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New Orleans, Louisiana - November 1-4, 2006
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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 graphics or words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted as a PDF file or mailed.
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 short author biography (three sentences maximum). If you wish to include your photo (color or B/W), please e-mail it as a JPEG or TIF file. Do not mail irreplaceable photos.
6. E-mail submissions (Word or PDF files) to Jeff Sanfacon at jeff@atanet.org.
7. All articles are subject to editing for grammar, style, punctuation, and space limitations.
8. 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 The ATA Chronicle editorial policy—under Chronicle—at www.atanet.org)

2006 Editorial Calendar

January
Submission Deadline: December 1

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May
Submission Deadline: March 1

June
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July
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October
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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.
36  Inventive Step: ATA Holds Patent Seminar  
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Attendees at this year’s ATA Annual Conference in New Orleans, November 1-4, will have the opportunity to experience the city’s charm firsthand.

Attention  
Korean Language Translators and Interpreters!  
A special interest group has been formed to explore the possibility of establishing a Korean Language Division within the American Translators Association. If you are interested, please subscribe to the discussion listserve by sending an e-mail to ata-Korean-subscribe@yahoogroups.com.

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POSTMASTER: Send address changes to The ATA Chronicle, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. The American Translators Association (ATA) was established in 1959 as a not-for-profit professional society to foster and support the professional development of translators and interpreters and to promote the translation and interpreting professions. The subscription rate for a member is $43 (included in the dues payment). The U.S. subscription rate for a non-member is $50. Subscribers in Canada and Mexico add $25; all other non-U.S. subscribers add $45. Single copies are available for $5 per issue.
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Follow up on my July column, here is even more on my favorite theme of enlightened self-interest, or doing well by doing good.

Giving Back to the Community

In July, I wrote about ATA’s collaboration with the American Red Cross. We now have two more beneficent efforts underway. The first is our collaboration with the City of New Orleans. Stay tuned for news from ATA’s Public Relations Committee about this year’s pro bono project, which has already been delivered to the mayor’s office and involved translations of disaster preparedness materials into Spanish and Vietnamese (thanks to the volunteers organized by PR Committee Co-Chair Kirk Anderson, all of whom did an amazing job on this project). In addition, ATA signed a letter of intent with the New Orleans Area Habitat for Humanity. This year, special conference t-shirts will be designed with at least $6 from the sale of each t-shirt being donated to Habitat for Humanity. Among Habitat’s many projects to rebuild portions of New Orleans is a mixed-use housing complex for musicians, which is a key component of the effort to ensure that the “bons temps” indeed “rouler” again. Check out the t-shirts and register for ATA’s Annual Conference at www.atanet.org/conf/2006. You can order a shirt using the check-off on the conference registration form. If you cannot make the conference this year, you can still use the same form to order a shirt.

In a totally different vein, but still related to giving back to the community, we also invite members to sign on to the National Civilian Linguist Reserve Corps (CLRC) effort we announced in July. As a reminder, CLRC volunteers may be called upon during any national crisis, including supporting preparations before evacuations and recovery efforts after natural disasters. This effort is being promoted by the National Virtual Translation Center. To register, visit www.nvtc.gov/forms/linguist.php.

Remembering Where We Came From

Booking our 50th Anniversary ATA Annual Conference for November 2009 in New York City, where ATA began, has gotten many of us on the Board thinking about ATA’s history. In that spirit, founding member and ATA Past President Henry Fischbach has agreed to share his memories and insights in a videotaped interview. I will have more information on this project as it develops.

ATA is also undertaking a broad effort to chronicle ATA’s history. The idea is to include the perspectives of every generation, from those who joined in 1959 to those who joined as recently as the 21st century. The tentative plan is to publish a book on ATA’s first 50 years. If you are interested in contributing to this project, please contact Walter Bacak at ATA Headquarters, walter@atanet.org.

And Where We Are Going

Finally, I would like to let you all know about my recent visit to Milwaukee to represent ATA’s Translation Company Division at the International Corporate Language Council (ICLC) meeting and to represent ATA at the Association of Language Companies (ALC) annual conference. ICLC is a coalition of corporate sector associations intended to promote cooperation and collaboration among the organizations, functioning like a corporate association version of the International Federation of Translators. At the ICLC meeting, we discussed co-locating events to boost attendance and avoid conflicts, and we voted to incorporate the Council. There should be more news on this soon.

