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Focus: Marketing
Submission Deadline: January 1

April
Focus: Client Education
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May
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June
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July
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August
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September
Focus: Interpreting
Submission Deadline: July 1

October
Focus: Legal Translating/Interpreting
Submission Deadline: August 1

November/December
Focus: Training and Pedagogy
Submission Deadline: September 1

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; Op-Ed: 300-600 words; Feature Articles: 750-3,500 words; Column: 400-1,000 words
(See Chronicle editorial policy—under Chronicle—at www.atanet.org)

An Easy Reference To ATA Member Benefits

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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.
24 Don Quixote Rides into U.S. Bookstores: Translator Edith Grossman Brings a 17th-century Spanish Novel to American Readers
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34 The Name Game
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Requests for permission to reprint articles should be sent to the Chronicle editor at jeff@atanet.org.
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**Alexandra Russell-Bitting** has been on staff at a Washington-based international organization as a translator, reviser, and editor for 17 years, translating from Spanish, French, and Portuguese into English. She has also taught translation at Georgetown University and the Université de Paris VIII. She is the vice-president of the National Capital Area Chapter of ATA (www.ncata.org), an active member of ATA, a regular contributor to the ATA Chronicle, and a member of ATA’s Public Relations Committee. Contact: alexandrarb@yahoo.com.

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**Guide to ATA**

**Continuing Education Points**

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**Saturday, September 24:**
ATA will provide a full day of sessions that take an in-depth look at the business of translation and interpreting, including a continental breakfast, a Job Marketplace, and a Networking Session. Attendees will earn ATA Continuing Education Points.

**Hotel Information:**
Make your hotel reservations at the Sheraton City Centre, 150 West 500 South, Salt Lake City, Utah 84101. 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 August 24. Contact the Sheraton at 1 (801) 401-2000 and be sure to ask for the ATA group rate.

**Cancellation Policy**
Cancellations received in writing by September 16, 2005 are eligible for a refund. Refunds will not be honored after September 16. A $25 administrative fee will be applied to all refunds.

**2 Ways to Register:**
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From the President
Broadening Our Public Relations Stance

The American Translators Association has made tremendous strides in media relations in the past three years under the leadership of Public Relations Committee Co-chairs Chris Durban and Kevin Hendzel. As Kevin noted in his report to the members in Toronto, ATA is now in the media big leagues, and is regularly cited in major print and broadcast outlets as an authority on translation and interpreting in the U.S. (Kevin’s comments appear on page 15). With support from an experienced media consulting firm, we no longer wait for reporters to come to us. We take the story to them:

Whether you’re at the CIA, Dell Computer, or even in county government, translation errors can be costly, even disastrous. The bottom line: you can’t risk getting translation wrong. You need a qualified, professional translator or interpreter to get it right (Soundbite: 11.73 seconds).

Now we are ready to broaden our public relations stance. I take this opportunity to announce that Isabel Framer and Cynthia Roat have joined Lillian Clementi, Amanda Ennis, Rudy Heller, Neil Inglis, Rina Ne’eman, and Alexandra Russell-Bitting as active members of ATA’s media relations team. Both have been active spokeswomen on issues directly affecting court interpreters and translators, medical and community interpreters, and by extension the rights of limited-English-proficient (LEP) communities throughout the country. Both are longtime ATA members and bring an impressive list of advocacy credits.

Isabel Framer serves on the board of the National Association of Judiciary Interpreters and Translators (NAJIT, www.najit.org), whose mission is “to be a leader in promoting quality interpretation and translation services in the judicial system.” Isabel devotes much time to advocating for standards, training, and the certification of judiciary interpreters and translators.

Cynthia Roat is a past co-chair of the National Council on Interpreting in Health Care (www.ncihc.org), which seeks “to promote culturally competent professional healthcare interpreting as a means to support equal access to healthcare for individuals with limited English proficiency.” ATA members may also remember her from the “Language and Health Care in Crisis” panel at ATA’s 2003 Annual Conference in Phoenix.

NAJIT Chair Alexander Rainof and I share high hopes that Isabel’s and Cindy’s involvement will substantially broaden our PR outreach as a profession. Regardless of our line of work (judicial, medical, technical, diplomatic, literary, commercial, community), translators and interpreters in this country have a similar core message to deliver. Each brings special expertise in different issues and fields. We rely on limited volunteer time and energy to reach our target audience. Voices in unison are stronger than in isolation. A united PR strategy makes sense.

It also illustrates ATA’s deep commitment to interpreters and the issues affecting them in their daily work, as well as to the LEP communities they serve.

In closing, I want to thank Ann Macfarlane for coming to ATA with the idea for this PR partnership. An ATA past-president who now serves as NAJIT’s executive director, Ann is, in my view, the most potent creative force in translation and interpreting today.

Attention Exhibitors
American Translators Association • 46th Annual Conference
Seattle, Washington • Westin Hotel • November 9-12, 2005

Plan now to exhibit at the American Translators Association’s 46th Annual Conference in Seattle, Washington, November 9-12, 2005. Exhibiting at the ATA Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,300 translators and interpreters in one location. Translators and interpreters are consumers of computer hardware and software, technical publications and reference books, office products, and much more.

For additional information, please contact Matt Hicks, McNeill Group Inc.; mhicks@mcneill-group.com; (215) 321-9662, ext. 19; Fax: (215) 321-9636.
From the President-Elect

Wake Up and Smell the Coffee...

...Seattle, here we come...

As this year’s conference organizer, I’m very excited about the venue and the content for ATA’s 46th Annual Conference, November 9-12, in Seattle, Washington. First of all, I would like to thank the Northwest Translators and Interpreters Society and the local Seattle volunteer committee chaired by Caitilin Walsh for all the hard work they have already done on logistics, information, and suggestions for speakers. Have a look at the website the committee has put together on everything you might want to know before you go (www.notisnet.org/ata_2005.html).

ATA Meeting Planner Teresa Kelly and I finished putting the session grid together (we reviewed nearly 300 presentation proposals) just a week before I sat down to write this update. As in past years, you will find that our program for Seattle certainly offers something for everyone. The following are just a few of the dynamic educational sessions we have scheduled for this year:

• Peter Less will be back with his very moving session, “Speaking with a History Maker: An Interpreter at the Nuremberg Trials,” with visuals provided by Tanya Gesse.

• Among the speakers invited by the various divisions, look for Guillermo Cabanelas, Svetolik P. Djordjevic, Eleanor Hoague, Frédéric Houbert, Elena Howard, Liese Katschinka, Mathew Kundinger, Isa Mara Lando, Gaia Morandi, Lise Mourier, and Enéas Theodorou.

• In light of the strong opinions on both sides of the Mohammad Yousry case—an Arabic interpreter who was found guilty in a recent terrorism-related case—a panel presentation is planned to discuss interpreter ethics.

• No list of ATA sessions would be complete without citing a presentation by S. Edmund Berger, who will be speaking on “The World of Catalysis.” Ed has been presenting at ATA conferences for over 20 years. Speaking of Ed Berger, the American Foundation for Translation and Interpreting will be presenting the 2nd S. Edmund Berger Award for Technical Translation. (See AFTI’s website at www.afti.org for more information.)

• Having received rave reviews last year, the Translation Support Tools Forum, planned and moderated by ATA Translation and Computers Committee Chair Alan Melby, is on the schedule once again. For more information, please view the handouts from last year’s Forum at www.atanet.org/conf2004/tools.

• The Japanese Language Division has taken an interesting approach this year, inviting two speakers from industries in which there is a lot of work for Japanese translators. They will be giving non-language-specific technical sessions. I hope all technical translators will thank the JLD officers for bringing industry personnel to our conference.

In addition to the above sessions, look for the reappearance of some of last year’s innovations, including multilingual Scrabble, Breakfast with the Board, and the Board We Are Listening session. There will also be a new association brainstorming session moderated by ATA Director Tony Roder.

And for those of you who are ready to give back to the profession, or to benefit from those generous enough to do so, Courtney Searls-Ridge is once again offering mentor/mentee training (a prerequisite for participating in ATA’s Mentoring Program). After many years of informal mentoring and a few years of participating in ATA’s program, I can tell you that both mentor and mentee benefit tremendously from a good mentoring relationship. Participating in this program is among the most rewarding aspects of my career.

You will enjoy Seattle. I have been there a couple of times in the past year or so and enjoyed every minute... Great food, great scenery, and great folks!

Please take a few moments today to register for what promises to be another great conference! See the Preliminary Conference Program and registration form that were mailed with this issue. You can also visit www.atanet.org/conf2005 to view the latest updates and to register.

See you in Seattle!
From the Treasurer
Financial Results for 2003–2004

Our independent auditor completed an audit of the 18-month period from January 2003 to June 2004. This period marked the transition from a calendar fiscal year to a fiscal year that starts in July and runs through June. Following the six-month transitional period in the first half of 2003, we completed our first full fiscal year period on June 30, 2004. The auditor confirmed that our books are in good order and conform to the regulatory requirements.

When budgeting for the six-month transitional period, we had to project a loss, simply because the expenses in the first half of each calendar year significantly exceed the revenues. We budgeted for a deficit of $87,407, but ended with a much lower deficit of $32,021. For the following 12-month period we had a balanced budget (with expenses equaling revenues), and ended the fiscal year with a surplus of $6,013.

This is a welcome trend following the losses in 2002, and it shows that our efforts to reduce expenses in certain areas paid off. The cost-saving measures included change in the production of the *ATA Chronicle*, as well as the replacement of the *Preliminary Conference Program* book with a smaller booklet that resulted in considerable savings in printing and postage. At the same time, our investment account was performing well during the 18-month period.

The auditors made several recommendations to further improve our accounting processes and to ensure conformity with the Generally Accepted Accounting Principles and the Sarbanes-Oxley Act. While the first is mandatory for any nonprofit organization, the latter is voluntary in the nonprofit world. The ATA Board agreed to formally adopt a document destruction/retention policy, whistle-blower policy, and conflict-of-interest statements in order to meet and exceed the Sarbanes-Oxley recommendations. The auditors also recommended that we review our investment portfolio to make sure that it corresponds to our conservative investment policy, and that we continue to build up the level of our reserve funds. Both areas have been addressed and will be further discussed in the next issue of the *ATA Chronicle*.

The budget for the July 1, 2005 – June 30, 2006 fiscal year was approved at the April ATA Board meeting and will be presented in the August issue. In closing, I would like to thank all ATA Board members for their continued support, as well as the staff at ATA Headquarters, in particular our new Accounting Manager, Kirk Lawson, and our Executive Director, Walter Bacak, for their excellent performance.

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First Ohio Valley Regional Interpreter Conference
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JLS Salutes the Members of the ATA at Their 46th Annual Conference

We are an established technical translation agency located in the Silicon Valley, and have been an active member of the ATA for many years. We know first hand how important the contributions that experienced and motivated professionals like you make both to our bottom line and to that of the clients we serve. Thank you, translators!

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TESTING AT THE 2005 ATA CONFERENCE

Language Services recruiters will be in Seattle November 9-13, 2005, to test prospective contract translators. Admission to the four-hour examination is by invitation.

Qualified applicants in any language will be considered, but priority will be given to languages of the Middle East, the former Soviet Union, and Asia.

Fax resumes to (202) 261-8807, specifying Seattle test.
From the Executive Director
ATA in Seattle and More

A

TA Annual Conference.
The 46th Annual Conference Preliminary Program and registration forms were mailed with this issue of the Chronicle. Register today for this year’s conference, to be held at the Westin Hotel in Seattle, Washington, November 9-12. For more information, please read From the President-Elect on page 11—Marian S. Greenfield highlights many of the special features of the upcoming conference. In addition, be sure to check out ATA’s conference website at www.atanet.org/conf2005 for the latest information, including added sessions.

Internet Scams and Your Online Directory Listing. Please continue to be cautious with e-mail messages from unknown authors. ATA members are still receiving scam e-mail messages requesting interpreting services from a bishop for the family of a Ghanan prince on a sightseeing and shopping trip to [insert your town here] for his wife and two daughters who speak [insert your language here]. I can tell you from the messages I have been sent that this “prince” has hundreds of offspring who are planning days of sightseeing in such places as Bow, Washington. This is a truly polyglot family—everything from Swedish to Spanish to Japanese and more!

As I wrote in my April column, the scammers will send a fake check, cancel the assignment, and ask you to keep a portion of the amount for your troubles and cut a check for the remaining amount (usually several thousand dollars). An added element to this scam that has hit in the last month is that Federal Express is now invoicing individuals who responded to the e-mail and received the checks. Apparently, FedEx is requiring recipients who signed for the FedEx packet containing the fraudulent check to pay for the shipment, based on how the packet was shipped and the “fine print.” I would obviously recommend contesting that charge, but you could still be liable for the amount.

Another type of scam message that appears to be making the rounds of ATA members’ inboxes is one announcing that the recipient of the e-mail has won $850,000 in a computer-generated lotto drawing in the Netherlands. If you receive such a message, delete it.

As a result of ATA members being targeted by these scams, I have noticed in scanning a proof of the 2005 ATA Membership Directory that there are definitely more incomplete listings. This has to do with ATA honoring members’ requests to not list some information, such as mailing address, e-mail address, and/or phone numbers in their directory listings. While I wrote about being cautious, I also want to make sure you do not go to the extreme and delete pertinent contact information from your online profile in the ATA Directory of Translation and Interpreting Services (www.atanet.org/tsd_htm). Don’t make it too difficult for legitimate clients to contact you.

New: ATA Financial Conference on CD-ROM. If you were unable to attend the valuable ATA Financial Translation and Interpreting Conference, held this spring, you missed some great presentations. However, you are in luck, as almost all the presentations were recorded and are now available on CD-ROM. In addition, many of the handouts are also included. To learn more about the CD-ROM and to order your copy, please visit www.atanet.org/pd/finance/cdrom.htm.

Thank you for being an ATA member and for registering today for what promises to be a fun and rewarding networking and educational experience in Seattle.

don’t deposit it—report it!

Report fake check scams to the National Fraud Information Center/Internet Fraud Watch, a service of the nonprofit National Consumers League, at www.fraud.org or (800) 876-7060. That information will be transmitted to the appropriate law enforcement agencies.
ATA and the National Media: Association Becomes Recognized Authority on Translation Issues

By Kevin S. Hendzel

The following comments were presented by Kevin S. Hendzel, co-chair of ATA’s Public Relations Committee, during ATA’s 45th Annual Conference in Toronto last November.

Last year in Phoenix I stood before you to share the good news: ATA had made it to the media big leagues. We had delivered the ATA name into 40 million homes. We had just come off a year where we were repeatedly interviewed live on national television and radio and been quoted in hundreds of newspapers, wire service stories, and websites. We even made it into the Internet blogs, the ultimate sign of geek cool. We were quoted on the mastheads of dozens of influential newspapers.

My message to you today is this: It just keeps getting better.

