviations in separate lists. The DHO also contains a new SuperLex function designed in anticipation of future Hachette-Oxford electronic tools that you will be able to search from the DHO desktop. Thus, when your searches are full-text, for example, this function will be able to return results for all of the tools linked via SuperLex to the DHO. Conceivably, this could be tremendously useful, if, for example, monolingual dictionaries or even encyclopedias were linked at some point in the future, enabling you to combine your searches and to find definitions or additional context for translated terms. Beyond these sophisticated search modes and provisions for the future, there are a variety of bonuses included in the DHO, such as the small advertising documents, wonderfully glossed with pop-up expansion and translations of abbreviations (see Figure 4); model correspondence; lexical usage notes; and a map search function. Regrettably perhaps, both the DFH and the DHO applications are based on paper editions printed in 1998. Far from obsolete, use of these editions nonetheless appears in sharp contrast with the novelty and updated efforts of the EHM 2004, v. 7.0.

In conclusion, the EHM is a spectacular tool with outstanding features, such as: an enchanting and truly intuitive user-friendliness; exceptional graphics, animations, interactive drawings, photographs, and video clips; a design allowing for exponential and dynamic multimedia presentation of information; and gateways for searching and importing information from the web and elsewhere. Considering all these features, one may only wonder, ultimately, why our ultra-specialized dictionaries are not already multimedia with interactive graphic manipulations, and why such modular designs as those enabling direct update of the content via the web have not become standard features for all of our electronic tools. In the interim, take the plunge and enjoy! This is a reference tool you won’t want to miss.

Françoise Herrmann is a freelance translator and interpreter for French and English (sometimes Spanish) based in San Francisco, California. She occasionally teaches scientific translation at the Monterey Institute of International Studies. Contact: fherrmann@igc.org or www.fphd.org.

Dictionary of Psychology and Psychiatry (Volume 1: English-German, Volume 2: German-English)/Wörterbuch der Psychologie und Psychiatrie (Band 1: Deutsch-Englisch, Band 2: Englisch-Deutsch)
Author: Roland Haas (Dipl. Psych.)
Publisher: Hofgrefe & Huber Publishers:
Cambridge, MA; Göttingen, Germany
Publication date: 2003
ISBN: 0-88937-301-9
Price: $169; Euro 169
Available from: Publisher or Amazon.com
No CD-ROM available

Reviewed by: Maria Rosdolsky

In the second edition of this two-volume dictionary (English-German, German-English), about 4,000 new terms have been...
added. According to the publisher, each volume contains more than 30,000 terms. Terminology from the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV) and the International Classification of Diseases (ICD-10) has been included. The terms of these classification systems are, however, not marked as such. The new German spelling has been used, and the British and American spellings were also included. Entries start with the British term, followed by the American term. American terms are cross-referenced. Exceptions are terms with the endings –ise (-ize) and –isation (-ization). For these terms, only the British spelling was included. Following the entries, each volume contains a list of abbreviations. The dictionary not only contains psychology and psychiatry terms, but also terms from other sciences such as neurology, neurophysiology, neuroanatomy, neurobiology, general anatomy, general physiology, general medicine, pharmacology, radiology, and statistics.

**Table 1**

<table>
<thead>
<tr>
<th>Selected Term</th>
<th>Present</th>
<th>Translated Correctly</th>
<th>Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>dream displacement</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>memory illusion</td>
<td>no</td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>obnubilation</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>psycherhexic</td>
<td>no</td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>posthypnotic suggestion</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>social setting</td>
<td>no</td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>overcompensation</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Psychalgia</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>hyphedonia</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Menticide</td>
<td>yes</td>
<td>yes</td>
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<table>
<thead>
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<th>Selected Term</th>
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<th>Translated Correctly</th>
<th>Present</th>
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<tbody>
<tr>
<td>bathophobia</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Neolalia</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>half-way house</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>incompatible response</td>
<td>no</td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>external inhibition</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>intelligence scale</td>
<td>no</td>
<td></td>
<td>no</td>
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<tr>
<td>negative reward</td>
<td>no</td>
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<td>divergent thinking</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>crossparental identification</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>cultural transmission</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>
**Structure**

Main entries and subentries (terms consisting of more than one word following the main entry word) in the source language appear in bold. Subentries are listed under the first noun of the term. Subentry terms, in which the main entry is the first word, are listed first, followed by lists of subentries, in which the main entry word is preceded by one or more words. For example, all terms related to behavior are listed under behavior. Subentries include behavior analysis (Verhaltensanalyse), behavior disorder (Verhaltensstörung), aggressive behavior (aggressives Verhalten), and antisocial behavior (antisoziales Verhalten). In this case, there are two lists under one main entry. In other cases, there are several lists under one main entry.