My role at the ALC conference was much the same as it was last year, to explore areas in which ATA and ALC could collaborate. Among the topics discussed with ALC Past President Suzanne Robinson, who has been pursuing this collaboration on behalf of ALC, was developing joint or at least related best practices (for translation buyers and providers) to be posted on our respective websites. We are looking to explore this and other areas for cooperation over the coming year. Please e-mail me at president@atanet.org if you have input about any areas in which the organizations should work together.

I hope you all have been enjoying the summer and I look forward to seeing you in New Orleans!
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**American Translators Association**

**47th Annual Conference**

As of August 3, 2006

Each company provided its own description.
From the Executive Director
A Look at ATA’s Online Directories

The ATA online Directory of Translation and Interpreting Services for individuals and the Directory of Language Services Companies are as popular as ever—with clients as well as members. With two million plus hits in 2005, consumers and businesses have clearly learned to look to ATA’s directories first when shopping for professional translation and interpreting services.

As of mid-July, the individual directory featured 5,837 profiles. The company directory had 397 profiles. These numbers will continue to grow as more members join and renew throughout the year.

I have heard many success stories over the years from members whose listings resulted in interesting, well-compensated projects. In fact, a directory listing continues to be one of the most valuable benefits of association membership, essentially advertising a member’s services 24 hours a day, 7 days a week, 365 days a year. It is worth pointing out to new members and to those “on the fence” about renewing their membership that just one job obtained from your directory listing covers the cost of your membership dues.

But what if you are not being contacted?

1. Approach your listing as you would your résumé, taking care to check spelling, grammar, and punctuation.
2. Keep your contact information up to date, especially your e-mail address and phone numbers. Make those updates online at www.atanet.org/onlinedirectories/update_profile.php.
3. Use the “Additional Information” field as that all-important cover letter, noting education and career experiences, unusual specialties, and any dialects you can handle. Using a “keyword” search much like you would use Google, clients can now find your services based on a set of very specific skills and experience.
4. Specialization has proven to be one of the keys to succeeding. Make sure your listing reflects your expertise and areas of specialization.
5. Review your listing monthly to experiment with different wording or add new information that may set you apart from others.
6. And finally, take advantage of the latest directory feature. Non-English-to-non-English language combinations, such as Portuguese-to-Spanish and French-to-Italian, can now be listed and searched for by clients.

Members should also take note that in the recent redesign of ATA’s website (www.atanet.org), we paid special attention to making it as easy as possible for customers to access the online directories. Now, the “Find a Translator/Interpreter” button is prominently displayed on the home page and subsequently appears on every page of the website. The website redesign also streamlined access to the Membership Directory, so that members are more comfortable and familiar with using it. The Membership Directory is now prominently listed under the other online directories.

Finally, just a reminder, the Directory of Translation and Interpreting Services and the Directory of Language Services Companies are different from the Membership Directory. The Membership Directory is set up strictly to facilitate communication between members, and it is only accessible by ATA members. The Directory of Translation and Interpreting Services and the Directory of Language Services Companies are structured to market and promote members’ services to other ATA members, the business community, and the general public.

Here is a look at some of the statistics for the first half of 2006:

Top 10 language combinations from most queried to least for individuals (The numbers in parentheses are the rankings from June 30, 2005.):

1. English into Spanish (1)
2. Spanish into English (2)
3. English into French (3)
4. English into Japanese (4)
5. English into Chinese (5)
6. German into English (9)
7. English into Korean (-)
8. Japanese into English (7)
9. English into German (10)
10. French into English (6)

Dropped from the top 10: Chinese into English (8)

Top 10 language combinations from most queried to least for companies:

1. English into Spanish (1)
2. Spanish into English (2)
3. English into French (3)
4. English into Japanese (4)
5. English into Chinese (5)
6. French into English (7)
7. All into English (4)
8. Chinese into English (6)
9. Japanese into English (10)
10. Russian into English (9)

Top 10 areas of specialization from most queried to least for individuals:
1. Medicine (General) (1)
2. Law (General) (2)
3. Business (General) (3)
4. Engineering (General) (5)
5. Pharmaceuticals (4)
6. Industry & Technology (General) (8)
7. Patents, Trademarks, & Copyrights (9)
8. Economics & Finance (6)
9. Software Localization (10)
10. Computers (General) (7)