We have now reached a critical mass in our public relations mission in the national and international media. Journalists, TV producers, and anchors with all the major television and radio networks contact us first when translation issues arise. They seek us out as authorities. We are on a first-name basis with reporters from The New York Times, The Washington Post, USA Today, The Wall Street Journal, Reuters, LA Times, Houston Chronicle, The Atlanta Constitution, and many other newspapers. We continue to appear on national network television, including the CBS Evening News, CNN, CNN International, FoxNewsLive, NBC News, and National Public Radio. Newspapers from Beirut to Paris to Tokyo cite ATA as the authoritative source in translation.

ATA PR Committee members, who are translators and interpreters just like you, brief reporters, producers, and journalists an average of three times a week throughout the year. We sometimes do this for attribution, sometimes for information, sometimes for background. One way or the other, ATA is part of the story. And when reporters call, everything else stops. That translation you were doing on deadline? Sorry, it’s gotta wait. That meeting you had scheduled? It is cancelled when The New York Times calls. That party you planned? Well, it will go on without you. The media is just on deadline? Sorry, it’s gotta wait.

Why is this important to you? Or to put it more bluntly, why should you care?

Simple. If you want more work in this industry, if you want to earn better rates, if you want to have professional recognition, the public must know you exist. They must know you are necessary. They must know that they are in very deep and serious trouble without you. They must know you are worth the money you charge. They must know that they are in very deep and serious trouble without you. These are our talking points. This is what we tell the media. Endlessly. Over and over and over.

The way to think of ATA public relations is that we are communicating with the clients you don’t have yet. We are communicating with the clients you are going to have tomorrow. You need these clients. These are the clients we drive to ATA’s website; the clients who didn’t know translators exist (the ones who think all translation is done by software). These are clients who are surprised to find that there is an American Translators Association. These are clients that, five years ago, would have been lost to you. The media provides us access to these clients. The media also provides us access to decision-makers who influence public policy. It’s why senators rise on the floor of the U.S. Senate and demand to know why professional translators are not being hired by the federal government. How do we know they got this idea from ATA? Because they say so. They cite ATA on national television as the authoritative source.

The ATA is an association of, by, and about professional translators and interpreters. It is an association of practitioners. Only translators and interpreters vote. Only translators and interpreters hold office. Only translators and interpreters determine the direction of the association. How can it be that the association of practitioners—the translators and interpreters themselves—has the premier national reputation in the media, government, and industry? How crazy is that? In how many industries do the practitioners get cited rather than the big, influential companies in that industry? When was the last time you saw Microsoft tell the media, “it’s not important what we think, ask our programmers what they think.” That’s the reality of what ATA has accomplished. The national media, government, and industry care about what translators and interpreters think. They care what all of you think. How great is that?

The people you have to thank for this are seated in front of you...
today. They took a risk on an idea that a group of activists came up with, and backed us with unwavering confidence, recognition, and goodwill. This was an act of remarkable trust—allowing a group to speak on behalf of the association to millions of people to promote the best interests of the members. The group they entrusted with this mission consists of very special and talented translators and interpreters, including my own personal hero, Gode Medal winner, journalist, and financial translator extraordinaire, Chris Durban, who has done more for translation than anybody since Saint Jerome. Contributing remarkable talent, enthusiasm, creativity, and hard work are Lillian Clementi, Amanda Ennis, Alexandra Russell-Bitting, Neil Inglis, Rina Ne’eman, Rudy Heller, Isabel Framer, and Cindy Roat.

None of this would have been possible without the unwavering support and enthusiastic backing of ATA President Scott Brennan, ATA President-elect Marian Greenfield, and the rest of ATA’s Board of Directors. It’s been a great start. We’ve only just begun.

Press Coverage (excluding national coverage of the Phoenix conference)

November 18, 2003
The Associated Press
“Lack of Arabic Speakers Hurts U.S. Around the World,” by Darlene Superville
Also appeared in:
Chattanooga Times Free Press
The Miami Herald

November 19, 2003
Detroit News
“Translators Ease Barriers: An Influx of Foreign Students Sparks Need,” by Margarita Bauza

November 19, 2003
Detroit Metro News
“Euro Intoxication,” by Lisa M. Collins

November 19, 2003
The Bulletin’s Frontrunner
“U.S. Intelligence Agencies, Military Still Suffering Shortage of Arabic Speakers,” by Bulletin staff

November 20, 2003
The Washington Post
“Woman Hopes Cards Translate into Success; Entrepreneur Greets Holidays in 40 Languages,” by Sabrina Jones

December 1, 2003
Marine Corps Times
“Frontlines,” by Denise Gould

December 12, 2003
Voice Of America
“Arabic Translator Shortage,” by Andrew Baroch

December 19, 2003
The Associated Press
“Pentagon Relies on Contractors to Fill Void for Interpreters,” by Sarah Coffey

December 20, 2003
CBS Evening News
“Don’t Ask, Don’t Tell Policy has Cost Military Valuable Soldiers,” by Anthony Mason and Joie Chen

December 21, 2003
Buffalo News
“Translator Talks the Talk,” by Louise Continelli

December 27, 2003
Syndicated columnist Bill Tammeus’ article, “Meaningful Quotes of ’03,” ran in several papers:
Kansas City Star
Akron Beach Journal
Saint Paul Pioneer Press
Duluth News-Tribune
Contra Costa Times
The Miami Herald

February 1, 2004
Hartford Courant
“Arabic Instruction Catches on Slowly,” by Penelope Overton

February 4, 2004
The Progressive
“Lost In Translation”

February 16, 2004
Rochester Democrat and Chronicle
“Starting the Conversation,” by Robin Flanigan

March 8, 2004
Decision Times
“Speaking Up; Demand for Translators and Interpreters Makes Your Foreign Language Skills Valuable,” by Tranette Ledford

March 18, 2004
Austin American-Statesman
“Freedom of Ideas,” by Scott Sexton

April 4, 2004
L.A. Magazine
“Found in Translation,” by Tamar Brott

Check out ATA’s Guide to Continuing Education Points
See page 51 for details.
The wake-up call came in the form of one of our darkest moments in recent history—September 11, 2001. During relief efforts, workers were unable to communicate effectively with victims and their relatives who were not native English speakers. Bilingual volunteers from the American Red Cross Language Bank rushed to the scene, but did not have the professional interpreting skills necessary to meet the demand.

To help remedy this problem, ATA member Rosa Villoch-Santiago, of the Red Cross Corporate Diversity Department, steered her boss Debera Hayward to our association. At ATA’s 44th Annual Conference in Phoenix, Rosa met with ATA President Scott Brennan, who contacted ATA’s Interpreters Division for help with looking for a possible solution. It was through this collaboration that the idea for the Crisis Network Language Support Project was born.

Many months, conversations, e-mails, and conference calls later, we have a letter of agreement, an outline, a pilot project in development, and a force of over 50 ATA volunteers nationwide who have joined the program. Some of these volunteers have agreed to serve as coordinators and co-coordinators in the eight Red Cross Service Areas (SAs) across the country.

Under the agreement, the Red Cross will provide training, coordinate efforts before and during crisis situations, appoint a representative in the SAs to be the contact for our volunteers, and direct volunteers during actual crisis situations. ATA, through its Interpreters Division, will promote the initiative, recruit volunteers from the membership, and coordinate them. Each of the eight SAs has been assigned a coordinator and co-coordinator who are ATA members. These individuals will serve as the liaisons between the Red Cross and volunteers (see the list at the end of this article for SAs in your area), and will assist in creating one or two Disaster Relief Teams in each SA.

The first pilot program will be held in Worcester, Massachusetts. Rudy Heller, coordinator, and Caterina Vaseli Sullivan, co-coordinator, will work with Pat Simmons, American Red Cross Northeast Service Area Manager of Preparedness and Response, to organize the training programs and volunteers.

The first training sessions will consist of courses on disaster services, community relations, and first aid. The schedule calls for the pilot program to be online and for the first group of professional interpreter volunteers to be ready by September.

To learn more about this project and sign up, come to the panel presentation during ATA’s 46th Annual Conference in Seattle (November 9-12) or contact Giovanna Lester at translanguage@iname.com.
No Summer Vacation for School Outreach

By Amanda Ennis and Lillian Clementi

School may be out, but school outreach is still in session. Even though entries are no longer being accepted for the 2005 School Outreach Contest, many new developments are underway, including a new contest in 2006, approval of Continuing Education points for school outreach, and a joint ATA/NAJIT presentation at this year’s conference of the American Council on the Teaching of Foreign Languages.

And the Winner Is…

After a final reminder on July 11, ATA’s first School Outreach Contest closed on July 15. Over the next few weeks, ATA’s Public Relations Committee Co-Chair Chris Durban and PR Committee members Lillian Clementi and Amanda Ennis will judge the entries and select the winner, who will receive free registration to ATA’s 2005 Annual Conference in Seattle, November 9-12. The winning contestant will be notified no later than Monday, August 15, 2005. Plans for Seattle include a brief ceremony honoring the winner and a display of school outreach photographs with captions identifying each presenter.

The Big Easy

In response to lively member interest, ATA will run a new School Outreach Contest throughout the entire 2005-2006 academic year, providing plenty of opportunities for everyone to enter. The prize will be free registration to ATA’s 2006 Annual Conference, November 2-5, in sultry, sassy New Orleans. And if you use the tips and ready-made school outreach materials at www.atanet.org/ata_school/welcome.htm, preparing and delivering an effective school outreach presentation really is easy—it can take as little as three or four hours. With the new school year only a few weeks away, it’s not too soon to start planning. Jazz and jambalaya are waiting.

Extra Credit: Continuing Education

Even if you don’t win the contest, making a presentation at your local school is more rewarding than ever, now that ATA has approved school outreach for Category B Continuing Education (CE) points. Effective July 1, 2005, each hour of presentation time earns two CE points, subject to a maximum of four points in each three-year reporting period. Two or more presentations of less than 60 minutes may be combined to reach the one-hour mark, and no advance approval is required. Forms and additional information on school outreach and CE points are available on ATA’s website on both the School Outreach Welcome Page (www.atanet.org/ata_school/welcome.htm) and the Continuing Education page (www.atanet.org/bin/view.pl/285.html, scroll down to “About Continuing Education Points”).

Speaker System

As ATA’s public relations effort continues to raise the profile of our profession, ATA Headquarters is receiving an increasing number of requests for speakers in schools and universities across the country. Until now, however, the association has had no ready-made system for responding to these requests. Enter the School Outreach Speakers Bureau, which will enable Headquarters and the Public Relations Committee to streamline the response process. Organized like a phone tree and based on ATA’s existing regional groups, the Speakers Bureau is structured around a small group of regional coordinators, each armed with a list of volunteers willing to make presentations in local schools. When ATA gets a request from a school, it will be relayed from Headquarters to the appropriate regional coordinator, who will then contact the list of volunteers, identify any takers, and put them in touch with the school. E-mail should make all of this so quick and easy to do that regional coordinators will probably need to devote only about an hour or two per month to the task. Speakers will always have the option of declining an invitation if the timing or location isn’t convenient, and they can ask to be removed from the list at any time.

As organizers have stepped up efforts to recruit both speakers and coordinators for the Speakers Bureau, ATA’s recently formed alliance with the National Association of Judiciary Interpreters and Translators (NAJIT, www.najit.org) has begun to pay dividends. A number of NAJIT members have already joined their ATA colleagues in volunteering, and future winners of NAJIT’s own Student Outreach scholarships may also be asked to make presentations to other students. To build even more efficiency into the process, the School Outreach website will soon include online sign-up for speakers and coordinators.

Cranking Up the Volume

As the Speakers Bureau staffs up, supply will be in place, and organizers will stoke demand by submitting articles to journals for schoolteachers and other education professionals. PR Committee member Amanda Ennis has
Several would-be presenters have contacted us to ask for advice on contacting schools and arranging a presentation. Here are some tips.

**Getting the Gig**

- **Who do you know?** It’s always easiest to go to a school where you have some kind of personal connection. The most obvious one would be the school(s) your children attend, but there are many other possibilities. Maybe the local high school’s Spanish teacher is a member of your church, or your sister-in-law is a guidance counselor at a school across town. Perhaps your next-door neighbor or tennis partner is a college professor. If you look around at work or in your community, you probably know someone who can smooth the way for you to speak at a school in your area.

- **But I don’t know anyone! Really!** Okay, don’t panic. If you don’t have a personal connection to a local school, ask yourself these questions:
  1. What local schools/universities are convenient for me?
  2. Of those, which school/age level strikes me as the most appealing or fun?
  3. Would I like to include materials from one of my working languages, and if so, which local schools offer classes in one or more of them?

When you’re ready to contact the school, remember that websites aren’t just for universities any more—many lower-level schools now have them, too. It’s surprisingly easy to get the name, phone number, and/or e-mail address of exactly the right person from the Web. Be sure to ask if the school has a career day, career week, or annual job fair, since many schools are delighted to get speakers for these events. And there’s no need to limit yourself to classes that are learning your languages. Many school outreach presentations are entirely language-independent, so it’s strictly a matter of preference.

- **Okay, I picked a school and contacted them, but now they want more information. They seem to think I’m some kind of weirdo. What should I do?** You can mail, fax, or e-mail a packet including:
  1. Your resume or professional profile;
  2. The URL for your website, if you have one. If you’re listed in ATA’s online Directory of Translation and Interpreting Services, you can also give them that URL (www.americantranslators.org/tsd_listings);
  3. The URL for ATA’s School Outreach Welcome Page (www.atanet.org/ata_school/welcome.htm), which explains why we’re interested in school outreach and provides sample outlines and materials;
  4. A copy of the President’s Message from the April 2005 issue of the ATA Chronicle (also available in pdf form at www.atanet.org/ata_school/welcome.htm) that explains how we wish to intensify our school outreach efforts as part of the “2005 Year of Languages” initiative;
  5. A cover letter.

- **You’re kidding, right? I don’t have time to write a cover letter—and anyway, what would I say?** Try this:

  An astonishing number of teachers in the United States are unfamiliar with the translation and interpreting professions and are actually discouraging their students from studying foreign languages because they believe there are no jobs other than teaching—this at a time when language capabilities are more critical to our national security and economic success than ever before.

  While many Americans still believe that “everyone speaks English,” recent events have begun to undermine this stubbornly entrenched idea. The intelligence failures preceding the attacks of September 11 and the subsequent experience of our troops in Afghanistan and Iraq have made it very clear that the U.S. is in desperate need of competent linguists for our military and intelligence communities. As recently as September of 2004, The New York Times and The Washington Post reported that the FBI had still not cleared its backlog of untranslated terror-related material. And a presidential panel recently found that our embassy personnel are failing to communicate with audiences in their host countries, in large part because their language skills are inadequate. At home, translation and interpreting are increasingly important to law enforcement, the courts, healthcare professionals, schools, and local governments as immigrant populations with limited English proficiency move into heartland states such as Georgia, Michigan, and Nebraska.