### Table 2

<table>
<thead>
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<th>Selected Term</th>
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<tr>
<td>Alpha-Alkoholismus</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>fluktuierende Aufmerksamkeit</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>larvierte Depression</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Gefühlsverödung</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>pathogenes Geheimnis</td>
<td>no</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Konfliktreaktion</td>
<td>no</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>schizophrener Schub</td>
<td>no</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Sozialhygiene</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>paranoische Wahnidee</td>
<td>no</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Zwangslachen</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Selected Term</th>
<th>Present</th>
<th>Translated Correctly</th>
<th>Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ersatzbefriedigung</td>
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<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Identitätskrise</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Metakommunikation</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Kausalitätswahrnehmung</td>
<td>no</td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>Haftpsychose</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Sinntherapie</td>
<td>no</td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>Vorstellungstyp(us)</td>
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<td>yes</td>
<td>no</td>
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<tr>
<td>soziometrischer test</td>
<td>yes</td>
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<td>no</td>
</tr>
<tr>
<td>Psychogramm</td>
<td>yes</td>
<td>*</td>
<td>yes*</td>
</tr>
<tr>
<td>Lalophobie</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
</tbody>
</table>

*Two translations are given. The first translation (psychogram) is correct; the second translation (psychograph) is incorrect.*
The genders of German nouns are indicated following each noun. There are no definitions or explanations, no syllabifications, and no pronunciation of terms. A slash (/) is used to separate subentries (e.g., behavior Verhalten n, Benehmen n / ~ adjustment Verhaltensanspassung f /). A vertical line (|) is used to indicate the part of a main entry that is repeated in the subentry or subentries (e.g., Paralalie f paralogia / ~lyse f paralysis, palsy / juvenile lyse f juvenile paralysis).

Quality

The dictionary covers a large number of terms related to psychology and psychiatry, which is certainly very useful for German→English translations of texts related to these fields. The structure of the dictionary is such that it is relatively easy to use. Larger numbers of subentries following one main entry may be somewhat confusing. For example, subentries following “Störung” are divided into several lists that are not separated from one another. This makes it difficult to quickly find a specific subentry. First, there is a list of terms consisting of “Störung der ....” followed by terms consisting of “Störung des ....” followed by terms consisting of “Störung durch ....” etc. Some translations are awkward, for example, “Störung des Nervensystems” for “nervous system disorder” (“neurologische Erkrankung” would be better). In some cases, terms have different meanings and their uses for different purposes are not indicated. For example, “Übertragung” is a psychoanalytic term that also has other meanings. The English translations for “Übertragung” include “transfer, transference, transmission, carry-over.” “Transference” should be marked as the psychoanalytic term in order to avoid confusion.

Terms relating to areas other than psychology or psychiatry are not indicated as such. Although the selection of terms from other areas for a psychology/psychiatry dictionary is subjective and can be debated, I believe the dictionary includes too many terms that are not directly related to these two fields. There are many neuroanatomical terms, although the neuroanatomical terminology is incomplete. For example, in the German-English volume, under “Gyrus,” there are only four gyri listed (gyrus angularis, −cinguli, −postcentralis, and −praecentralis). There is no obvious reason for selecting these particular gyri. The gyri of the limbic system are (with the exception of the gyrus cinguli) not listed, although they are of importance with regard to human emotion and behavior. Thirteen nerves, apparently picked at random, are included. In addition, there are, in my opinion, too many terms that can be found in any dictionary (“filler” words). Examples include injection, inadvertently, beg, applicable, surprise, newborn, and innovation. I believe a specialized dictionary should be limited to the specific terminology of the field(s) it covers. A random selection of terms from other areas is useless and may cause frustration, because the user will expect more complete terminology in these areas.

A quick scanning of the two volumes revealed three errors:

1. “Darreichungsformen” was translated as “drug administration methods” (should be “dosage forms”)
2. “Interoceptive system” was translated as “Eingeweidenervensystem” (should be “interoceptives System”; the interoceptive system is a cerebral region)
3. “Optische Halluzination” was translated as “vision, photism” (should be “visual hallucination”; in German, “optische Halluzination” is the same as “visuelle Halluzination”)

I also found inconsistencies under the main entry for “Angst.” In some cases, “Angst,” when translated as a specific phobia, is combined with “krankhaft.” All phobias are “krankhaft”; therefore, this adjective is not needed. If it is used, however, it should be used consistently, and preferably in parentheses. I found one spelling error: dismorphophobia (should be dysmorphophobia).