Top 10 areas of specialization from most queried to least for companies:
1. Medicine (General) (1)
2. Law (General) (3)
3. Business (General) (2)
4. Arts & Humanities (General) (4)
5. Education (7)
6. Immigration (-)
7. Healthcare (5)
8. Engineering (General) (-)
9. Literature (-)
10. Pharmaceuticals (8)

Dropped from the top 10: Software Localization (6), Economics & Finance (9), Computers (General) (10)

Candidates Announced
ATA Election • 2006 New Orleans, Louisiana

ATA will hold its regularly scheduled election at the upcoming 2006 ATA Annual Conference in New Orleans, Louisiana, to elect three directors. The candidates’ statements will be published in the September issue of The ATA Chronicle.

Further nominations, supported by acceptance statements in writing by each additional nominee and a written petition signed by no less than 35 voting members, must be received by the Nominating Committee within 30 days of publication by ATA’s Board of Directors of the names of nominees proposed by the Nominating Committee. Acceptance statements and petitions may be faxed to the chair of the Nominating Committee, Jost Zetzsche, in care of ATA Headquarters at (703) 683-6122.

Candidate statements and photos of the candidates will appear in the September issue of The ATA Chronicle. Official ballots will be mailed to all eligible voters prior to the conference. Votes may be cast: 1) in person at the conference; 2) by proxy given to a voting member attending the conference; or 3) by proxy sent to ATA Headquarters by the date indicated in the instructions enclosed with the ballots. The candidates proposed by the Nominating Committee are:

**Director (three positions, three-year terms)**

Claudia Angelelli
Gabe Bokor
Jean Leblon
Beth Nazar
Virginia Perez-Santalla
Alexandra Russell-Bitting
The Ease of AutoCorrect

Kudos to Clifford Landers for his excellent article, “Save Time and Avoid Errors with MS Word’s AutoCorrect,” which appeared in the June issue. I have long used that feature as Landers does, and want to comment that its usefulness as a shorthand mechanism cannot be overemphasized. It saves an immense amount of time.

You can even use the same code to produce equivalent words in the different languages for which your version of MS Word has separate “dictionaries.” For example, when I am writing in English, “av” produces “available,” but when writing in Spanish it produces “disponible.”

Naturally, as one adds more and more entries, it is impossible to remember them all; inevitably some will occasionally come back to bite their progenitor. The other day I had reason to write the initials for Optical Character Recognition, and suddenly found my sentence infiltrated by… organized crime! On another day, I wrote the name “Sid” only to find the phrase “taking into consideration” pop up. In fact, a moment ago “pop” produced the word “population.” This is a code I use fairly often, but my mind glossed over that fact as I typed. I could change the code to “popp,” but I rarely use the word “pop,” so I will leave it as is.

When such an unwanted result occurs, MS Word’s “CTRL-Z macro” will take you back to your code with a space after it, enabling you to proceed as intended. Or you can open up AutoCorrect and delete the code if you no longer want it. As Landers’ article makes clear, entering codes in AutoCorrect, changing them, or deleting them is simplicity itself.

Finally, anyone who switches back and forth frequently between two languages will save lots of time by creating a pair of macros for the purpose. The keyboard commands for the two macros I set up are the “ALT” key plus “e” to tell the computer I am writing in English, and the “ALT” key plus “s” to tell it that I am writing in Spanish. (Of course, creating macros is not done in AutoCorrect, but in the tools section of MS Word under “Macro-Record New Macro.”)

Robert France
Chula Vista, California

Foreign language education spells success.


Sponsored by the American Council on the Teaching of Foreign Languages
Translating for the Capital Markets

By Marian S. Greenfield

This article is intended as a very brief introduction—a “taste”—of the material I present in my workshops on capital markets translation.

The most basic advice I can give regarding capital markets translation is to use the Internet very critically. Capital markets terminology evolves constantly, so Internet resources are crucial, but, as in all subject areas, you must carefully evaluate the information found, as there is a lot of trash out there, particularly on bilingual or multilingual sites. Obviously, the best sources are monolingual primary sources such as actual annual reports published by companies, bond indentures, and prospectuses, as well as specialized monolingual glossaries in both source and target languages that are often posted by financial institutions, regulatory agencies, or securities exchanges.