  I would be delighted to speak to your [description of school and class] on these vital and growing careers. My presentation will briefly introduce translation and interpreting and describe the skills and educational background they require. I will include the following points: [Here you can insert your own bullet points or adapt material from the “What to Say” sections of ATA’s School Outreach resource center. Go to www.atanet.org/ata_school/welcome.htm, scroll down to LINKS, click on the appropriate age level, and copy and paste as needed].

  I am enclosing/attaching [list whatever you’re sending to establish your bona fides—see items 1-5 above]. I would be delighted to answer any questions you may have once you have had a chance to review this material.

To get this text in soft copy, go to the School Outreach Welcome Page at www.atanet.org/ata_school/welcome.htm, scroll down to LINKS, and click on “Getting the Gig.” Just add a complimentary greeting and closing, print it out on your business stationery, and voilà—instant cover letter.

- **What if the school still isn’t satisfied?** Refer the school to ATA Executive Director Walter Bacak at ATA Headquarters.
No Summer Vacation for School Outreach Continued

already surveyed a small group of teachers and guidance counselors in her area to identify appropriate publications and begin developing content. The next step will be drafting a generic article on careers in translation and interpreting that can then be tailored for placement in each targeted publication. Each piece will present ATA’s core public relations message, direct readers to ATA’s School Outreach website, and encourage them to contact ATA about getting a speaker.

Also in the works is a new feature that will allow schools and universities to find local speakers directly, using a database similar to ATA’s online Directory of Translation and Interpreting Services. Like the online services directory, the new database will include only those speakers who have granted express permission to be listed.

An ACTFL for the Teacher

In an exciting development along these same lines, ATA and NAJIT learned recently that they have received approval for a joint presentation on translation and interpreting careers at the 2005 conference of the American Council on the Teaching of Foreign Languages (ACTFL, www.actfl.org), slated for November in Baltimore, Maryland. In his column on ACTFL’s Year of Languages (April 2005 Chronicle), ATA President Scott Brennan asked, “What can we do specifically to address misperceptions among teachers and language learners, who should be our natural allies?” One answer to his question is this groundbreaking outreach effort, the brainchild of NAJIT Executive Director and past ATA President Ann Macfarlane. In their ACTFL session, NAJIT’s Michael Piper and ATA’s Lillian Clementi will address common misperceptions about translation and interpreting, present samples of school outreach material, and showcase public relations videos developed by ATA. Both associations view the presentation as an important step towards closer cooperation with language teachers, as well as a valuable means of communicating with a critical audience in a new and more direct way.

School outreach is an easy and effective way to influence not only your future colleagues, but your future clients as well. If you’re interested in supporting this effort in any capacity, please contact Amanda Ennis at germantoenglish@earthlink.net or Lillian Clementi at lillian@lingualegal.com.

Second Annual School Outreach Contest

Join ATA’s School Outreach movement and start educating clients one classroom at a time.

It’s easy • It’s fun • It’s free

… and it could win you free registration to next year’s conference in New Orleans, November 2-5, 2006.

Here’s how:

2. Pick the age level you like the best and click on it.
3. Download a presentation and deliver it at your local school or university.
4. Get someone to take a picture of you in the classroom.
5. Send it to ATA’s Public Relations Committee at pr@atanet.org (subject line: School Outreach Contest) or to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include your name and contact information, the date, the school’s name and location, and a brief description of the class. The deadline for submissions is July 14, 2006.

The best photograph wins free registration to ATA’s 2006 Annual Conference in New Orleans! The winner will be contacted no later than August 18, 2006. You may submit multiple entries, and any member of ATA or of any ATA-affiliated organization is eligible to enter.

Any questions? Contact:
Amanda Ennis, germantoenglish@earthlink.net
Lillian Clementi, lillian@lingualegal.com
Business Outreach: What Do Clients Want? Received Wisdom Revisited

By Chris Durban

The first comments came from end clients contacted prior to a round-table discussion organized in Paris by French translators’ association Société française des traducteurs (SFT) in March.

Entitled “Translators and Translation Companies: What Price Translation?” the event drew some 100 freelance translators and agency representatives from France and neighboring countries for a two-hour, five-member panel discussion followed by a question-and-answer session. While pricing was clearly on many attendees’ minds (addressed openly and with admirable transparency by panel members), the discussion was wide-ranging, covering not just price-per-word, but business models, working conditions, surcharges, market segments and more.

Both speakers and audience agreed on the usefulness of getting this information out into the public arena.

To liven up the exchanges (and impose a reality check if speakers got too vague, self-promotional, or self-righteous), the organizers solicited comments in advance from a half-dozen buyers of translation. Not intermediaries, but actual customers, representing a range of different sectors and “translation products.”

“…Clients’ texts are their babies—they want them to not only survive but thrive, and the translation industry has not been particularly good at educating its own members on how to comply…”

“We will have a hundred translation providers in a room this Saturday morning,” these nonlinguists were told. “You’ve bought at least one translation this year. If you were there on Saturday, what would you want to say to them about your needs, your priorities, and your experience with translation vendors?”

Plenty, it seemed. Starting with reminders of the sheer frustration buyers feel when they are aware that they cannot really judge what they are purchasing. For these respondents were fairly critical: “Our experiences with translation suppliers, both freelance and companies, are mixed,” noted one, adding “We’ve learned to be wary—extremely wary—of any supplier who claims to be able to translate anything and everything into and out of any language.” The same executive had learned at her own expense that “you can’t delegate everything; you have to keep an eye on what is going on.”

Another translation consumer underscored how frustrating it is for a client not to be able to speak directly to the translator—presumably in cases where a job was being brokered by an intermediary. “Working through a project manager or coordinator is stressful; we always wonder if the formulations are really right, especially when we don’t master the language being translated into.” For this manager, direct contact with the translator would have been reassuring. There was irritation, too, at the musical chair approach to client service: “It is frustrating to deal with a different translator for each job, even if we have got a basic glossary.”

The F-word returned in yet another buyer’s insight: “We are industrialists, not linguists. We would like to be able to trust suppliers in your industry, but we have observed first-hand that there really is no guarantee, regardless of the lofty declarations in glossy brochures. It is frustrating.” This contact’s company, listed on the Paris stock exchange, had been burned when a freelance translator working for a well-known translation agency submitted a substandard job and the agency reviser failed to notice—despite the stringent quality control procedures prominently displayed on the agency’s website.

The bottom line? Translators who complain about client ignorance might do well to reflect on the stress facing nonlinguists charged with buying a Japanese, Spanish, or
Greek version of a critical brochure, speech, or website. It’s a jungle out there, and a jungle all the wilder for occasional buyers. Clients’ texts are their babies—they want them to not only survive but thrive, and the translation industry has not been particularly good at educating its own members on how to comply.

Action point? For translation suppliers reading this article, addressing client frustration head on can pay off. Concretely, before making that pitch, posting that plug, talking up your practice to a new prospect, how will you resolve the quality assurance dilemma, how will you bring your new customers into the translation process? For that is precisely where they need to be, and where the good ones (or those with promise) want to be.

You won’t get them involved by throwing another glossy brochure at them, that’s for sure. Nor by spreading yourself too thin. Nor by blandifying texts into oblivion rather than ask questions of their authors to clarify meaning. Nor, above all, by claiming that “clients don’t want to get involved.” Because the good ones do.

The second round of customer comments came when I was preparing a session for the recent ATA financial translation conference in Jersey City. Here, my brief was to interview a dozen nonlinguists with senior positions in the financial services industry in order to find out where they thought the market was going. More specifically, respondents were asked to identify hot topics that translators should bone up on now so as to be the right person in the right place at the right time as translation needs emerge over the next 18 months.

Fifteen interviews later, the topics cited were not really surprising: International Financial Reporting Standards; Sarbanes-Oxley; corporate governance; audit procedures and disclosure in general; corporate responsibility and sustainable development; human resource management; collateralized debt obligation and derivatives; regulatory issues, especially related to EU directives (the market surveyed was in France, after all); and mergers and acquisitions.

Yet beyond the subject matter, these respondents’ spontaneous comments on the specific skills and attitudes they seek from translation suppliers were, once again, extremely useful for translators looking to launch outreach efforts to industry—or simply beef up their own business.

For obvious reasons, these decision-makers have no patience with generalist translators muddling through. “Our suppliers have to be up on the concepts and jargon used in our sector; if not, they are wasting my time,” said one.

“Speed, flexibility, and responsiveness” were the priorities for another respondent, along with “a personal relationship—I can’t work with a company that has 150 translators on its books. I’m looking for the same type of personal contact you have with a lawyer or a certified public accountant.” So much for the myth that major corporations will only work with large translation suppliers; clearly anonymity does not appeal in some areas.

Acknowledging that translation goes beyond word transposition, another respondent remarked that translators “contaminated” by a language and culture other than the one into which they translate can be a problem. Style suffers: “You have to get into the mind of the reader; even a ‘quality translation’ is not enough if the translator has stuck to the words rather than the ideas.”

At no point did any of these respondents mention money or budget as key issues or stumbling blocks.

Spontaneous, unprompted responses like these are food for thought for any quality translation supplier. They certainly discredit gloom-mongers’ claims that all clients are clueless penny-pinchers. In addition, such comments give PR-oriented practitioners: 1) hooks to capture other customers’ attention by disseminating the “go professional, go quality” message; and 2) contacts for best-practice profiles.

The fact that “the translation market” is comprised of hundreds of market segments is not news to anyone who has conducted even a cursory review. And, of course, surveys by a single translation provider will be, by definition, skewed. Yet the fact that the comments in this article are drawn from only a half-dozen segments does not detract from their value as a starting point for analyzing nonlinguists’ perceptions of priorities. Why shouldn’t local and regional translator groups poll translation buyers to see where their real concerns lie—and then help members address that level of service?

Notes
1. A transcript is being prepared and will be posted on the SFT website at www.sft.fr (in French, of course).

2. Respondents included the head of
The spring of 2005 was an extraordinary period for increased awareness about the role of judiciary interpreters. The conviction of Mohammad Yousry in January led to a flurry of articles, e-mails, and concerned exchanges. ATA and the National Association of Judiciary Interpreters and Translators (NAJIT) decided early on to issue a public statement highlighting the complex role of judiciary interpreters to help novice interpreters and translators, legal professionals, and government agencies better understand the profession.

The Yousry case is not the only time an interpreter has been charged with a crime. Like any other profession, interpreting is not immune to unethical practices. In one instance, two interpreters assisted undocumented migrant workers in obtaining false identification from the Department of Motor Vehicles. The interpreters knew what was going on, but assumed they were immune from criminal charges since they were merely providing interpretation. Both interpreters were convicted of conspiracy to commit fraud against a government entity and were sentenced to two and five years in jail, respectively.

In another recent case, an interpreter allegedly offered to provide legal counsel to limited-English-proficient (LEP) defendants and file legal documents. The interpreter was charged with the unauthorized practice of law and obtaining property by false pretense.

Unfortunately, the unethical practices committed knowingly or because of an interpreter’s lack of training or knowledge are not just limited to interpreters. The criminal justice system in the U.S. consists of numerous players, including the state and federal governments, the courts, law enforcement officials, social services, correction agencies, and attorneys for the defense and prosecution. Too many of these entities are unaware of the role of interpreters and the proper procedures for working with them. This ignorance jeopardizes the integrity of our justice system.

Although the U.S. Constitution does not make any specific reference to the right to an interpreter, if a person does not speak English and faces criminal or civil action, all the parties in the judicial process need to understand each other. Otherwise, the constitutional safeguards afforded to everyone under the law could not be provided. Therefore, an interpreter must be summoned to assist all the parties and to help ensure due process and equal protection under the law.

When a defendant does not receive due process because he or she cannot competently communicate, a case could be jeopardized. For example, the Lowell Sun recently reported that a Supreme Judicial Court in Massachusetts overturned a conviction in the murder of three boys because a Khmer-speaking officer had read the suspect his Miranda rights in flawed Khmer.

There can also be tragic consequences when law enforcement fails to use qualified interpreters. In one case, people died in an apartment fire in a large city in the Midwest. Spanish speakers had called 911, but there were no Spanish-speaking personnel on call.

When it comes to language services, all the stakeholders in the judicial system need to be educated about interpreting and set standards for working with interpreters. They need to understand that just because someone says they are bilingual does not mean that they can interpret or translate. Only trained, experienced, professional interpreters and translators have the expertise to provide those services and to help the courts and other government entities learn about and understand our profession.

The interpreter’s role in the justice system is actually fairly simple in terms of ethics and procedures. The interpreter’s job is to place a non-English speaker in the same position as an English speaker. It is not the interpreter’s role to make sure that the non-English speaker understands the content, but only to interpret what is being said. Interpreters cannot practice law without a license and cannot allow themselves to be used in the commission of fraud or other crimes. Moreover, court interpreters cannot convey sympathy or affection to a defendant or victim, but must maintain impartiality.

When interpreters step out of their appointed role, the integrity of the judicial system is jeopardized. Any departure from accepted practice leaves interpreters open to challenges and may result in unfair convictions or dismissals, not to mention diverted investigations. Given the increase in the LEP population and heightened national security concerns, we must all work together to bridge the gap between the stakeholders in the justice system. Together, ATA and NAJIT can be a stronger voice in educating the judiciary about our expertise and professional standards. Now is the time to do it.
Don Quixote Rides into U.S. Bookstores
Translator Edith Grossman Brings a 17th-century Spanish Novel to American Readers

By Alexandra Russell-Bitting

This article was published in the April 2005 issue of IDBAmérica, the online magazine of the Inter-American Development Bank.

A Washington, DC area translator was recently browsing the “New in Hardcover” section in a large chain bookstore. To her surprise, she noticed the title Don Quixote in gold letters on a bright red cover, with a blurry medieval knight’s helmet in the background. Sure enough, it was the classic Spanish novel by Miguel de Cervantes. The reader’s surprise soon turned to excitement when she read “A new translation by Edith Grossman” just below the author’s name, right there on the cover.

An award-winning literary translator who has brought such major contemporary Latin American writers as Gabriel García Márquez and Mario Vargas Llosa to English-speaking readers, Grossman recently visited the Inter-American Development Bank headquarters to discuss translating Don Quixote. The lecture, organized by the IDB Cultural Center and co-sponsored by the Embassy of Spain, kicked off the 400th anniversary of the novel’s first publication.

In an interview with IDBAmérica, Grossman described her background as a translator. Inspired by her high school Spanish teacher, she majored in Spanish at the University of Pennsylvania. Her original focus on peninsular Spanish led her to study in Spain as a Fulbright scholar. Asked how she became interested in Latin American literature, she had a one-word answer, “Neruda,” referring to the Chilean poet. Although she had planned to become a critic, once asked to translate something, she discovered she loved the work and eventually left teaching to translate full-time.