Most of the abbreviations in the two lists at the end of each volume are not related to psychiatry or psychology, and seem to have been chosen at random. I randomly selected 10 psychiatry/psychology-related terms from four monolingual dictionaries to determine whether they were present in the reviewed dictionary and if they had been correctly translated into the other language. I also checked whether these terms could be found in a medical English→German dictionary (see Tables 1 and 2).

Conclusion

Haas’ Dictionary of Psychology and Psychiatry is easy to use and provides extensive vocabulary in these and related areas. The random samples comparing entries with monolingual psychiatry/psychology dictionaries and a general medical dictionary are small, but suggest the inclusion of a high percentage of specific terms. As seen in all dictionaries, there are some errors and inconsistencies. The dictionary is useful for translators working in the fields of psychiatry and psychology. Translators must be aware, however,
that the coverage of the related fields mentioned here is incomplete. The additional use of monolingual dictionaries is recommended.

Maria Rosdolsky holds an M.D. from the University of Vienna, Austria, worked as a physician in Austria, Switzerland, and Germany, and specialized in neurology and psychiatry. Since 1980, she has lived in or near Philadelphia, and has worked as a biomedical information specialist, manager for a biomedical information department, medical writer, German teacher, and English-German medical translator. She has translated medical material for more than 20 years and worked as a freelance medical translator for the last 12 years. She has also contributed and edited entries for a German-English medical dictionary, and teaches German-English medical translation online at New York University. Contact: mariaros@aol.com.

**Zenkoku Chimei Ekimei Yomikata Jiten**  
(All Japan Dictionary of Readings of Place Names and Station Names)  
ISBN: 4-8169-1622-9  
Publisher: Nichigai Associates  
Publication date: 2002  
Price: 7400 yen, or about $68  
1,377 pages (includes 124 pages of indices)  

**Key features:**  
- Comprehensive (117,300 entries)  
- Indexed by stroke count and on and kun reading  
- Addresses allow you to choose between multiple readings  

**Reviewed by:**  
Robert C. Albon  

Up until finding Nichigai, I had relied on O’Neill (*Japanese Names* [1990]) when looking up Japanese place names. Although far from comprehensive, it is the only Japanese dictionary I have been able to find on the U.S. market that allows one to look up place names.

Unfortunately, O’Neill has only 4,400 entries for place names. Not only is it less than comprehensive, but there are also multiple entries for particular character combinations without any means for the user to select the most appropriate rendering. For example, there are various ways to pronounce the characters used to write the popular place name 青葉, including Uemura, Wamura, Kamimura, Uwamura, and Jouson. Conversely, -sone, a common element of place names that etymologically refers to a narrow rocky area, may be orthographically represented by [曾], [梅], [雑], or [曾], but O’Neill does not provide a way to determine which is the correct rendering under different circumstances.

For the translator, guessing which rendering to use is not an option. When I translate Japanese family registers (in Japan, the family register is roughly equivalent to a U.S. birth certificate) for submission to the U.S. Citizenship and Immigration Services (USCIS) [formerly the Immigration and Naturalization Service (INS)], the correct transliteration of place names is absolutely necessary. Any inaccuracy on my part could become part of the client’s permanent records.

If the client is available, I can verify the correct rendering of a place name with him or her. However, in some cases, the client may not know what is correct. For example, a divorcee may not know the correct rendering of the former spouse’s family register location, which is recorded on a Japanese register. In this case, contacting the former spouse would be awkward at best. In some cases, the client might not know the rendering of the location of their own family register. Unlike in the U.S., where the birth certificate is kept at the bureau of vital statistics where the person was born, in Japan the family register is kept at the historical family seat and may have nothing to do with where the person was born or their family now lives.

There are times when the client may ask the translator to guess, but since I am certifying the translation, not them, I feel obligated to verify the correct place name.

Of course, family registers are not the only time that place names appear on legal records. They also appear in patents, in the minutes of meetings, school records, etc. Sooner or later we all have to verify the rendering of a place name, and not even native speakers may rely solely on their personal experience.

Calling the prefectural office to verify a place name is an option. However, this might not be very cost effective when calling long distance or from outside Japan, or if the translation deadline conflicts with the prefectural office’s business hours.