Reading the financial press and market outlooks is a great way to become familiar with capital markets terminology. Analysts tend to speak (and write) in very specialized jargon that is heavy with analogies. This same jargon crops up in investment fund documents, so it is a big advantage to “read with a pencil,” to quote our colleague James Sievert (see his article on this topic, “Calling the Muse of Financial Translation,” in the October 2004 issue of The ATA Chronicle). Any time you find good jargon or phrasing in your target language, jot it down so you can use it in your translations…

“…Any time you find good jargon or phrasing in your target language, jot it down so you can use it in your translations…”

The following is some information you will need to know about capital markets.

What are the capital markets?

Capital markets are markets for trading debt and equity, represented by countless types of instruments, which can be broken down into the following general categories: equities, debt, and hybrids. Obviously, hybrids have both debt and equity features. Capital markets instruments are issued by companies as well as local, state, and national governments and government agencies. They may be purchased by private investors and several types of institutional investors, including banks, investment funds, pension funds, trusts, and insurance companies. Because of the risk they imply, certain investments are limited in the U.S. to qualified institutional buyers (QIBs), namely accredited investors investing at least $100 million (U.S.) in securities of unaffiliated institutions on a discretionary basis.

What types of instruments are traded?

• **Equities** are typically shares (of stock) representing part ownership of a company. They often entitle the holder to a share in the company’s profits paid out as a dividend. Equities expose the investor to the risk of capital losses.

• **Bonds** are commonly traded debt instruments issued by governments or corporations. They may be issued as short-term (1 to 5 years), intermediate-term (5 to 10 years), or long-term (more than 10 years) instruments. Straight bonds carry no company ownership rights; bondholders are merely creditors. Some interesting
bond sheet terminology, which is often the same as loan term sheet terminology, includes: fully underwritten basis; bullet at maturity; all-in-cost; internal rate of return; basis points; and spread.

- **U.S. government bonds**, called treasuries, are backed by the full faith and credit of the U.S. government. Treasuries rates are often used as benchmark rates for other bond offerings. Treasuries are generally not callable and the income they generate is not subject to U.S. state and local taxes.

- **Hybrids** are securities that combine types of financial instruments, generally having both debt and equity features, and include hybrid bonds, convertible bonds, and preferred shares.

- **Equities** may be bought by investors on the primary or secondary market. Initial public offerings (IPOs) are launched on the primary market; this is what is meant when it is said that a company "goes public." Shares issued in an IPO may be existing shares held privately, or a company may issue new shares to offer to the public.

**Why would a privately held company want to go public?**

IPOs enable early investors (often the founders themselves and family, friends, and/or venture capitalists) to get their own money back and to repay the people who gave them the initial funding. In addition, IPOs generate market interest about the company. They may even spawn mergers and acquisitions; in other words, an opportunity to realize the value built up in the company. IPOs also raise new capital for the company, broaden the company’s shareholder base, and provide shareholders with a liquid market in which to trade their shares. IPOs can be used to fund acquisitions.

**What are some of the disadvantages to IPOs?**

One of the biggest disadvantages is that once a company goes public, it must follow strict financial reporting and disclosure requirements. In the prospectus alone, details on the history of the business, the company’s management, and in-depth financial information must be included. There is also the risk of losing control over the company.

**What references will help you get started translating for the capital markets?**

Besides reading the financial press in general, it is useful to read some general guides on investing in the stock market and a few prospectuses published by issuers in various industries that deal with both equity and debt instruments. Below are some useful glossaries for capital markets terminology in English:

- **Global Investor Glossary (U.K.)**
  www.finance-glossary.com

**New ASTM Translation Standard Published**

ATA is proud to announce that ASTM International has just published F2575-06 Standard Guide for Quality Assurance in Translation. The standard was developed by Technical Subcommittee F15.48. ATA has had an official representative working in Subcommittee F15.48 since the beginning of the standard development efforts and was instrumental in the standard’s publication. The standard is copyrighted by ASTM International and can be purchased for $40 at www.astm.org.
After months of collaborating on articles for Contratiempo without ever having met, when Chicago-based translator Susana Galilea and journalist Kari Lydersen ran into each other at a fundraiser, they began an ongoing conversation about the intricacies of and parallels between their work.