So just how does a translator convey a 17th-century book from Spain to American readers in the 21st century? The language wasn’t incomprehensible when Cervantes wrote it, explained Grossman, so she used “real English” in the translation. English has changed much more over the centuries than Spanish, she said, so Shakespeare is harder for English-speakers to read than Cervantes is for Spanish-speakers.

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To bridge the “temporal distance” with Cervantes’ world, Grossman said she relied on her university studies of Spain’s Golden Age, but wondered if that would be enough. For lexical difficulties, she was used to consulting with the author and “kind, patient, and generous friends” from the same region as the author. This time, however, she was on her own. Two other sources proved invaluable: first, the footnotes to the Spanish edition she used by Martín de Riquer, an expert on the Spanish Golden Age; and second, a copy of a 17th-century Spanish-English dictionary sent to her by a Mexican writer friend who found it in Holland.

A Utopian Undertaking
It was a “privilege, honor, and glorious opportunity” to translate Cervantes, Grossman told the capacity audience of 250 at the IDB lecture. He is a modern writer, so all she had to do was approach the project as if he were a contemporary Latin American writer. The key for any literary translation, she said, is to “hear” what an author is saying and then find a “voice”...
in the target language. Then translator and author can start to “speak together”—not necessarily “in unison,” but “in harmony,” she said, until she reaches that “sweet spot” where she can “get in the author’s head.”

Grossman discussed the “undersung” profession of the translator in detail, decrying the contempt heaped upon it by the publishing industry. Though often considered “impossible at best and at worst betrayal,” translation is actually “decent, honorable, and possible,” she insisted. The ideal in this “utopian undertaking” is fidelity, she explained, but cautioned that fidelity “should never be confused with literalness.”

The Translator as Creator

Languages refuse to be regulated, she said, overflowing the bounds of dictionaries and “in perpetual rebellion.” In translation, the difficulty is heightened because the second language is “just as recalcitrant.” The idea is to get the same effect, the same rhythm, in the second language as in the original. Although no two languages ever dovetail perfectly, they can be linked in the way a photograph can be linked to movement.

Context is the key, she stressed. The “literalist trap” happens because words do not “mean” in isolation. “The meaning of a passage can almost always be rendered, but the words almost never can,” she explained. The translator must do a close, critical reading: know, feel, and intuit the meaning; and then rewrite the text and context. In other words, the translator acts as a creator rather than a transmitter of text, becoming the “living bridge between two realms.”

Asked how she applied that approach to Don Quixote, Grossman said that, for example, the character Don Quixote uses language in a much higher register than his simple squire, Sancho. To express Don Quixote’s “elevated” language in English, she had Don Quixote use no contractions. Where he spoke in chivalric language, which was intentionally archaic, even for 17th-century Spain, she used archaic English, like “thou hast.” She avoided slang because it has such a short shelf life, so you won’t hear an expression like “groovy” in her translation of Don Quixote.

Reading for Pleasure

Foreign literature in translation accounts for a notoriously low percentage of publications and sales in the United States. The prominent display of Grossman’s translation of Don Quixote at a major bookstore is very unusual for a work in translation, let alone for a 400-year-old Spanish novel. Could it be a sign of change? According to Grossman, the success of Don Quixote is proof that there are more serious readers in the U.S. than the publishing industry gives us credit for. Publishers need to realize that literary fiction in translation is not an “albatross around their necks,” she said.

In translating Don Quixote, Grossman said she did not want to put off intelligent readers. “I wanted to create a translation that could be read with pleasure,” she said, so that English-speaking readers would know why the novel is considered a masterpiece, a work of literature. Thanks to her, U.S. readers can now appreciate the opening lines of a book familiar to all Spanish-speakers: “Somewhere in La Mancha, in a place whose name I do not care to remember, a gentleman lived not long ago, one of those who has a lance and an ancient shield on a shelf and keeps a skinny nag and a greyhound for racing.”

Business Outreach: What Do Clients Want? Received Wisdom Revisited Continued from p. 22

in-house communications in a small engineering company; the head of investor relations at a French blue chip; the press officer at a leading financial institution; a corporate communications staffer in a midsize property company; the sales team at a manufacturing company; and the head of a French government authority that purchases texts from outside suppliers.
What should agency project managers focus on when looking for a contractor? Translation and/or interpreting skills—undoubtedly. A good level of experience—of course. A professional demeanor—yes, yes, yes. A good communicator—now that’s one qualification that is not always mentioned. Why is it important? Because not being a good communicator significantly weakens all the other important components to a successful working relationship. In other words, even if you are good and the agency values your work, if there is a problem with communication, you may quickly lose your spot on the top of an agency’s list.

So what does it mean to be an effective communicator? Let’s start with an anecdote. For a certain language combination, our agency has worked with another translation company for quite some time, but each time I know there will be extra work involved. First, I am always relieved if the project is not a rush job, because a quick turnaround would give me a major headache, especially given this company’s communication style. I know that when we send them something, I always have to follow up the next day via e-mail (the company is abroad, so e-mail is the preferred means of communication), “just to make sure you received yesterday’s mail.” If I am lucky, the project manager replies to my message. More than once, it has happened that a colleague answers me on the project manager’s behalf, stating that she is currently out of the office and will get back to me the next day. She does get back to me the next day, or sometimes two days later, and they are usually able to take on the project. Due to this lag in communication, however, the project manager usually asks for an extra day. Oftentimes, I cannot get a quote before the company starts the work, since this company insists that the per-word price (if it is mentioned at all!) be applied to the target word count. The project manager has even sent me an e-mail on the subject, stating “We have worked with you long enough for you to know what to quote to your client”—come on!

Overall, the quality of the work this company produces is good, and the deadline, once negotiated, is met, and the price usually turns out to be fine. However, as you may have noticed, something is not quite right with this working relationship. There are too many variables that create stress on our end. As a result, I am checking ATA’s website for other options for this very language combination. What am I looking for? Someone qualified, with a good level of experience, someone professional, but most importantly, someone who is easy to work with and communicates well.

“Easy to work with” is what many of our clients say about us, and it is what we look for in our contractors. It means that once you send the project to the contractor, you receive acknowledgement of receipt and do not have to worry and follow up “just in case” she or he did not get it. You also know that unless some unforeseen circumstances arise, the deadline will be met and the work will be good. If you really do not hear anything, then you know something went awry in the sending of the e-mail.

So what does it take to be easy to work with? In short, it means being easy to reach either by e-mail, a phone with an answering machine, or a cell phone (especially for interpreters). It also means being responsive, returning phone calls promptly, acknowledging receipt of e-mails and/or files, reporting any problems right away, being reliable, and being professional. It all seems so easy and logical, but I am still surprised at how difficult this can be for some people. Looking at the daily operations of a translation agency that deals with contractors will provide a thorough understanding of why effective communication is so highly valued.

Whether you contact an agency or they contact you, either by phone or by e-mail, the first point of contact is the first chance for communication. For us, one of the first things we’ll ask for is your resume, which should communicate your interest in the translation business, even if this is not the only job and profession you have. Ideally, you would list your language combination(s) at the very top. I have spoken to other project managers who say that if they fail to see this crucial piece of information on a resume, they will discard it. Though I would not go that far, having the relevant information organized and readily (visually) accessible is certainly appreciated. The next step is filling out the necessary paperwork (a confidentiality agreement, proprietary agreement, and W-9), which is something everyone working for us has to do. If we have a project in hand already, a timely response in returning the completed documents is crucial, since at the very least we need the signed confidentiality agreement before we can hand the project over to you even for quote.

If you are interested in working as an interpreter, you are invited to come by for an interview, where, of
course, communication is key. After going over the administrative part (paperwork), our in-house translators will meet with you for a language interview, if your language is German, French, or Spanish. If you apply for a different language combination, we will ask for references and arrange for a telephone interview with one of our trusted contractors. If all goes well—if we communicate effectively—welcome aboard!!

Now that you are part of our pool of contractors, it’s time to get to work.

A typical translation project consists of the following steps: client request; preparing a quote; approval; working on the project (translating, editing, or, if applicable, desktop publishing); delivering the project; invoicing; and payment. An interpreting assignment works slightly differently. The steps are typically: client request; preparing a quote (depending on the project); approval; checking for availability with the contractor; interpreting; receiving contractor feedback; invoicing; and payment.

Depending on the potential project, we may have enough information to prepare the quotes right away. If the project involves something out of the ordinary in terms of content or a language combination we do not deal with on a regular basis, we consult with the contractor first to check for availability and/or for a quote. We then base our quote to the client upon contractor feedback. Whether it is a request for availability, a quote, or a go-ahead, it is important that we hear back from you as soon as possible, especially in the case of a rush request. As can be expected, the client is anxious to get a quote in order to get started and receive the translation. Secondly, we are anxious to hear back to make sure: a) you indeed received the file and go-ahead; b) you are (still) available; and c) you are prepared to take on the project and are aware of the deadline.

Once approval is received and the contractor’s availability confirmed, a purchase order is sent. Again, it is important to acknowledge receipt. It is equally important for the contractor to review the purchase order and, if need be, contact us about any problems or questions in regard to the deadline and/or the price which has been supplied.

We know that as a contractor you are as familiar with multitasking as we are in the office, so I am sure you appreciate the feeling of knowing that everything is in place, confirmed, and taken care of, and that everyone is on the same page.

If, while you are working on the project, any questions, problems, or concerns arise, let us know immediately, and we will check into it. Usually, the client is more than happy to answer questions (ranging from reference material to verification of a specific term), since they are as interested in receiving a high-quality product as we are in delivering it. So don’t hesitate to contact us with any concerns.

If, during the project, you realize you cannot meet the deadline, notify us immediately. It does not automatically mean that the project will be yanked from you. We might be able to negotiate a couple of extra days or assign a second person to take care of part of the project so that the timeline will be kept. However, we do need to know as soon as possible. It is much more difficult to salvage the situation a day before the project is due. Once the project is delivered, you will receive a short acknowledgement of receipt so you know that everything is in order.

The last step—assuming the client has no questions after the project is delivered—is for you to send us an invoice. Again, this seems like a logical step in the “chain of events,” for the simple reason that everyone generally likes to get paid for their work. Again, you would be surprised to hear how many times we have to follow up with the contractors to send us their invoice. As a rule of thumb, sooner works better than later. It is important to see the process of invoicing from the agency’s perspective. There is a difference between most translation projects and interpreting projects. Generally, translation projects are quoted based on the word count, so a fixed price is negotiated with the client as well as with you. This is part of the information found in the purchase order, which is our payment guarantee to you. For these projects, we can invoice the client regardless of whether or not we have already received your invoice. There are other projects, though, for which it is crucial that you let us know right away. For example, some translation projects are billed hourly according to a special agreement with a particular client, so the client cannot be billed until we hear from you regarding how many hours you spent on the project. We might ask you to estimate the number of hours you think you would need. In that case, your purchase order would read something like “billed at $X per hour, not to exceed X hours.” The project will be billed on actual hours spent, so once again, it is very important that you communicate the numbers to us right away. Interpreting assignments work in a similar manner.

Timely responses are even more crucial with interpreting projects, since some of the requests are last-minute, and we depend on your quick response. If you are available, you will receive an e-mail request, which also serves as your purchase order.
While the hourly rate is fixed, the assignment is billed on actual hours interpreted plus mileage. Without this information, we cannot bill the client. If we cannot bill, we will not be paid. Some of our contractors include their invoice when delivering the translation, or send it right after they come home from an interpreting assignment. Some bill a few days later, some bill on a monthly basis. If you do not send us your invoice right away, send a quick e-mail with the number of hours worked and your mileage so we have what we need to invoice the client. However, you will not get paid based solely on this e-mail. It is your responsibility to send us an invoice. If you do not invoice, we cannot pay you!

One contractor actually told us once that at this point in her life, she was too busy to prepare her invoices, “so I’m relying on you for this right now,” including figuring out the mileage with the help of MapQuest.com. That’s not how it works! We will gladly pay you for your good work, but part of any contractor’s responsibilities to an agency includes keeping records and generating invoices. If you are unsure what information needs to go in an invoice, we will be happy to send you a sample, either in MS Word or MS Excel that you can work with. Also, refer to the purchase order you received, which has all the relevant information (project number, date of assignment [for interpreting], price). Be sure to include the total price! If you have any questions about anything, again, call or e-mail and we will be happy to answer your questions.

What about special circumstances?

If there is a problem during an interpreting assignment, let the agency know right away. In our case, we simply would like to hear it from you first. For example, a client’s interpreting coordinator once called to let me know that there was a problem with an interpreter “who didn’t do her job.” The coordinator had not been given much more information and was not present during the assignment. Upon following up with the interpreter, I found out that she had been there on time and ready to work when it turned out that the patient had brought a close friend who spoke both languages. The friend immediately took over and cut off the interpreter when she repeatedly tried to step in and do her job. Finally, the interpreter gave up. What the doctors saw was an interpreter not doing her job. The proper communication approach to take in this case would have been for the interpreter to immediately (meaning, during the assignment) call us or the client contact. That way, the situation could have been rectified on the spot. At the very least, the interpreter should have called us right after the assignment. Yes, this issue was eventually resolved, but it is always better if we are prepared and can initiate the call to the client in order to clear up any misunderstandings sooner rather than later.

If you do not feel comfortable with a particular subject matter, let the agency know. It does not mean you will never be contacted again. Quite to the contrary. Your candor will be appreciated because it signals you are aware of your strengths and skills, and your limits, and that when you do take on a project, you know you can handle it. Some of our most trusted contractors, whom we have worked with for years, occasionally decline projects for that very reason.

Then, there are those projects that are everyone’s favorites: the large-volume super rush jobs (possibly not even available in electronic format) that miraculously come in at 4:00 on a Friday afternoon with a Monday morning deadline—the kind of project that gives everyone at our office an adrenaline jolt. Naturally, we try our best to find someone who can take the job and meet the deadline, but we are also aware that sometimes it is simply not possible. Recently, at 4:00 on a Friday afternoon, we received a significant number of pages, via fax, of legal text to be translated into Spanish by Monday morning. Knowing this was nearly impossible to do, we still checked with several contractors, none of whom were available for this endeavor on such short notice. We know that we are not the only agency you work for, so we understand that sometimes you have to decline.

Likewise, if you go away on vacation or are otherwise unavailable for an extended period of time, send a quick e-mail with the dates you will not be available. It is a simple courtesy that will be much appreciated.

So what should you focus on?