Well, now you can let your fingers do the walking. With 117,300 place names and two indices allowing you to look for entries either by pronunciation or by stroke count, Nichigai’s dictionary is quite comprehensive and a snap to use. The index is written in hiragana and katakana syllabaries, and includes both on (Sino-Japanese pronunciation written in katakana script) and kun (native Japanese pronunciation written in hiragana script) entries. If you don’t know the pronunciation, you can
also look up entries by stroke order. Best of all, place names with multiple renderings include addresses so that you can verify you have the correct place name. As a testament to this dictionary’s ease of use, I was able to quickly locate the following Kumamoto place names I was transliterating for some linguistic research: Minamisaku County (南佐久郡); Uemura Town (上村町); Kuma County (熊野郡); Uto-shi (宇土市); Tamana-shi (玉名市); Taragi-machi (多良町); Menda-machi (免田町).

Nichigai even includes such locations as Habomai (Habomai) in the Northwest Territories, which is claimed by Japan (according to Nichigai, it was incorporated in Nemuro-shi, Hokkaido), but administered by Russia. However, other place names are not included. For example, Karafuto (a Japanese name for Sakhalin) is not included, as it is no longer considered part of Japan. Some historical researchers may be disappointed, but for your average user, this is not really a problem. In fact, if you are translating a Japanese family register and the place name does not appear in Nichigai, it is probably a Chinese or Korean place name (it has happened to me).

While not exactly a pocket dictionary at 1,377 pages, Nichigai is easily held aloft in the palm of one hand, leaving the other hand free to leaf through the pages. It may also be laid face-up on the desktop without flipping shut and losing your place. The font is also easy on the eyes.

There are, of course, many websites (such as these favorites provided by Herman Kahn—http://search.post.japanpost.jp/7zip and http://yuujirou.inac.co.jp) that allow you to paste in characters for place names and provide pronunciation and addresses with the click of a button. However, despite the convenience of these sites, some in-house translators are required to work on computers without Internet access, and especially in Japanese, many clients still send us scans and not text that we can cut and paste. Therefore, there may still be a place on your bookshelf for this reference.

The dictionary may be ordered from the publisher (www.nichigai.co.jp/newhp/whats/chimei.html) as well as from Kinokuniya (http://bookweb.kinokuniya.co.jp).

Thanks to Herman Kahn and Harvetta Asamoah for their assistance while writing this review.

Robert C. Albon graduated from the University of Wisconsin-Madison in 1995. He has been translating professionally since 1992 (Japanese—English, Chinese—English, and French—English), specializing in Japanese—English military technology and Japanese—English biomedical research. He was an official Japanese interpreter at the 2002 Salt Lake Olympics, and currently lives in Sagamihara, Japan. Contact: rob@albon.us.

Don’t miss this event tailored to the needs and concerns of translation company owners and managers! The conference will begin with a private banquet on Thursday evening, July 8, in the 18th-floor Rooftop Café, with its beautiful view of the city. Friday and Saturday will be chock-full of informative and engaging concurrent sessions related to the business of translation as practiced by translation companies. On Sunday morning, there will be a buffet breakfast and working meeting, during which division business will be conducted. Check out the TCD website—www.ata-divisions.org/TCD/index.htm—for registration forms and more info.

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The Translation Inquirer  By John Decker

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. E-mail address: jdecker@uplink.net. Please make your submissions by the 25th of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is gratefully acknowledged.

Last month, I mentioned the new ferry (www.thebreeze.com) linking Rochester with Toronto, and suggested that for anybody who finds it convenient, a two-and-a-half-hour trip each way to ATA’s conference in October might be fun. I certainly would enjoy the company. I should also mention that another factor you need to take into consideration when deciding if this route is best for you is the fee the company charges for keeping your car at the Rochester ferry terminal, which is comparable to long-term parking at a big-city airport. The company was not able to give me a firm quote of how much it was per day, but it is a little less cost-advantageous than I reported in the May issue.

[Abbreviations used with this column: E–English; F–French; G–German; I–Italian; R–Russian; Sp–Spanish.]

New Queries

(E-F 6-04/1) This one from a Lantra-l member has to do with the flowery introduction to a speech prior to a concert sponsored by Daimler-Chrysler. The word in bold print is the problem word: Honoured members of the Portuguese government, referent, excellencies, etc. Who wants to supply decent French for problem word?