Lydersen, a staff writer for The Washington Post and freelancer for Contratiempo, a Spanish-language cultural and political magazine, learned how translators are similar to and different from editors, and how they might often become more familiar with a writer’s work than the writers themselves. Galilea, who usually translates for social service organizations and advertising clients, got a window into the atmosphere-rich world of journalism and the role translators play in it. Both gained more appreciation for their own work and the other’s craft through these free-flowing, ongoing discussions.

In May of this year, Galilea and Lydersen shared their comments during a lively forum hosted by the Midwest Association of Translators and Interpreters at DePaul University in Chicago. A dialogue between the two follows.

**KL:** We first started talking when I made an offhand remark about how impressed I was that your Spanish translations were so able to capture, it seemed, the exact spirit and structure of what I was saying. I had initially assumed that my exact word choice and construction was not that crucial, since I figured my articles would come across fairly differently in Spanish. But as someone who speaks Spanish enough to understand and appreciate the translation, I really was surprised to see how true the translation was to my English draft.

**SG:** I must say this conversation is giving me new appreciation for what is involved in my work—the endless assortment of talent, knowledge, training, and intuition that goes into the task. You do not necessarily get a chance to discuss that aspect of it so much. You discuss the specific work, but not the larger picture of everything that goes into it. Hearing an outsider’s perspective is helpful because in the course of the profession, you have to constantly educate the client about what you do and why it is of value. Clients do not always understand, and often think anyone who speaks a language can handle a translation.

“…In translation you really have to know your limitations, and you have to be very honest with yourself and turn down work that you are not fully qualified for…”

**KL:** I will admit I used to think that; now I see differently! Talking about translation with you has actually really made me appreciate language as a whole more, and it has made me spend more time considering and listening to the words I use. In many ways I feel like a translator has a role parallel to that of an editor, since you are working with a writer to clearly define what they want to say and to produce a finished product. But it must be strange for you to be in this role yet not be able to change or actually edit writing when you feel it is needed. You have to be true to the original document even if it is not a perfect or even a good one.

**SG:** My clients run the gamut from top of the line ad companies to low budget nonprofits, and you find the whole spectrum of flawless and messy writing across the board. You have to go back to the client sometimes when you do not understand something, because you have to understand it in order to translate it. Sometimes this interaction is the first time clients realize something does not make sense or that they made an error. You are often the one seeing all the glitches, since you are looking at the piece with a magnifying glass to do your job. I never had a client who was not grateful to have potential issues pointed out to them. But you have to be tactful and diplomatic, since you do not want to offend any egos. So I make sure to keep my comments on the level of linguistics, rather than passing judgment on the quality of a piece.

**KL:** You have described how, since you translate for Spanish-speaking audiences from very different countries and cultures, you have to try to make the tone and language relevant for all of them. That sounds really challenging, and that is similar to what reporters, at least from mainstream general-audience newspapers and magazines, need to do. As a reporter, even if you are only dealing with an American audience, there is such a range of cultures, ages, and education levels in this country.

**SG:** It takes a very good understanding of the cultural codes, both of the language/culture you are translating into and the one you are
Translator and Reporter: A Behind the Scenes Conversation Continued

translating from. You have to find equivalent customs and reference points in both. Every culture is full of its own conventions, sayings, and self-references. You need a very deep connection with both cultures, and ideally you must have spent time soaking up the language and way of life in both settings. Language is really a whole series of codes, connotations, and assumptions based on an entire lifetime of existing and having experiences in a certain environment.

KL: In both journalism and translation, it seems that specialization is very beneficial, but at the same time you need to be skilled at learning about a given topic or culture very quickly and then conveying that knowledge in condensed form to your audience. It is like you are always getting crash courses on different subjects.

SG: Yes, specialization is important in translation. It makes it easier to deal with terminology or concepts you are already familiar with, and it gives you an edge in the market. In translation you really have to know your limitations, and you have to be very honest with yourself and turn down work that you are not fully qualified for. While I routinely translate for a broad Spanish-speaking audience in the U.S., I would not accept an assignment targeted exclusively to a specific country in Latin America, since in all likelihood my attempt at sounding natural would come across as “foreign.” Even worse, say you are doing highly specialized medical translation; if you make a mistake, lives may be at stake.

KL: I could see that. There are similar situations with journalism, for example, when you are reporting health information or advice to the public. Things like that make you think about the power of the media and words in general.