Develop your translation and/or interpreting skills, get as much experience as possible in the field, develop a professional persona and, yes, above all else, develop good communication skills. We look forward to working with you.
May 7, 2004
The New York Times
“The Struggle For Iraq: Civilian Employees, Contractors in Sensitive Roles, Unchecked,” by Joel Brinkley
Also appeared in:
Houston Chronicle
The International Herald Tribune

May 14, 2004
The Associated Press
“Small Businesses Translate Growing Language Barrier into Profits,” by Chet Dembeck
Also appeared in:
The Daily Record

May 20, 2004
The Washington Post
“Iraq War Strains Business,” by Renae Merle

May 21, 2004
The San Diego Union-Tribune
“Many Iraq Interpreters Unskilled, Soldiers Say,” by David Washburn

May 23, 2004
The New York Times
“The Reach of War: Suspect Translator Questioned by Army in Iraq Abuse,” by Joel Brinkley

July 8, 2004
The Associated Press
“Globalization Translates Into Success For Language Entrepreneur,” by David Dishneau

July 26, 2004
Houston Chronicle
“Speakers Needed: U.S. National Security Desperately Requires Skilled Interpreters in Middle Eastern Languages,” by Houston Chronicle staff

September 19, 2004
The Roanoke Times
“Open to Interpretation? Courtroom Jobs Fill Niche,” by Rachel Jackson
2005 MICATA Symposium: Resources for Translators and Interpreters

By Kathy Hall Foster

The annual symposium of the Mid-America Chapter of ATA (MICATA) was held April 1-2 in Overland Park, Kansas. Symposium activities began with a welcome reception on Friday evening at the Doubletree Hotel. Many attendees took advantage of this event to pick up their registration packets, sample the food, and reconnect with each other. In addition to Kansas, participants came from the surrounding states of Missouri, Nebraska, Oklahoma, and Illinois, and there were also speakers and exhibitors from as far away as Texas, Utah, Connecticut, and New York. After networking at the reception, some participants continued their discussions over drinks, while others decided to survey the dining scene at a local restaurant (we heard the Thai food was good!).

Welcome and Guest Speaker

Saturday’s activities took place on the campus of Johnson County Community College. One of our own MICATA members, Dick Scott, assistant dean for speech and language at JCCC, kicked off this year’s symposium by welcoming us to the campus. Dick provided us with an overview of the programs offered at JCCC in the area of languages, most notably a new certificate program in medical interpreting that will be offered for the first time during the fall semester.

Following Dick’s comments, guest speaker Alan Melby, ATA secretary and chair of ATA’s Translation and Computers Committee, stepped up to the podium. Alan spoke about the benefits of ATA membership, touching upon such topics as ATA chapters, divisions, and the various programs the association offers, including details about the school outreach initiative and the certification program. This was also an opportunity for current and prospective ATA members in the audience to ask questions about ATA.

Getting Started

Following Alan’s plenary session, there was a morning break and time for refreshments before participants followed their individual interests in choosing between three concurrent sessions taking place every hour during the rest of the day. First up was “Getting Started as a Translator or Interpreter,” which has been a fixture at MICATA symposiums for a number of years. Doris Ganser, Meeri Yule, and Bradley Shaw comprised the panel of experts who shared their combined knowledge and experience with the group. They presented an overview of the various aspects of the profession and answered questions concerning such topics as qualifications and training, what information to put on your resume, the qualities that agencies look for in freelancers, and what freelancers should do in order to compete for jobs.

Yule and Bradley Shaw comprised the panel of experts who shared their combined knowledge and experience with the group. They presented an overview of the various aspects of the profession and answered questions concerning such topics as qualifications and training, what information to put on your resume, the qualities that agencies look for in freelancers, and what freelancers should do in order to compete for jobs.

Technical Translation Tips

Another morning session was Frieda Ruppaner-Lind’s “Technical Translation Tips–A Systematic Approach.” A step-by-step outline was presented for defining a technical translation. Topics included: analyzing the source text; identifying the intended target audience; assembling the required tools and resources, including dictionaries and glossaries; understanding the source text and its terminology; using correct vocabulary; adhering to accepted style and punctuation; using correct grammar; conforming to the client’s requirement for units of measurement (metric or U.S., decimal period or comma, and time and date format); handling acronyms and abbreviations correctly; understanding the correct use of product names, copyright, and trademarks; verifying that the translated document is in the format requested by the client/agency; and reviewing the document to make sure that nothing has been left out.

Safeguarding Intellectual Property

Computer security is a hot topic these days, especially for freelancers who make their living by using a computer. Craig Paul’s presentation on “Keeping Your Intellectual Property Safe” gave attendees an idea of some of the precautions they should be taking in order to avoid losing valuable data on their home computers.

Henry Darcy and the Public Fountains of Dijon

Invited speaker Patricia Bobeck delighted the audience with her account of a project she undertook to do a full-length translation into English of the book Les Fontaines publiques de la ville de Dijon (The Public Fountains of Dijon), written in French by Henry Darcy in 1856. This book describes the water supply system Darcy built in 1840 in Dijon, France, to carry free spring water to more than 100 public street fountains and provide pure and abundant water to the people of Dijon. Written as an engineer’s guide to the construction of water supply systems, the book presents a wealth of information on...
water, wells, springs, pipe-making, and water filtration in Darcy’s era. The appendix describes Darcy’s experiments in filtering water through sand that led to the formulation of Darcy’s Law.

Given the sheer size of the original book (647 pages, plus 28 plates in the appendix), the complex engineering formulas, the use of old French and Greek in the text, and the fact that Pat was working from a photocopy of a microfilm version of the original text, this translation project presented a number of challenges. In fact, the translation took Pat three years of working evenings and weekends to complete. For her efforts, she was awarded the inaugural S. Edmund Berger Prize for Excellence in Scientific and Technical Translation at ATA’s 2004 Annual Conference in Toronto. While she was in Kansas City for the MICATA symposium, Pat visited the Linda Hall Library, where she was able to see one of the few remaining original French manuscripts of the book. Pat’s English translation of Darcy’s work is available from Kendall/Hunt Publishing Company (www.kendallhunt.com).

Clinical Trials

A presentation of interest to medical translators was Ben Tompkins’ discussion of clinical trials. We learned that clinical trials are scientifically conducted studies with human subjects designed to characterize the efficacy and safety of candidate drug products. Ben explained that there are three phases of these trials:

- Phase I trials evaluate how a new drug should be given (by mouth, injected into the blood, or injected into the muscle), how often, and what dosage is safe. A Phase I trial usually enrolls only a small number of subjects, sometimes as few as a dozen. Except in cancer studies and certain other trials, these “subjects” are healthy males.
- Phase II trials continue to test the safety of the drug and begin to evaluate how well it works.
- In Phase III trials, patients with the disease to be treated are enrolled instead of healthy males. A participant will usually be assigned to the standard group or a new group at random (called randomization). Phase III trials often involve large numbers of people, and may be conducted at many doctors’ offices, clinics, and hospitals nationwide.

The objectives of clinical drug trials are to investigate efficacy (does the drug work as expected according to pre-clinical data?) and safety (Is the drug safe, both in people in general and subpopulations?). The process for a clinical trial involves planning, execution, and post-study analysis and documentation. Each step in this process generates large amounts of documentation, which is good news for translators. There are a number of reasons that a translator may want to consider getting involved with clinical trials. For one, there is a steady stream of work in many language pairs. If you translate a patent or an advertisement, you help someone make money; if you translate clinical documentation, you promote science and help bring life-saving drugs to society. Translators interested in this field must be quality oriented (remember, safety and lives are at stake), have a broad knowledge of clinical research and the medical condition being studied, and use terminology consistently and correctly.
Financial Services and Marketing

Ever have trouble accessing a client’s contact information, staying on top of open invoices, or targeting marketing your translation services? Bill Bergerson’s presentation on “Financial Services and Marketing” demonstrated a way to make these tasks less of a challenge. Bill explained how the same tools and techniques that are used by MICATA in maintaining membership/financial data and in marketing the symposium could be applied to running a translation business. Bill shared a handout on hidden potential from MS Office, as well as a newly developed exercise in Excel on invoice tracking.

Lunchtime Speaker: Trade Development

After learning a great deal in these morning sessions, it was time to digest the information and take a lunch break. Our lunchtime speaker was John Watson, director of the Trade Development Division of the Kansas Department of Commerce. John has spent many years working with international trade in Kansas, and he offered the group some facts and figures on Kansas exports. For example, the top 10 export product classifications for the state in 2004 were: aircraft, spacecraft, and parts; industrial machinery; vehicles; raw hides and skins; electric machinery; cereals; meat; optic and medical instruments; prepared animal feeds; and precious and rare earth metals. The top 10 export markets for Kansas in 2004 were: Canada, Mexico, the U.K., China, Japan, Germany, Korea, France, Australia, and Brazil, with North America comprising 40% of the exports, Europe 25%, Asia/Pacific 23%, and South America/Caribbean 6%. Kansas exports in 2004 totaled $4.9 billion, which goes to show that even a state in the middle of the country can have a very international profile.

Honors and Door Prizes

Other lunchtime activities included awarding honorary MICATA membership to Meg Means for her hard work on behalf of the chapter over the years. Even though she is not a translator herself, Meg can always be found at MICATA symposiums, lending a hand to tasks that need to be done, hosting meetings in her home, and generally supporting the chapter. We were pleased to be able to recognize Meg’s contributions by making her an honorary member.

Before returning to the afternoon sessions, a drawing was held to give away door prizes donated by ATA Headquarters. Lucky winners went home with tote bags, a T-shirt and a cap, as well as various books and publications.

Translation and Computers

The afternoon sessions started with a second presentation by Alan Melby, this time on “Translation and Computers.” At recent ATA conferences, Alan has chaired a panel where vendors of different translation tools present their products and allow the audience to ask questions concerning their application. A review of the vendor panel discussions that took place at ATA’s 2004 Toronto conference was presented, followed by questions from the audience.

Tax Tips

Coming just two weeks before the deadline for filing income tax returns, John Matthews’ presentation on “Tax Tips for Freelancers” was a timely addition to the symposium line-up. Focusing on freelance translators and interpreters, John addressed the deductions that are available for freelancers and the items that freelancers can depreciate over a number of years in order to reduce taxes and increase the amount of hard-earned money they can keep.

Business Savvy

“The Business Side of the Translation Industry” was highlighted by Jackie Smith, marketing director at SH3, a Kansas City translation company. According to Jackie, there are a number of hot topics affecting the translation industry today, including the complexity of electronic file processing, the impact of translation memory on every aspect of the business, increasing customer demands, and price competition.

International business is clearly booming, and the demand for translation services is increasing. At the same time, competition is increasing, turnaround times are shrinking, and technology issues are competing with language issues. Computer-assisted translation tools have drastically changed the translation industry and provided benefits for both translators and clients. Many clients are asking or requiring their translators to work with translation memory (TM) software. Nearly all projects are delivered to translators in electronic format by e-mail, FTP, or via the Internet. Files may use SGML, XML, or HTML codes, and translators need to understand and be able to work with files containing these codes. At the same time as projects are becoming more complex, clients are continually asking for lower translation prices and shopping around for translators. It has become much easier to find translators with the advent of websites, and there are even “free translation” sites available. With more translators competing for work, it is
more difficult to find and keep clients. The bottom line is that in addition to having to market their services, today’s translators need to keep up with technology and learn to use TM software.

The Role of Translation Theory
A more academic viewpoint of translation was presented by Bradley Shaw, with his topic of “Translation Theory, the Translatability of Texts, and Literary Translation as Criticism: Some Reflections on the Role of Theory in the Practice of Translation.” One topic discussed was literary translation as a particularly demanding genre of translation practice, and one that challenges our notions about communicating ideas from the “source” language to a “target” culture. Other topics included “equivalency,” “type,” and “skopos” theory, and the impact of “post-colonial” thought and cultural studies. The session concluded with a hands-on exercise, with those in attendance comparing texts and considering the role of theory as it applies to understanding the translation process.

Interpreter Ethics
Lest it be thought that there were no sessions geared specifically towards the interpreters in attendance, we should point out that there was an entire afternoon devoted to different aspects of interpretation. A presentation on “Ethics in Medical Interpreting,” by Karlon Cruse and Cecilia Abbey of the University of Kansas Medical Center, focused on ethical responsibilities to oneself and the profession. A question and answer session gave the audience the opportunity to share their thoughts on this subject.

Conference and Escort Interpreting
In addition to court and medical interpreting, there are other career paths open to interpreters. Kathy Foster’s session, “Like to Travel? Conference and Escort Interpreting Might Be Your Ticket,” highlighted the types of interpreting done by conference and escort interpreters. Conference interpreters ply their trade at conferences and meetings, using simultaneous or consecutive interpreting skills to convey information to large groups. Escort interpreters accompany diplomats, delegations, and travelers, working mostly in one-on-one interpreting situations. This session was based on Kathy’s 17 years of experience as a full-time interpreter, with an emphasis on the skills, knowledge, and character traits necessary to be successful in this field. Discussions included the various types of interpreting, the role of the interpreter, the tools and equipment used by interpreters, and how to prepare for simultaneous interpreting and skills practice. Resources for learning more about interpreting were also presented.

Interpreting Equipment Demonstration
Another session for interpreters was presented by Chris Phillips of Sennheiser Electronics, who brought various samples of interpreting equipment to demonstrate. Following a discussion of the different types of equipment available, both portable (for escort interpreting) and fixed (for interpreting booths in conference rooms and lecture halls), attendees got a hands-on look through various demonstrations.

SDLX
A demonstration of translation memory software was presented by Erik Hansen of SDL Desktop Products. The company’s range of products includes SDLX, a translation memory tool with Certified TMX compatibility, and SDL Localization Suite, a range of localization productivity tools. Terminology tools were also demonstrated, giving participants a look at the full spectrum of tools available to today’s translators. SDL Desktop Products donated a 2004 SDLX software license valued at $595 to be given away to one lucky winner at the symposium (Elizabeth Schilling).

A Complete Success
Also present throughout the day was Freek Lankhof of InTrans Book Service. Freek has been a frequent participant at our MICATA symposiums. His display of dictionaries and glossaries allowed attendees to peruse and purchase. Olga Collin won the drawing for a generous $50 gift certificate for InTrans books donated by Freek.

After a full day of educational sessions, it was time to relax by sharing the company of colleagues, and the group met for a post-conference dinner at one of Kansas City’s finest barbecue restaurants, KC Masterpiece. The food was plentiful, enough for two (or more) trips through the buffet, and good food mingled with conversations in many languages as participants discussed the day’s activities. It was a fine way to say farewell to this year’s symposium.

All that remained was ATA’s certification exam sitting on Sunday, where six candidates sat for the exam. Once the exam was over, so was the symposium for another year. From all accounts, it was another success for MICATA.
Mentees in ATA’s Mentoring Program tend to ask a lot of questions about marketing: How can I market my services? Where do I begin? What works? Let me share a tip that was given to me by one of my own mentors. The idea is simple: contact 100 potential clients and follow up with them 3, 10, 30, and even 90 days later. The prediction is that 10 of those contacts will become clients.

Sound hokey? Maybe. But it worked for me. I left a full-time interpreting job last year to become a freelancer, and profited from what I call the “1/3/10/30/90” marketing tool.