(E-G 6-04/2) The jargonish verb to benchmark is obviously a problem if the target language is German. What could be used: “Bewerten? Würdigen? Taxieren? Einordnen?” Here’s the context for this monster: The Final Progress Report was presented in February. It benchmarks the current situation and what has been done under the umbrella of the Action Plan.

(F-E 6-04/3) What, in Canadian French, is a “conjoint” or “conjointe”? Does it refer to someone married to the person who is the subject of the sentence or whatever? Is it a partner, or what?

(F-E 6-04/4) For this query, some expertise in bookbinding is desirable. The documents being translated are about a binding machine capable of scoring lines (“rainages”) on book covers for easier opening. Also mentioned are “rainages de courtoisie,” which proved impossible to crack, even with the help of search engines. What are they?

(F-E 6-04/5) A Lantra-l member wondered what the usual translation was in English of “publireportage.”

(F-E 6-04/6) How, asks a Lantran, is “diffusants” to be understood in the following sentence: “XXX souhaite renforcer leurs collaborations sur les domaines scientifiques diffusants tels que: Micro-nanotechnologies, nouveaux matériaux, Biotechnologies appliqués à la Santé; technologies de l’information et de la Communication.”

(F-E 6-04/7) Is short robe a good translation of the Quebec term for a garment, namely “jacquette”? This comes from a Lantra-l denizen.

(F-E 6-04/8) This problem came from a list in a service contract for Caterpillar heavy equipment: “pneumatiques et chaînes de roulement en caoutchouc.” The Lantran who presented this problem thought that the bold-print term meant only chains on the tires, but why are they “en caoutchouc?” It raises doubts about whether this might be something related to the “train de roulement.”

(G-E 6-04/9) Tina Banerjee wants to know how one translates “Wähler” in the context of option dealing. “Wähler” is a partner in option-dealing who can supply or rescind after the premium is paid. Her particular problem was with “Wählerposition im Geld.” What does it refer to?

(G-E 6-04/10) Sorry, no more context is available other than that it refers to civil engineering and construction, but a ProZ correspondent wonders about “Tennenfläche.” It is only fair to say that the original intent was to find a Hungarian equivalent.

(I-E 6-04/11) A ProZ member asked about the meaning of “il ricorso in ogni grado” from the world of contracts. The context phrase: was “il ricorso in ogni grado davanti alle competenti autorità, commissioni, ecc.” What is it?

(R-E 6-04/12) This query is less a question of what is going on than a question of good English quality-control jargon for the phenomenon. Two types of inspection are mentioned in the USSR industry standards: контрольный контроль and выборочный контроль. Based on the word инспекция, the former literally means piece-by-piece inspection, in which all items from a batch are checked. What is acceptable for this in the world of quality control?

(R-E 6-04/13) Due to garble caused by the computer, the query presented here (from Lantra-l) might not be exactly the one that was originally made, but the Translation Inquirer believes that it referred to как баран на новую вороту, a phrase meant to indicate someone paralyzed by having to make an unexpected choice. Any ideas?

(Sp-E 6-04/14) Spain has an institution called the UNED (Universidad Nacional de Educación a Distancia), and a Lantra-l user wants to know if there is a standard rendering for this in English.

Replies to Old Queries

(E-Sp 3-04/3) (goop): Michael Ferreira offers “espuma extintora,” an extinguishing agent, chemically
or mechanically produced, that blankets and adheres to the fuel, thus reducing combustion. Alternatives: agente extintor, extintor de agente químico, gel extintor. These come from the Internet and aeronautical manuals.

(F-E 4-04/2) (“être dur à mon corps”): Stephanie Tramdack Cash has three possible English renderings, the last deliberately ungrammatical: I’m tough; I’ve got a pretty tough hide; Pain don’t matter none. She suggests that this phrase has its roots in France, or is a translation from a Native American language.

(F-E 4-04/3) (“En répondant aux besoins fondamentaux…”): Diana Cline suggests that the following solution to a problem is quite straightforward: In meeting the basic needs of young people, the family, the school, and the community help them to develop and make the successful translation to adulthood. For the original, see page 43 of the April Chronicle. Stephanie Tramdack Cash suggests: In meeting basic needs of young people, the family, the school, and the community help them to grow and to negotiate the path to adulthood.

(G-E 2-04/8) (“Blutdurchfluss” vs. “Blutfluss”): Kriemhilde Livingston defines the former as circulation, and the latter as bleeding, blood flow, hemorrhage.