What are some of the main differences right now between American language and culture and Spanish-speaking cultures?

SG: Hmm, well in the U.S. there is the whole thing with political correctness now—and to a certain extent it is starting to seep into the Spanish language. Many of the Spanish terms that have been adopted to discuss evolving sociological topics are direct translations from the English (i.e., disability/discapacidad, transgender/transgénero, etc.). Take the term violencia de género, which has managed to enter the mainstream even if the Spanish word género originally only applied to grammatical structures and not to “gender” as used in English to indicate male or female. There are a lot of debates among translators over if and how their own languages are supposed to reflect this political correctness being “exported” from the U.S.

KL: In journalism it is also hard to keep up with what the most current and accepted terms are. Even in describing race, when do you say black and when do you say African-American? Or Latino versus Hispanic? How do you reconcile how someone refers to themselves with the accepted politically correct term? I know that Latin America is also very complicated and diverse racially—that must be an issue in translation.

SG: Yes, a lot of times it is a bit tricky, because the issue of racial makeup is treated so bluntly in the U.S. When I came here I was amazed to see these boxes on the Census or other forms where you have to identify yourself racially. For anyone who does not live in the U.S., that may be quite shocking. Usually if you are translating for a Spanish-speaking audience in the U.S., you have to assume people are used to checking these boxes, so you just do not make a big deal of it and translate it as is. With the social service agencies I work for, often that racial data is information they might simply need for grant proposals. You always have to keep in mind what the purpose of the document is.

KL: Do you ever turn down work because it is offensive to you, or you just cannot stand to read and work on it over and over?

SG: During my entire career I have only turned down material twice because it was ideologically objectionable to me. Without going into too many details, both assignments had to do with a certain aspect of law enforcement. I felt quite uncomfortable being exposed to. I know of colleagues who have refused assignments of a pornographic nature on moral grounds. The way I see it, if you are truly uncomfortable handling the material in question, you will not be able to do it justice, so it is best to turn it down.

KL: I think in both our professions you are constantly learning. That is one of the things I like most about journalism. I imagine you feel the same way.

SG: Translators tend to be very curious beings to begin with. We are gluttons for knowledge, references, and connections. So the wider and more diverse your knowledge, the better off you are. No knowledge ever goes to waste, because you never know what is going to come across
For example, you translated an interview I did with film critic Jonathan Rosenbaum, and I was impressed how you were able to translate a lot of colloquialisms and industry jargon he used talking about schlockmeister Spanish filmmaker Jess Franco.

This is one of those happy accidents where your background makes you ideally suited to translate a given paragraph. It just so happens I grew up in Spain during that time period and was familiar with the type of cinema being referred to. In Spain in the 1970s there was all this opening up of censorship, all these movies that were risqué and even tasteless. But they were a reflection of a very unique social setting, and I can still remember how it “felt.” And as far as the word schlockmeister, I lived in New York for many years, and found that Yiddish pretty much became second nature!

I am still fascinated by how you translate subtle terms that carry all these connotations and double meanings.

In the case of schlockmeister, you have one word that carries a contradiction. The dictionary will tell you that schlock means shoddy or of poor quality, yet meister brings positive connotations of being in charge. Then there is the issue of context and the very unique realm of Series-B movies. This is one of those cases where, as a linguist, you tip your hat to the perfection of an untranslatable concept. In the end, since this was an interview with a film expert, I chose accuracy over other linguistic considerations. In the absence of an equivalent all-encompassing term in my language, I had to make peace with the fact that sometimes you have to sacrifice connotations for the sake of precision. It is a whole process of deciding what cannot be left out.

One of the most interesting things you told me about translation is the goal of reproducing not only the meaning of the words, but the tone, and how sometimes you might use totally different words, but maintain the same tone. In my own work I think the tone is produced subconsciously. It is intriguing to think more about what, concretely, creates and constitutes “tone.”

When I started translating your articles, I found reproducing the atmosphere you create with your very vivid descriptions quite a challenge. Instead of sticking closely to every adjective, I found I needed to take in the entire paragraph and contemplate the image that emerged—its sounds, smells, and color—almost in a cinematic sense. Once I was able to visualize that atmosphere, it was easier to come up with the language to describe it. A lot of times in translation you have all these tools and tricks, but what ends up giving you the answer you want is tone.