Here’s a breakdown of what I did:

Day 1: I sent out a cover letter, resume, and a notification of my court certification status by snail mail. The letter included my availability, experience, and recent assignments. At the end I wrote, “as part of my ongoing training … [fill in the blank].” This notifies the client that I’m not stagnating in my profession and that I am willing to continue to learn. I asked another of my mentors, who happens to be an agency owner, to review my resume for content and mechanical errors. Jill Sommer, president of the Northern Ohio Translators Association and a frequent speaker at ATA conferences and contributor to ATA publications, graciously provided a template for my cover letter.

Day 3: I contacted the recipients of my mailing to see if the information arrived. Be it by snail mail, e-mail, or a phone call, following up is another opportunity to make personal contact with a potential client. When a job crosses someone’s desk, I want “John Shaklee, Interpreter” to be the first name to come to mind.

If a recipient says that the information didn’t arrive, politely offer to submit it again. Find out who actually makes the decision to hire interpreters so that your information gets to the right person. Be pleasant and polite no matter who answers the phone. Remember, they are doing you a favor: “May I speak to the person in charge of XXX? I appreciate your time today.”

Day 10: Contact all recipients again to see if anyone still does not have your information. This is also the time to describe any job-related activities since your last contact (while you are on the phone or in a brief letter). For example, “I recently translated XXX” or “I attended a workshop on interpreter ethics through the Community and Court Interpreters of the Ohio Valley.” Have you written an article for publication? As a court interpreter, I mention which new court I’ve recently worked in. The network grows with each effort you make.

Day 30: If you haven’t been called by this time, not to fret. Here is a sample of a Day 30 letter: “Dear Mr. Smith … I appreciate the e-mail from your secretary, who mentioned my information is already on file. Most recently, I interpreted a pre-sentencing report in Columbiana County. Also, I’ve been assigned to team interpret for a trial in Judge Lucci’s court in Painesville. Should you have the need for a state certified court interpreter, please call me at XXX.XXX.XXX.” Keep all correspondence to perspective clients short, simple, and to the point. Tailor the letter to reflect your experience.

Day 90: Once again, send a note describing assignments, workshops, recent credentials, or anything that you have done related to why potential clients ought to hire you. Did you build a website? Remember to keep the letter brief.

Do I enjoy this disciplined exercise? No. Frankly I don’t like this any more than balancing the checkbook. Yet, since I started to work freelance last August, my workload has increased. I am working harder for shorter periods of time and earning more. The 1/3/10/30/90 tool has put my name in the hands of judges and court administrators throughout northeast Ohio. When a case comes up, they know to contact “that guy from North Canton who keeps contacting us and is certified.” Have your rates and availability at hand, as the client will call. Join me in the abundance.
Whether you are communicating via letter, phone, fax, or e-mail, your skill in properly conveying the desired message will determine your effectiveness. Each of these communication modes has “unofficial” guidelines or skills that enable some to succeed where others fail, and the following seeks to define a few of these in relation to e-mail and our multilingual industry.

It is no secret that communication is crucial for success in almost every area of our lives. Successful communication depends on the extent to which our ideas are correctly and completely conveyed, as well as the manner in which they are received. With the convergence of cultures and languages in the translation and localization industry, successful communication is extremely important. It is also more difficult in our industry due to the varying levels of competence by speakers of our lingua franca (English). Taking this into consideration, it is always a good idea to reassess one’s effectiveness when using our most common means of communication, e-mail.

When talking to a business associate on the telephone, have you ever...

1. Immediately started speaking without acknowledging the other party, stating your name, or introducing the subject at hand?
2. Discussed next year’s forecasted sales while blaring music?
3. Hung up without saying goodbye?

These situations may seem outlandish, but we unknowingly engage in similar practices in our e-mails. Our diverse, multicultural industry will only exacerbate these bad habits. We do not need to write every e-mail as if it were a formal business letter, but there are some adjustments that we could make to improve the effectiveness of our communication, which, in my opinion, is hampered by the ease, informality, and distance associated with the nature of e-mail.

Therefore, I have devised a few well intended, although not overly serious, suggestions.

1. **Be kind to others!** It is especially important in our multicultural industry to be respectful and courteous in our communication. E-mail and the Internet have allowed us to become much more efficient, but efficiency does not mean we should no longer start or end e-mails with kind words. For example, if you are sending an e-mail to a colleague with whom you have not spoken in months, I suggest using a short introduction to soften the message. I use the following pleasant phrase: “I hope this e-mail finds you well.” This sentence is very basic, but it surrounds your message with the feeling that you care about your professional relationship.

   Creating signatures is a very effective way to save time and improve the effectiveness of your e-mails. You can create different signatures for suppliers, customers, prospects, and coworkers. It is also possible to create signatures based on the purpose of the e-mail (request for quote, job delivery, progress update, follow-up, etc.). Signatures are not limited to the closing, as they may be set up to include the salutation, introduction, standard/required information, contact information, and so on.

2. **Create signatures with your contact information and use them for all messages.** I don’t know how many times I have read an e-mail from a colleague that requires a phone call for clarification, yet their contact information does not appear in the message. On such occasions, I will resort to sorting through old e-mails from the sender to see if I can locate this information, sometimes to no avail. If nothing turns up, I am then forced to lift my tired old hand, maneuver the mouse over to my account management program, apply massive pressure in two successive clicks (thus, bringing me that much closer to the Carpal Tunnel syndrome), until I am finally able to retrieve the telephone number (of course, I always seem to dial the fax number first, just because I love that sound).

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3. **Use correct grammar and check your spelling.** The phrase, “r u doin?” works in chat rooms, but not in professional communication. Setting your e-mail program to automatically check the body of the text in the message, and will avoid the problem of having an e-mail go out that sounds impersonal or even rude.
will save you from appearing illiterate or lazy. Try to be as clear as possible in your e-mails, as excessively short or long messages may cause problems. If you have a lot of information to convey, be sure to organize it so that the recipient does not throw a styrofoam brick at the screen while trying to decipher it!

4. Do NOT use the underscore ( _ ) character in your e-mail address. This was popular “back in the day,” but the fact that e-mail addresses are often underlined makes the underscore character difficult to see (John_Doe@yahoo.com). In addition, the underscore character is seldom typed, so the sender must exert an extra effort when typing out your address. If you must use punctuation, I suggest using a period between your first and last name (John.Doe@yahoo.com).

5. Place your response to an e-mail at the beginning of the message. Your response should appear first, above the original message. Placing your response at the end of the original e-mail will cause confusion and waste time, since the reader will have to scroll down to find it. Make sure the recipient can easily identify all the information that you send in your response. In other words, don’t type your response in several places (unless you are answering specific questions). If you use a different font color to distinguish your response from the original message, make sure the recipient’s e-mail program is not set to display all messages as plain text as opposed to html. Your response should be obvious, not hidden.

6. When replying to a message with an attachment, do NOT set your e-mail program to include the attachment with the reply. If you do this, you are simply sending back the same file that they sent to you. My first thought when I receive a reply with an attachment by someone to whom I have just sent a file is that there is a problem or that they are requesting something else. Sometimes I even have to read their message a few times to be certain. Then I remember that certain people have their e-mail options set to include the original attachment with the reply. I suppose this could be useful to someone, but I have never understood how or why (more versions = more confusion to me).

7. If you are forwarding an e-mail (hopefully not a joke or chain letter requesting that you send it to 14 recipients before Bill Gates will send you $100), make sure that your e-mail is set to forward the message as “inline text” and not as an “attachment.” There are two reasons for this. First, it is much more efficient to be able to look down at the forwarded message as opposed to having to go through the steps of opening attachments (sometimes multiple attachments for multiple forwards). Second, attachments can contain viruses, so most people only open attachments if they know what they are.

8. Do NOT request automatic read receipts for every single e-mail you send. This is especially annoying coming from unknown senders (e.g., freelance translators sending their CVs for consideration) because it requires that the recipient’s e-mail program automatically perform an operation that the recipient may or may not approve of. This feature is a little intrusive and should be avoided. It subliminally conveys the negative idea that the recipient is unreliable, untrustworthy, incapable, etc., of confirming receipt. If you need confirmation of receipt, ask for it in the body of your message. For recipients, most e-mail programs can be set to “never send read receipts” or “notify of all requests for read receipts,” either of which I recommend. I do not recommend that you set your e-mail program to automatically “always send a read receipt” (call me paranoid!).

9. Do NOT use stationery for your professional e-mails. I’m sorry to say that stationery has seen its day come and go. I would leave stationery in the dustbins of time along with Emoticons and background music. Once a novelty, it is just annoying and unnecessary now. Moreover, you wouldn’t want to inadvertently offend others with color schemes or visuals that may be pleasing to your culture, but could be offensive elsewhere.

10. Avoid Internet acronyms. LOL, IMHO, ROFL, etc., are fine for chat rooms, but they should not be used in professional communication. Even excessive business acronyms or jargon should be avoided. Using such language assumes two things: 1) that the recipient understands the acronyms/jargon; and 2) that the recipient will not be offended at receiving what some may consider to be a cold, robotic e-mail. One possible example to avoid: “FYI, the P&L shows that our COS was way out of whack, not to mention the SNAFUs during the FAT, so send the new RFQ’s to Group IIs ASAP.”

11. Save the fancy “Confidentiality” disclaimer for e-mails that actually contain privileged information. If you want to impress people, jog from San Francisco to New York. If you want to impress people with your e-mails, make sure that they are rational and proportional. Including a
long, convoluted legal disclaimer after a two-word message saying “thank you” is not proportional. It could also convey one of two messages: 1) you are too lazy and/or incapable of creating and using more than one signature; or 2) you are irrational and overly paranoid.

You do not need a legal disclaimer on every single e-mail that you send. Furthermore, a recipient from a high-context culture (where litigation is much less common) may react negatively to the abrupt legal warning. Again, I suggest saving the confidentiality statement for e-mails that actually contain privileged information.

This list is by no means exhaustive, nor are the suggestions set in stone, as deviations will occur as a function of the relationship between the interlocutors. I am a firm believer in constant improvement with regard to technology and interpersonal relationships, among other areas, and I hope that you find these examples to be helpful or at least amusing. Happy e-mailing and good luck to all!

Korean Language Yahoo! Listserv

A Yahoo! listserv has been set up for ATA members working in the Korean language. In addition to terminology, work issues, and job opportunities, the listserv will offer an opportunity to discuss establishing an ATA Korean Special Interest Group or a Korean Language Division. This listserv group also plans to meet on Thursday, November 10, from 5:00-6:00 p.m., at the 46th Annual ATA Conference in Seattle, Washington (November 9-12, 2005). If enough people are interested, a social-networking event will also be held Friday, November 11, at 8:00 p.m.

If you are interested, please subscribe to the ATA Korean listserv by sending an e-mail to ataKorean-subscribe@yahoogroups.com.

For additional questions, contact ATA Chapter and Division Relations Manager Mary David at ATA Headquarters by e-mail (mary@atanet.org) or phone (703-683-6100 ext 3009).

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ATA Certification Exam Information

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.

California
San Francisco
September 3, 2005
Registration Deadline: August 19, 2005

Colorado
Denver
September 17, 2005
Registration Deadline: September 2, 2005

Florida
Gainesville
September 24, 2005
Deadline: September 2, 2005

New York
New York City
September 17, 2005
Registration Deadline: September 2, 2005

Tennessee
Nashville
September 11, 2005
Registration deadline: August 26, 2005

Utah
Salt Lake City
September 25, 2005
Registration deadline: September 9, 2005

Washington
Seattle
November 12, 2005
Registration Deadline: September 28, 2005

The Netherlands
Utrecht
September 10, 2005
Registration Deadline: August 26, 2005

New Certified Members

Congratulations! The following people have successfully passed ATA's certification exam.

Arabic into English
Bill Tierney
Valrico, FL

Italian into English
Mark A. Brustman
Oakland, CA

Portuguese into English
Scott D. Anderson
Gainesville, FL

Russian into English
Lawrence H. Bogoslaw
Bloomington, MN

Spanish into English
Bridget G. Hylak
West Grove, PA
Teresa N. Johnson
Carrboro, NC
Richard Melman
Sunny Isles Beach, FL
Robin Randolph
Amelia, VA
Tara Hu Phillips
Cheverly, MD
Hua (Barbara) Y. Robinson
Seattle, WA
Michel G. Lopez
San Mateo, CA
Maria Elena Bertallot
Greenfield, MA
Vanessa Castañeda
Wagenknecht
Orlando, FL

Active Membership Review

The Active Membership Review Committee is pleased to grant active or corresponding member status to:

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Swall Meadows, CA
Margaret Altieri
Point Pleasant, NJ
Richard S. Paegelow
Glendale, CA
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UMTIA proudly joins the efforts of ATA and other professional associations and individuals nationwide in promoting 2005 as the “Year of Languages,” as designated by the U.S. Congress. In line with these efforts, this conference is dedicated to those committed to extending public knowledge about world languages, cultures, and language-related professions (including interpreting, translation, localization, and project management).

Information for Exhibitors
Please contact Larry Bogoslaw (larry@translab.us) or Nadia Najarro Smith (nadiasmith@mn.rr.com) for current prices for booth space at the 2005 UMTIA conference.

Watch for registration info coming soon!
Visit www.umtia.com to see latest details.

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Internet Fraud Tips from the National Consumers League’s Internet Fraud Watch (http://fraud.org/tips/internet/fakecheck.htm)

Tips for Recognizing and Avoiding Fake Check Scams

If someone you don’t know wants to pay you by check, but wants you to wire some of the money back, beware! It’s a scam that could cost you thousands of dollars.

• There are many variations of the fake check scam. It could start with someone offering to buy something you advertised, pay you to do work at home, give you an “advance” on a sweepstakes you’ve supposedly won, or pay the first installment on the millions that you’ll receive for agreeing to have money in a foreign country transferred to your bank account for safekeeping. Whatever the pitch, the person may sound quite believable.

• Fake check scammers hunt for victims. They scan newspaper and online advertisements for people listing items for sale, and check postings on online job sites from people seeking employment. They place their own ads with phone numbers or e-mail addresses for people to contact them. And they call or send e-mails or faxes to people randomly, knowing that some will take the bait.

• They often claim to be in another country. The scammers say it’s too difficult and complicated to send you the money directly from their country, so they’ll arrange for someone in the U.S. to send you a check.

• They tell you to wire money to them after you’ve deposited the check. If you’re selling something, they say they’ll pay you by having someone in the U.S. who owes them money send you a check. It will be for more than the sale price; you deposit the check, keep what you’re owed, and wire the rest to them. If it’s part of a work-at-home scheme, they may claim that you’ll be processing checks from their “clients.” You deposit the checks and then wire them the money minus your “pay.” Or they may send you a check for more than your pay “by mistake” and ask you to wire them the excess. In the sweepstakes and foreign money offer variations of the scam, they tell you to wire them money for taxes, customs, bonding, processing, legal fees, or other expenses that must be paid before you can get the rest of the money.

• The checks are fake, but they look real. In fact, they look so real that even bank tellers may be fooled. Some are phony cashier’s checks, others look like they’re from legitimate business accounts. The companies whose names appear may be real, but someone has dummied up the checks without their knowledge.