(G-E 4-04/5) (“Schlichtungsgang”): Dieter Wältermann says this seems to be a variant of “Schlichtgang,” which he defines as finishing cut. Randall Condra wonders if this might be a typographical error for “Schlichtungsgang,” which might mean polishing or finishing step.

(R-E 3-04/10) (выполнено под специальным инструмент): Steven Hassman believes that what the author intends to get across to the reader in this passage is that the head of the bolts in question has been designed so as to be loosened or tightened only by using a special instrument. Examples: bolts used in rest-room stalls that can be turned to the right (thus tightened), but not to the left by a normal screwdriver. This measure presumably protects against vandalism. His suggestion for the phrase in question on page 47 of the March Chronicle: to disassemble X operators use bolts which work only with specially designed wrenches.

(Sp-E 2-04/13) (NBI): Nehama Winecki does not dispute that this refers to “necesidades básicas insatisfechas” (unmet essential needs), but U.S. population studies use different terminology. Her U.S.-oriented translation would be: Below the Standard of Living or Below the Standard of Living Basic Needs.

(Sp-E 4-04/9) (“seguridad de suministro”): For this, Nehama Winecki prefers an assurance or guarantee of supply.

(Sp-E 4-04/10) (“energía comprimida”): As far as Nehama Winecki knows, this refers to gas. It can be a combination of gases in a container or tank. She doesn’t know why they would refer to it as compressed energy, but there must be some scientific reason.

Thank you very much for your various kind compliments about this column and your contributions to it. The Translation Inquirer will soon be compelled to buy larger hats.
When a genre is consistently translated badly, the harms are many. Many speakers of the target language will conclude that the genre is impossible to translate. Some will also conclude, illogically, that the genre is bad per se and not worth translating. Others may also conclude that all translation is impossible. And a very few may conclude that nothing in a foreign language is ever worth translating.

What genres are currently in translation trouble?

Nanette Gobel says in her article “Creative Adaptation” in the February 2004 Chronicle:

An increasing number of clients in the entertainment and advertising industry are no longer looking to hire translators for their scripts and ad materials. Instead, they are asking for “writers,” and mention specifically that they do not want a translation.


Much more serious damage has been done to music lovers by Twenty-Four Italian Songs and Arias of the Seventeenth and Eighteenth Centuries, first published by Schirmer in 1894. Still in print and used, it has trained generations of singers. A typical translation is the rendering of the arietta “Pur dicesti, o bocca, bocca bella” by Venetian composer Antonio Lotti (1667-1740). The translator, one Dr. Theodore Baker, gives singers “Mouth so charming, O tell me now, O tell me.”

No matter that it made no sense. Maybe they thought it was just some mid 20th-century spark of surrealist humor…but common sense (or whatever it is we translators have where other people have common sense) had told me at the concert that the word derived from the verb “cheminer” (ultimately from “chemin,” road)….The quintetters are delighted, now think they may be the only ones in the English-speaking world who know the name of their Milhaud piece.
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Upcoming Exams

All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at (703) 683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from the ATA website or from Headquarters.

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Approval process: While no approval is required, ATA chapters, divisions, and nationally accredited translation/interpreting programs in the United States are encouraged to submit an approval request to ATA Headquarters for record keeping prior to their classes, seminars, and conferences.

Examples: ATA Spanish Division Mid-Year Conference; NYU Translation Program online courses; Kent State University’s Terminology Summer Academy; conferences organized by the National Association of Judiciary Interpreters and Translators.

B. Other courses and seminars

Points: 1 point per hour for attending, 2 points per hour for teaching/presenting (up to 2 points per course or seminar).

Maximum: Up to 5 points in a 3-year period.

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Approval process: You will be asked to provide a statement at reporting time attesting that each course, seminar, or workshop relates to your specialization. You can claim the ATA ethics workshop only once.

For seminars and workshops on running your business, use the forms on pages 59 and 60 to submit instructor credentials and a session abstract, course description, syllabus, conference proceedings, or other supporting documentation to the Certification Program Manager at ATA Headquarters for approval, either before or after the event.

Examples: Financial Accounting course at the University of Vermont; California Bar Association online legal continuing education; training sessions on TRADOS, Déjà Vu, Star, Transit, and other translation-support tools; Pharmacological Update at the Georgetown School of Nursing and Health Studies.
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Points: 1 point for each current membership in a professional association of each type: translation/interpreting or specialization-specific.

Maximum: Up to 2 points per 3-year period.

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Approval required: Membership in a specialization-specific professional association.

Approval process: You will be asked to provide evidence of membership at reporting time. For specialization-specific professional associations, you will be asked to provide a description of the association and how it relates to your translation work.

Examples: ATA and ATA local chapters; National Association of Judiciary Interpreters and Translators; International Association of Conference Interpreters; Austin Area Translators and Interpreters Association; Société Française des Traducteurs; Society for Technical Communication; Society of Automotive Engineers; European Society of Clinical Pharmacy.

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Points: 1 point for each new certification or accreditation acquired from an approved professional organization or government agency.

Maximum: Up to 3 points per 3-year period.

No approval required: National Association of Judiciary Interpreters and Translators, Federal Court, and foreign sworn translator credentials.

Approval required: Other credentials.

Approval process: National Association of Judiciary Interpreters and Translators, Federal Court, and foreign sworn translator credentials are pre-approved, but proof must be provided. For other credentials, a description of the criteria for conferring the credential must be submitted to the Certification Program Manager at ATA Headquarters for approval. Attach a copy of the certificate awarded to your approval request.

F. Authoring articles or books

Points: 4 points for each new book published; 2 points for each new article published.

Maximum: Up to 4 points during the 3-year period.

Approval required: Published book on translation/interpreting. Published article on translation/interpreting in a professional journal/publication. (Translating a book or article is not counted as authoring a book or article.)

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American Translators Association  
225 Reinekers Lane, Suite 590 • Alexandria VA 22314  
Tel: (703) 683-6100 • Fax (703) 683-6122 • E-mail: Certification@atanet.org • Website: www.atanet.org

Refer to CE Guidelines in print or online at www.atanet.org for further information!

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<tr>
<td><strong>1. Name of requesting individual:</strong></td>
<td><strong>Daytime Phone:</strong></td>
<td><strong>ATA Membership Number:</strong></td>
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| **2. Event sponsor’s contact information**  
Name of Sponsor: |  |  |
| **Contact Person:** | **Email:** |  |
| **Address:** |  |  |
| **Phone:** | **Fax:** |  |
| **3. Event/presentation:** |  |  |
| **4. Brief description of content:** |  |  |
| **5. Speaker’s name & title:** |  |  |

*For conference or multi-day events, please list names and titles of speakers on a separate sheet*

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| **6. Date(s) of activity:** | **7. Time of activity:**  
(from)  
(to) |
|  |  |
| **8. Number of continuing education points requested:** |  |

*1 point per hour credit for seminars, workshops, and conferences, with a max. 10 points/event; 5 points max./university course*

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<td><strong>9. Signature of requesting individual:</strong></td>
<td><strong>Date:</strong></td>
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**For ATA Use Only**

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<td><strong>Points approved:</strong></td>
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<td><strong>Reviewed by:</strong></td>
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# Approval Request Form

**ATA Continuing Education Points (Groups)**

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<tbody>
<tr>
<td><strong>1. Event sponsor’s contact information</strong></td>
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</table>
| Name of Sponsor:  
| ☐ ATA Chapter/Division: ________________________________  
| ☐ Other*: __________________________________________  
| *Approval for non-ATA-sponsored activities must be sought by either the sponsor or the individual attending the activity |
| Contact Person:  
| Email:  
| Address:  
| Phone:  
| Fax:  |

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<tr>
<th><strong>2. Event/presentation:</strong></th>
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<th><strong>4. Speaker’s name &amp; title:</strong></th>
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| **5. Date(s) of activity:**  
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<td><strong>6. Time of activity: (from) (to)</strong></td>
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<td>1 point per hour credit for seminars, workshops, and conferences, with a max. 10 points/event; 5 points max./university course</td>
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| **8. Signature of requesting individual:**  
|--------------------------|
| Title:  
| Date:  |

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</thead>
</table>
| Points approved:  
| Comments: |
| Reviewed by:  
| Date: |
### Instructions for Completing ATA Continuing Education Approval Request Forms

#### General Information:
- ATA maintains a database of approved events at which ATA-certified members may earn continuing education points (CEPs).
- For events not listed, an ATA approval request form must be completed and submitted to ATA Headquarters.
- Approval may be requested either prior to an event or after an event, with the understanding that the approval may be denied if documentation is insufficient or if the educational content does not meet ATA criteria.
- Individuals and groups requesting CEPs will be notified by ATA Headquarters that the event has been approved for a particular number of CEPs or that approval is denied.
- Individuals must keep track of their earned CEPs and report them to ATA Headquarters every three years upon request.