• You don’t have to wait long to use the money, but that doesn’t mean the check is good. Under federal law, banks have to make the funds you deposit available quickly—usually within one to five days, depending on the type of check. But just because you can withdraw the money doesn’t mean the check is good, even if it’s a cashier’s check. It can take weeks for the forgery to be discovered and the check to bounce.

• You are responsible for the checks you deposit. That’s because you’re in the best position to determine the risk—you’re the one dealing directly with the person who is arranging for the check to be sent to you. When a check bounces, the bank deducts the amount that was originally credited to your account. If there isn’t enough to cover it, the bank may be able to take money from other accounts you have at that institution, or sue you to recover the funds. In some cases, law enforcement authorities could bring charges against the victims because it may look like they were involved in the scam and knew the check was counterfeit.

• There is no legitimate reason for someone who is giving you money to ask you to wire money back. If a stranger wants to pay you for something, insist on a cashier’s check for the exact amount, preferably from a local bank or a bank that has a branch in your area.

• Don’t deposit it—report it! Report fake check scams to the National Fraud Information Center/Internet Fraud Watch, a service of the nonprofit National Consumers League, at www.fraud.org or (800) 876-7060. That information will be transmitted to the appropriate law enforcement agencies.
n the old days (actually not so many years ago), unknown and undefined abbreviations used to be a nightmare for translators; they certainly were for me. Many a workday was, if not ruined, at least badly marred by them, particularly their nasty habit of turning up late in the afternoon or at the very end of a job. Needing all the help I could get to combat this enemy, I never missed a chance to buy any dictionary of abbreviations that might be relevant to my work. My most successful strategy for dealing with particularly hard cases that could not be found in any of my dictionaries was to dream up solutions to the puzzle as I fell asleep at night.

Nowadays, of course, since the Internet has become such a dandy and accessible research tool, all that is a thing of the past. Most abbreviations can easily be found in searchable online dictionaries, and my paper abbreviation dictionaries seldom come off the shelf. So the question is, are all paper abbreviation dictionaries now obsolete?

Elsevier’s Dictionary of Technical Abbreviations, English-Russian, by M. Rosenberg and S. Bobryakov, would make a good champion for the paper side in this contest. Before I even opened it, I liked it for its attractive, bright red cover and its unusual heft. Weighing in at just under five pounds, it could add significantly to the meager physical exercise one can get sitting at a keyboard for 8-to-10 hours of non-stop translating.

Of course, like all Elsevier’s dictionaries, the book is extremely well made, with high-quality, tough, glossy paper. The English abbreviations are printed in bold, so they stand out nicely. Different expansions of the same abbreviation are individually numbered (as many as 83 for the single letter M and 66 for the combinations DS and PC). Altogether, Rosenberg contains nearly 65,000 entries. According to the Preface, they are taken from “technical literature dealing with space, agriculture, electronics, computer science, chemistry, thermodynamics, nuclear engineering, refrigeration, cryogenics, machinery, aviation, business, accounting, optics, radio electronics, and military fields, including abbreviations used on a wide scale by the Navy, Air Force, and the Army.” I also found several entries from the oil industry, so who knows what else this dictionary might contain? The English expansions are followed by their Russian equivalents, or translations, sometimes with more than one alternative given (I’ve found as many as eight).

The Preface also says, “The dictionary has been compiled by comparing parallel texts in both languages, and by consultation with experts.” It does indeed seem that many, if not most, of the Russian equivalents have been taken from actual texts, rather than translated. That would explain the four minutely differing Russian versions of “FAMOS floating gate avalanche injection metal-oxide-semiconductor.”

In any case, the Russian equivalents are quite competent and occasionally rather creative. But I expect that most translators will find Rosenberg more useful for the English expansions than the Russian equivalents, preferring to do their own translation. It is not out of the question that translators working in language combinations other than English-to-Russian might be interested in this dictionary just for the abbreviation expansions, ignoring the Russian half.

So, as paper dictionaries go, this is a fine one, but can it compete with an online abbreviation dictionary? Let’s see.

Acronym Finder claims to be “the Web’s most comprehensive dictionary of acronyms, abbreviations, and initialisms,” with 410,000+ definitions. For 10 abbreviations selected at random, Acronym Finder produced 187 expansions, while for the same 10 abbreviations Rosenberg contains 40, of which 28 are not duplicated in Acronym Finder. But this is not really a valid comparison, since Acronym Finder contains all kinds of abbreviations, while Rosenberg, as the title indicates, has only technical abbreviations, which is actually a big
advantage, if technical abbreviations are what you want, since it narrows the search field by eliminating a lot of irrelevant material.

My favorite online dictionary of technical abbreviations is the Wiley InterScience Acronym Finder, which claims 180,000 terms and has the added feature of allowing you to narrow the subject category to a specific field, such as materials science or mathematics and statistics (Rosenberg gives no indication of the specific field in which an abbreviation is used). For the same 10 randomly selected abbreviations, with the category set to All Subjects, Wiley returned 70 expansions, only 8 of which are found in Rosenberg (i.e., 32 of the 40 in Rosenberg are not found in Wiley). Together, these two online dictionaries contain only 14 of the 40 expansions in Rosenberg.

So 65% of the abbreviation expansions in Rosenberg are not found in Wiley or Acronym Finder, though they may be in some other searchable online dictionary. But what about convenience; isn’t an online dictionary much easier to use? To test this question, I looked up 10 different abbreviations in Rosenberg and Wiley. At the beginning of each lookup, the paper dictionary was on the shelf, a full arm’s reach from where I sit, in order to make maximum exercise use of its weight, and the online dictionary was bookmarked, but not open. The average time it took to find the abbreviation I was looking for in the paper dictionary was 20 seconds; in the online one, 18 seconds. Not a significant difference.

Thus far, Rosenberg seems to be standing up to the online challenger fairly well. It contains fewer abbreviations and expansions, but still quite a lot, and most of them are not found in Wiley. It does not take significantly longer to use than the online dictionary, and it definitely comes out ahead in regard to weight and physical appearance. But wait, here comes the knockout punch: the online dictionary is free, but Rosenberg costs $215.

If you encounter a lot of technical abbreviations in your work and do not consider $215 a particularly significant sum of money, I can enthusiastically recommend Elsevier’s Dictionary of Technical Abbreviations, English-Russian. Otherwise, try one of the many online abbreviation dictionaries, and if that fails, do a little research on Google.

Reviewed by:
Sharlee Merner Bradley

When I was checking the price for this dictionary at the website of the International Conference of Building Officials, I came across an International Code Council Spanish page that lists some building codes in Spanish and a few dictionaries for the construction industry, most of which, including the one being reviewed, are written for on-the-job communication with Spanish workers. That said, there are a number of up-to-date terms in the Constructionary that I haven’t seen elsewhere. Since the volume is slim and inexpensive, it may be worthwhile to own for a translator needing such terms.

This paperback dictionary is one of those clever embodiments that has the English-to-Spanish in one half and the Spanish-to-English in the other. It is clearly designed to be used on the job. In addition to 85 pages of construction terms, there is a separate eight-page section on tools, followed by useful phrases (useful to workers, probably not to translators), unit conversion tables, and conversion factors, all of which appear in both sections.

To test the value of the terms in the Constructionary, I looked up the following five terms from it in Wiley’s¹, Beigbeder’s², and Elsevier’s³, among other technical dictionaries (Routledge, for example) I use for Spanish. The results are tabulated in Table 1.

Overall Evaluation

The tiny Constructionary has terms that are not found in other technical dictionaries. However, keep in mind that the terms in it were

---

James E. Walker serves as the Russian-to-English language chair for ATA’s Certification Program. Contact: perevod@ellijay.com.
specifically chosen to facilitate oral communication between construction bosses and immigrant workers. Such terminology would certainly have geographical limitations and would be based on American (if not California) construction methods and terminology.

<table>
<thead>
<tr>
<th>Term</th>
<th>Constructionary</th>
<th>Wiley’s</th>
<th>Beigbeder’s</th>
<th>Elsevier’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>adosado</strong></td>
<td>doubled</td>
<td><em>adosar</em> only, as abut against, back up to</td>
<td><em>adosar</em> only, as back (to)</td>
<td>placed against, joined</td>
</tr>
<tr>
<td>2. <strong>dispositivo de traba</strong></td>
<td>latching device</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3. <strong>pinzas perras</strong></td>
<td>vise-grip pliers</td>
<td>0 <em>pinza de lagarto</em> = alligator grab (Mexico)</td>
<td>0 <em>pinzas guías</em> = grippers</td>
<td>0 <em>pinzas con lagarto</em> = alligator grab</td>
</tr>
<tr>
<td>4. <strong>tablero de largueros</strong></td>
<td>ribbon/ledger board</td>
<td>0 <em>larguero</em> 0</td>
<td>0 <em>larguero</em> as ribbon, ledger, stringer, etc.</td>
<td>0 <em>larguero</em> as stringer, etc.</td>
</tr>
<tr>
<td>5. <strong>voladizo</strong></td>
<td>overhang, cantilever</td>
<td>corbel, cantilever outlooker</td>
<td>cantilever only, but as an adjective; overhanging</td>
<td>projection only, for architecture, but <em>voladizo trasero</em> as rear overhang for bus chassis</td>
</tr>
</tbody>
</table>

Score Base 5/5 2 x .5/5 2 x .5/5 2 x .5/5


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**Table 1**

**Sharlee Merner Bradley** has a doctorate in Romance lexicography, and has translated for the United Nations in Geneva, the U.S. federal courts, California government agencies, and the Marin County Health Department. She has been a freelance translator of French and Spanish into English for many years, in addition to being the long-time secretary of ATA's Dictionary Review Committee. Contact: smbradley@compuserve.com.

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I howled with laughter and delight when I received the Spring 2005 edition of SlavFile, the newsletter of ATA’s Slavic Languages Division (available at www.americantranslators.org/divisions/SLD/PDF/SF_Spring_05_FINAL.pdf). It contains a 1976 parody of the Ballad of John Henry, the well-known tale of the steel-drivin’ man who vowed, as he began to help drill the Big Bend Tunnel in West Virginia equipped with only a hammer, that no drilling machine would out-perform him. Well, instead of wielding a sledgehammer, the Slavfile parody concerns a lone translator (also named John Henry) wielding a manual typewriter in an effort to outdo machine translation. It was great! And John Henry won again!

But I was a little disturbed about a missing element, namely that in the original ballad, as a little tyke “sittin’ on his mammy’s knee,” before he ever even so much as picked up a hammer, John Henry prophesied that that tunnel “was a-gonna be the death of me, of me….” So humbly, and with reverence for the greatness of the Slavfile’s ballad parody, I composed the following as an introduction to the machine translation vs. human epic:

Lil’ John Henry was a-huntin’ / and a-peckin’ on his dad’s old Royal / He said, “those M.T. dudes and their machine translation vs. human epic: the following as an introduction to the Slavfile’s reverence for the greatness of the Big Bend Tunnel in West Virginia concerns an obscure point from a service and maintenance manual that accompanies a document specifying general terms and conditions for a company that sells water purification systems. The word “dichtslippen” is troublesome in this context: “Gebruik enkel originele filters. Andere filters kunnen het dichtslippen van membranen veroorzaken.” What is it?

(E-D 7-05/1) This ProZ query concerns an obscure point from a service and maintenance manual that accompanies a document specifying general terms and conditions for a company that sells water purification systems. The word “dichtslippen” is troublesome in this context: “Gebruik enkel originele filters. Andere filters kunnen het dichtslippen van membranen veroorzaken.” What is it?

(E-J 7-05/2) The term audit thresholds constituted a problem for a ProZ member working from English into Japanese. Here’s the entire paragraph: A reasonable profit or fee may be paid to an entity receiving an award under SSS program. The profit or fee is not considered a ‘cost’ for purposes of determining allowable use, program income accountability, or audit thresholds. What are they?

(E-R 7-05/3) Economic convergence was a concept that one Lantran-l member found hard to express in Russian, and in case the reader is a little fuzzy about what it means, another member provided this meaning: the condition that causes lagging economies to naturally catch up with advanced ones.

(E-R 7-05/4) Vibrating vehicles, also known as thumper trucks, was an unknown phrase in a text having to do with oil drilling that a ProZer was working on into Russian. Here’s a bit more context: “The surface-based techniques, including vibrating vehicles (thumper trucks), explosions in holes drilled beneath the surface, and special ‘air-guns’ for marine locations….” [Presumably the list goes on]. What sort of equipment is it, and how is it expressed in Russian?

(E-Sp 7-05/5) A Lantran-l user suspected, probably correctly, that “centro de crisis” was not proper Spanish for crisis center. Frustrated, she turned to her colleagues. Perhaps real help can come in this expanded venue.

(E-Sp 7-05/6) To be of any help in this query, which originated on ProZ, you must know what clip bond coupons are in the world of financial services, and how this can be rendered into good Spanish.

(F-E 7-05/7) Originally, the poster of this query wanted Hungarian, but English will do. The problem term is a phenomenon from the world of cosmetics and beauty: “effet liftant.” It is defined as “la texture gainante de x produit enveloppe la peau pour un effet tenseur immédiate.” Who wants to try? And if you are really ambitious, provide the Hungarian.

(Fi-G 7-05/8) Here’s some Finnish, also a rarity. The subject is tourism, and the two trouble words appear in bold print: “Tilalla on mahdollisia muu suopungin heittoon.” Kodassa nautitaan nokipan-nukahvista pullan kera sekä tutustutaan vanhan ajan esineiden historiaan.” English will be accepted.

(G-E 7-05/9) The term “Speicherblock P” was problematical to a Lantran in this phrase: “zum Jahresende konnte zudem die zukünftige Hamburg Port Authority als langfristiger Mieter für einen noch zu modernisierenden Speicherblock P gewonnen werden.” What is it?

(Gg-E 7-05/10) This marks the first time a Georgian-language query has come to the column: the contractual term “sagarantio khelshekruleba,” which might (or might not) come close to meaning guaranteed agreement.

[Abbreviations used with this column: D–Dutch; E–English; F–French; Fi–Finnish; G–German; Gg–Georgian; J–Japanese; Pt–Portuguese; R–Russian; Sp–Spanish.]
Sorry about not using the Georgian alphabet for this.

(\textit{Sp}-E \textit{7-05/11}) Things as slangy as what follows never have a fully definitive answer where translation is concerned. There exists a Cuban cha-cha tune ("¡Rico Vacilon!"). What would be good English for that? Readers need to understand that the second word obviously comes from "vacilar."

\textbf{Replies to Old Queries}

(\textit{G}-E \textit{4-05/9}) ("Mandat"): Clearly, says John Kinory, the problem word means \textit{authority}, \textit{mandate}, \textit{appointment}, or \textit{power of attorney}. Beyond that, though, the context sentence (found on page 45 of the April 2005 \textit{Chronicle}) does not make it clear who took authority from whom. Perhaps it was the owner of a holiday home, withdrawing \textit{authorization} from an agency that had been letting the house to vacationers.