#### Select one of the following forms to complete:
1. If you represent a chapter, regional group, organization, institution, or other sponsor of activities, complete the Approval Request Form for Groups (page 60).
2. If you are an individual, complete the Approval Request Form for Individuals (page 59).

#### CEP Request Form for Groups

1) Provide the name and contact information for the group sponsoring the event.
   a) Check the appropriate box for your group and provide the group’s name.
   b) “Other” can include affiliated groups, international translation organizations, and universities.

   All ATA chapter educational events are automatically eligible for continuing education points. Events not sponsored by ATA or ATA chapters must be approved individually. Approval may be denied if documentation is insufficient or if the educational content does not meet ATA criteria.

2) Provide the name of the event or presentation.
3) Provide a brief description of the content of the event or presentation—two or three sentences should be sufficient.
4) Provide the speaker’s name and title.
   a) If this is a single session, one name and descriptive title are sufficient.
   b) If this is a conference or multi-day event, provide all names and titles on a separate page.
5) Provide the date(s) of the event.
6) Provide the starting and ending times.
   a) If this is a conference or multi-day event, provide the number of session hours for each day of the event. Session hours do not include breaks or meals.
7) Provide the number of CEPs you are requesting for your attendees—one hour of creditworthy activity equals one CEP—no partial hours can be counted.
8) The form must be signed and dated by the individual recommending the presentation or event for CEP approval.

#### CEP Request Form for Individuals

1) The individual requesting the CEPs must provide his/her ATA membership number and sign and date the form.
2) Provide the name and contact information for the group sponsoring the event.

   All ATA chapter educational events are automatically eligible for continuing education points. Events not sponsored by ATA or ATA chapters must be approved individually. Approval may be denied if documentation is insufficient or if the educational content does not meet ATA criteria.

3) Provide the name of the event or presentation.
4) Provide a brief description of the content of the event or presentation—two or three sentences should be sufficient.
5) Provide the speaker’s name and title.
   a) If this is a single session, one name and descriptive title are sufficient.
   b) If this is a conference or multi-day event, provide all names and titles on a separate page.
6) Provide the date(s) of the event.
7) Provide the starting and ending times.
   a) If this is a conference or multi-day event, provide the number of session-hours for each day of the event—session hours do not include breaks or meals.
8) Provide the number of CEPs you are requesting—one hour of creditworthy activity equals one CEP.

#### REMINDER
- ATA offers 1 CEP per hour for approved seminars, workshops, conferences, and presentations based on full hours (not including meals and breaks), up to a maximum of 10 CEPs per event. No partial hours will be counted.
- ATA offers a maximum of 5 CEPs for an approved college, university, or other course regardless of its length.
- The requesting group or individual will be notified if ATA does not approve the number of points requested.
- When reporting points, an ATA member is allowed a maximum of 10 CEPs for any given year.
Gain insight and training from translation and interpreting experts in the medical field; participate in discussions and practical exercises to overcome the unique challenges when translating for the healthcare consumer—using the appropriate register, protecting patient rights, following government regulations; learn to walk the thin line in the triadic encounter by finding the cultural competency model that fits you, learning when to be a culture broker, and sharpening your transparency skills.

Saturday, July 10:
ATA will provide a full day of in-depth sessions, including a continental breakfast, a Job Marketplace, and a Networking Session. Attendees will earn ATA Continuing Education Points. Sessions will be submitted for CIMCE credit in the States of California and Washington.

Hotel Information:
Make your hotel reservations at the Crowne Plaza Northstar, 618 Second Avenue South, Minneapolis, MN 55402. A small block of rooms has been reserved at $99 single/double a night, plus tax. To take advantage of this special rate, reservations must be made by June 9. Contact the Crowne Plaza at 1 (800) 556-7827 and be sure to ask for the ATA group rate.

Cancellation Policy
Cancellations received in writing by July 2, 2004 are eligible for a refund. Refunds will not be honored after July 2. A $25 administrative fee will be applied to all refunds.

2 Ways to Register:
Fax registration form to 703.683.6122
Mail registration form to ATA, 225 Reinekers Lane, Suite 590, Alexandria, Virginia 22314

Don’t Forget:
- include payment with your form
- make your hotel reservations
- tell a friend about this event

To learn more about the ATA Medical Translation and Interpreting Seminar, please visit www.atanet.org/pd/medical or contact ATA at (703) 683-6100 or ata@atanet.org.
Pump up your business!
Advertise in the Classified!
Call Now! 215-321-9662, ext. 37 or dmacfadyen@mcneill-group.com