(\textit{Pt}-E \textit{5-05/11}) ("bula"): David Steffen defines this as a \textit{product insert}, or, if it is external but physically attached to the package, a \textit{product outsert}. Piero Brentani says that pharmacies often do not hand out this insert when providing a prescription drug, but rather replace it with the pharmacy’s own blurb, which is easier to read. Helen Hasselriis, Wayles Browne, and Gabe Bokor call it a \textit{package insert}.

(\textit{Pt}-E \textit{5-05/12}) ("cartela"): Piero Brentani calls it the \textit{pack} or \textit{package}. According to David Steffen and Wayles Browne, it’s a \textit{blister pack}. Dubravka Martincic renders it as \textit{blister card}.

(\textit{Sp}-E \textit{1-05/11}) ("condición suspensiva"): Susana Greiss was surprised to see this query, since the answer to it is in all the dictionaries: \textit{condition precedent}.

The relatively light content of this column matches the mostly summery quality of the weather in which most readers will read it. If you contributed, thanks!
The British Victorian stereotype of Italians is best expressed by William S. Gilbert's sendup of it in *Ruddigore*: "He gave me an Italian glance — thus (business) — and made me his." This prejudice extended even to the ancient Roman poet Sextus Propertius. Ronnie Apter gives an account of his fate at the hands of critics and translators in her book *Digging for the Treasure*.

According to Apter, to Victorian critics Propertius was the embodiment of "abandonment to sensibility," "absorption in self-pity," "ardent sincerity in the expression of the passion of love," "desperate sincerity," and a "pre-eminently Italian intensity of warm, luxurious passion." Obviously, such a poet could not possibly be funny. Therefore, Sir Charles Elton (1778-1853) translated Propertius' line "non sum de nihilo blandus amator," which literally means "I am not a flattering lover for nothing," into "Nor [do] airy nothings prompt my amorous dream."

Ezra Pound's opinion of the poet was very different. Pound wanted to "induce a few Latinists really to look at the text of Propertius instead of swallowing an official 'position' and then finding what the textbooks tell them to look for." Pound thought that J. W. Mackail, one of the critics quoted above, didn't have "any inkling of the way in which Propertius is using Latin. Doesn't see that S. P. is tying blue ribbon in the tails of Virgil and Horace."

And so, in 1919, to howls of protest, Pound published his *Homage to Sextus Propertius*. Included were the lines:

And Cynthia was alone in her bed.
I was stupefied.
I had never seen her looking so beautiful
You will observe that pure form has its value.

The last line is a nearly literal translation of "En quantum per se candida valet."

Though Pound's work had an immediate influence on original poetry written in English, his influence on translation took hold only slowly. In 1937, Arthur S. Way could still publish a translation of Propertius with the lines:

Nay, this will I write — and thine whole life shall not efface the shame—

"Cynthia peerless in beauty — Cynthia faithless of speech."
Believe me, howe'er thou dost scorn the whisper of evil fame, Cynthia, the line with bloodless pallor thy cheek shall bleach.

By 1957, Pound's influence was beginning to be felt, and Frances Fletcher could translate:

But I'll write — words you cannot, no, Not in your lifetime, un-write: Cynthia, compelling in beauty; Cynthia, frail in honesty. Scorn as you will, Cynthia, the gossiping tongues, This verse — believe me — will put the fear of God in you.

At last, in 1972, John Warden was able to fully and skillfully convey Propertius' irony:

. . . I'll write a poem which will mark you till your dying day; scorn as you will the murrermgs of reputation these words will make you blench:

IN BEAUTY CYNTHIA EXCELS (but you should hear the lies she tells).
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</thead>
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<td>England</td>
<td>Institute of Translation &amp; Interpreting (ITI)</td>
<td>Fortuna House</td>
<td>South Fifth Street</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>Asociación de Traductores Profesionales del Perú (ATTP)</td>
<td>Casilla Postal 18-0251</td>
<td>Lima 18 Perú</td>
<td>(51) 264-2214</td>
<td>Fax: (51) 264-5567</td>
<td><a href="http://www.attp.org.pe">http://www.attp.org.pe</a></td>
</tr>
<tr>
<td>Canada</td>
<td>Association of Translators and Interpreters of Alberta (ATIA)</td>
<td>P.O. Box 546</td>
<td>Edmonton, Alberta, Canada T5J 2K8</td>
<td>(780) 434-8384</td>
<td><a href="http://www.atia.ab.ca">www.atia.ab.ca</a></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Association of Translators and Interpreters of Ontario (ATIO)</td>
<td>1 Nicholas Street, Suite 1202</td>
<td>Ottawa, Ontario, Canada K1N 7B7</td>
<td>(613) 241-2846</td>
<td>Toll-free: (800) 234-5030</td>
<td><a href="mailto:info@atio.on.ca">info@atio.on.ca</a> • <a href="http://www.atio.on.ca">www.atio.on.ca</a></td>
</tr>
<tr>
<td>Canada</td>
<td>Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ)</td>
<td>201 Union Avenue, Suite 1108</td>
<td>Montreal, Quebec, Canada H3A 2S9</td>
<td>(514) 845-4411</td>
<td>Toll-free: (800) 265-4815</td>
<td><a href="mailto:info@ottiaq.org">info@ottiaq.org</a> • <a href="http://www.ottiaq.org">www.ottiaq.org</a></td>
</tr>
</tbody>
</table>

**International Groups**

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

- **AUSTRALIA**
  - Australian Institute of Interpreters and Translators, Inc. (AUSIT)
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  - Blackburn North VIC 3130 Australia
  - Tel: +61 3 9597 9958
  - national@ausit.org • www.ausit.org

- **MEXICO**
  - Organización Mexicana de Traductores A.C.
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  - Col. Americana Guadalajara, Jalisco Mexico
  - Tel: +52-33-3124-0236
  - Fax: +52-33-3124-0237
  - occidente1@omt.org.mx • www.omt.org.mx

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The ATA Chronicle | July 2005

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If you are now certified, your first 3-year reporting period ends on January 1, 2007. If you become ATA-certified after January 1, 2004, your first reporting period ends 3 years after the certification date.

You can begin accruing continuing education points on January 1, 2004, or as soon as you become certified. ATA-certified translators who will be 60 and older on the date their reporting period ends are exempt from continuing education requirements. All others must provide evidence of their continuing education activities as described here.

Keep track of your continuing education points and supporting documentation: this is your responsibility. Use the forms on pages 53 and 54 to request approval, if required, either before or after the event. ATA Headquarters will notify you and provide materials for reporting your continuing education points, when due.

You must earn 1 continuing education point on the ethics of translation and interpreting during your first 3-year reporting period. You may choose between attending an ethics workshop at the ATA Annual Conference or taking a self-directed course available online and in print. The self-directed course is available online at www.atanet.org/acc/ce_online_ethics_component.htm. The Continuing Education Requirements Committee may approve other ethics classes.

Guide to ATA

Continuing Education Points

ATA-certified translators must earn 20 points of continuing education credit over 3 years, with a maximum of 10 points in any given year, to keep their certification current.

Eligible Continuing Education

You can earn continuing education points in any of 6 categories. Each has a maximum number of points per year or 3-year reporting period.

A. Translation/interpreting courses, seminars, workshops, and conferences

Points: 1 point per hour for attending translation/interpreting seminars, workshops, and conferences (up to 10 points per event); 1 point per hour for college and university courses (up to 5 points per course); 2 points per hour for teaching/presenting classes, seminars, workshops, and conference sessions.

Maximum: Up to 10 points in any given year.

No approval required: ATA annual/regional conferences, preconference seminars, and professional development seminars. ATA chapter and division seminars, conferences, and workshops. Courses, seminars, and conferences offered by nationally accredited university translation/interpreting programs in the United States. ATA Certification Program grader training.

Approval required (before or after the event): Translation/interpreting courses, seminars, workshops, and conferences offered by other translation/interpreting associations in the United States or abroad, or by university translation/interpreting programs abroad. Privately offered seminars on translation/interpreting.

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.

For other events, use the forms on pages 53 and 54 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: 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.

No approval required: Courses, seminars, and workshops in your area of specialization, such as law, medicine, finance, or technical fields. ATA translation/interpreting ethics workshop. Target-language grammar and writing courses.

Seminars and workshops on translation-support software and other tools of the trade.

Approval required (before or after the event): Seminars and workshops on running your business.

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 53 and 54 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.
C. Memberships in professional associations
   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.
   No approval required: Membership in a translation/interpreting professional association.
   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.

D. Mentors, mentees, and ATA Certification Program graders
   Points: 1 point for each activity per year.
   Maximum: Up to 6 points per 3-year period.
   Approval required: ATA certification exam grading. ATA certification exam passage selection. Participating as a mentor or mentee in the ATA Mentoring Program.
   Approval process: ATA Certification Program graders must have graded exams or selected passages during the year for which they claim points. Mentors and mentees must provide a statement from the Mentoring Committee Chair at reporting time.

E. New certifications and accreditations
   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.)
   Approval process: Submit a copy of the title page of the book or article with the author’s name.
# Approval Request Form

## ATA Continuing Education Points (Individuals)

Refer to CE Guidelines in print or online at [www.atanet.org](http://www.atanet.org) for further information!

<table>
<thead>
<tr>
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<th>1. Name of requesting individual:</th>
<th>Daytime Phone:</th>
<th>ATA Membership Number:</th>
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<td>Name of Sponsor:</td>
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<td>Contact Person:</td>
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<td></td>
<td>Address:</td>
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<td>Phone:</td>
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<td>3. Event/presentation:</td>
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<td>4. Brief description of content:</td>
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<tr>
<td>5. Speaker’s name &amp; title:</td>
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*For conference or multi-day events, please list names and titles of speakers on a separate sheet*

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<th>7. Time of activity:</th>
<th>(from)</th>
<th>(to)</th>
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<td>8. Number of continuing education points requested:</td>
<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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<th>9. Signature of requesting individual:</th>
<th>Date:</th>
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### For ATA Use Only

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<th>Points approved:</th>
<th>Comments:</th>
</tr>
</thead>
</table>

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<tr>
<th>Reviewed by:</th>
<th></th>
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</thead>
</table>

| Date: |  |
Approval Request Form
ATA Continuing Education Points (Groups)
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!

<table>
<thead>
<tr>
<th>Please print or type.</th>
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</thead>
<tbody>
<tr>
<td>1. Event sponsor’s contact information</td>
<td></td>
</tr>
<tr>
<td>Name of Sponsor:</td>
<td></td>
</tr>
<tr>
<td>□ ATA Chapter/Division:</td>
<td></td>
</tr>
<tr>
<td>□ Other*:</td>
<td></td>
</tr>
<tr>
<td>*Approval for non-ATA-sponsored activities must be sought by either the sponsor or the individual attending the activity</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Email:</td>
</tr>
<tr>
<td>Address:</td>
<td></td>
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<td>Phone:</td>
<td>Fax:</td>
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<tr>
<td>2. Event/presentation:</td>
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<tr>
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<td>6. Time of activity: (from) (to)</td>
</tr>
<tr>
<td>7. Number of continuing education points requested:</td>
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<tr>
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<td></td>
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<tr>
<td>8. Signature of requesting individual:</td>
<td>Title:</td>
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</tbody>
</table>

| For ATA Use Only |  |
| 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 54).
2. If you are an individual, complete the Approval Request Form for Individuals (page 53).

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.

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.
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46th Annual Conference

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www.miis.edu/
gsti-about-dean.html

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National Center for
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The ATA Chronicle | July 2005
S. Edmund Berger Prize
In Excellence in Scientific and Technical Translation

The ATA and the American Foundation for Translation and Interpretation (AFTI) invite nominations for the annual award of the S. Edmund Berger Prize.

The $1,000 prize is offered to recognize excellence in scientific and technical translation by an ATA member.

Individual translators or translation companies wishing to nominate a translator for this prestigious award may obtain a nomination form from the AFTI website (www.afti.org) or from AFTI at the following address:

AFTI • Columbia Plaza—Suite 101 • 350 East Michigan Avenue • Kalamazoo, MI 49007

Nominations must be received by September 17, 2005, and will be judged by a three-member national jury. The recipient of the award will be announced during the 2005 ATA Annual Conference in Seattle, Washington, November 9-12.
2005 Harvie Jordan Scholarship
ATA Spanish Language Division

**Purpose:** To promote, encourage, and support leadership and professional development of translators and interpreters within ATA's Spanish Language Division and to honor Harvie Jordan’s lifetime contributions as a language professional.

**Description of Award:** Paid registration to ATA’s Annual Conference or an SPD Conference, as desired.

**Eligibility:** Limited to ATA Spanish Language Division members in good standing with two or more years of membership.

**Deadline:** September 17, 2005

**Criteria for Selection:**
1. Demonstrated leadership skills and career goals;
2. ATA Spanish Language Division involvement and commitment to service;
3. Special contributions to translation and interpretation.

Please limit your response to each of the selection criteria above to 100 words or less. Send your application via e-mail to AFTI at: aftiorg@aol.com.

Applications will be numbered, de-identified, and distributed to the Scholarship Selection Committee. The Selection Committee will consist of leaders of ATA's Spanish Language Division.

All selections are final. The number of scholarships available will depend on the funds available. Scholarship winners will be asked to contribute an article to *Intercambios*, the SPD newsletter, reporting on the conference or a session they attended.

*The Selection Committee has the option of not presenting an award in a given year.*

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**Round Robin Tennis Tournament**

ATA 46th Annual Conference in Seattle, WA
Thursday, November 10, 4:00pm-6:30pm

If you love to play tennis, here's your chance to get to know your colleagues and friends in a mixed, partner-rotating, single session tennis event!

Men and women of all ages and tennis experience can join us on the beautiful indoor courts of the Nordstrom Tennis Center of the University of Washington, just a short ride from the conference venue. The fee includes transportation between the conference hotel and the Tennis Center and all court fees. You will be playing for the coveted annual ATA tennis trophy in your category, along with other prizes. All you need to bring is your racket, tennis shoes, and tennis attire. For additional information contact Rob Croese at rcroese@sbcglobal.net.

**Ticket required. See the Registration Form in the Preliminary Program.**

Pictures taken at last year's Round Robin in Toronto.
Go to the source

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An exhibit hall that brings companies together for you to see the latest software, publications, and products available that fit your unique needs

Register
Look for the Conference Registration Form with the July issue of The ATA Chronicle to take advantage of special Early-Bird rates, available until October 3.

Join ATA to register at the discounted ATA Member rate. For an application, contact ATA or join online at www.atanet.org/membapp.htm.

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The Westin Seattle, 1900 Fifth Avenue, Seattle, Washington 98101
Phone: (206) 728-1000, Fax: (206) 728-2007; www.westin.com/seattle

Look for the Preliminary Program and Registration Form with The Chronicle in July!
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