I am always amazed at the current trend in American journalism to turn every heading into a linguistic pun, no matter how far-fetched! I have not seen this trend take hold in the Spanish-speaking media, so “snappy” is not necessarily a concept that translates well. On the other hand, if I was translating articles for a teen magazine, I would have to research that tone and see how teens are addressed in Spanish-language magazines—how they talk—and just soak that up.

How did you first learn English and acquire all the subtleties and intricacies of it? From years of speaking Spanish, I know how many gradations of proficiency and fluency there are, and I know many people live in a country for decades without really becoming comfortable with the language.

I grew up with Spanish, French, and some Catalan on the side, which I am sure all helped in learning English later on. I remember when I was a kid asking my father what the title of the movie “Love Story” meant, and when he told me I blushed—I was this bashful kid! I learned a great deal from reading novels, watching movies with subtitles, and listening to records while reading the liner notes—back when records had liner notes. That was before the Internet! But the English I

Continued on p.21
In the first installment on this topic, which appeared in the June issue (pages 24-25), I focused primarily on a simple way to use Google (or just about any other search engine) to unearth a variety of specialized glossaries, from the potentially useful to the downright ridiculous. However, that exercise only went partway down the mineshaft, so I turned my attention to excavating a little deeper.

To start off, I modified my searching techniques. Instead of using the key word combinations “intitle:glossary/dictionary of” and “intitle:glosario/diccionario de” as in past searches, the next step was to use “intitle:<subject>glossary/glosario,” where <subject> is replaced with the name of a technical field in the given language (e.g., mining/minería or chemistry/química). You can even make that technical field’s name more than one word when desirable (e.g., intercambiadores de calor or concrete and cement), although Google ignores “noise words” such as prepositions, conjunctions, and articles. I also found that, as a general rule, using “intitle:<subject>dictionary/diccionario” is not a very good way to locate hidden terminology resources because most of the time this will simply yield definitions of whatever word or phrase you substitute for <subject>. In other words, it works much like Google’s “define: <term>” query parameter.

As a result of applying this search methodology, my printed list of websites now runs about 30 pages long, with well over 1,000 different URLs ranging in subject matter from agriculture to zoology. Needless to say, due to the large number of URLs collected, it has been necessary to organize everything in separate subfolders within my browser’s Favorites list.

In some cases this new approach to glossary mining yielded very interesting (and surprising) results, as you shall see from the listings below.

**Astronomy**

**The Nine Planets: A Multimedia Tour of the Solar System**
www.ex.ac.uk/Mirrors/nineplanets
I am especially fond of this site because it provides a multimedia overview of the history, mythology, and current scientific knowledge of each of the planets and moons in our solar system. Each page has text and images, some have sounds and movies, and most provide references to additional related information.

“…You can find glossaries and other resources on virtually any subject…”

**Biology**

**Biology Hypertextbook**
http://web.mit.edu/esgbio/www/chapters.html
If you need to brush up on your biology, check out this site created by the Massachusetts Institute of Technology. It contains 11 chapters on various aspects of the subject, ranging from a review of basic chemistry to a detailed discussion of recombinant DNA. This project is designed to supplement a regular introductory course in biology offered by the university. The chapter on immunology is still under construction.

**Electricity and Electronics**

If electricity is your area of interest, you will find a sizeable number of dictionaries and glossaries on this subject. My collection in both English and Spanish includes glossaries on lighting and light bulbs, power supplies, electrical wiring and cables, electrical engineering, capacitors, and electric circuits. However, the really big discovery was not a glossary at all but a six-volume handbook (over 3,000 pages!) on all aspects of electrical design (direct current, alternating current, semiconductors, transistors, and digital circuitry), all of which is current (pun intended) as of January 2006. The link is www.ibiblio.org/obp/electricCircuits.

Here are a few links to other resources on electricity I have found very useful:

- www.nooutage.com/glossary.htm
- www.gestialba.com/public/electricidad/electcasta01.htm
- www.pegasusassociates.com/Glossary.html
- www.gelighting.com/es/resources/glossary.htm

**Engineering and Construction**

**Bridge Design and Construction**
http://pghbridges.com/termsBrg.htm
...You can find glossaries and other resources on virtually any subject...

By Lee Wright
Carpentry Terms
This is a nice glossary of Spanish carpentry terms compliments of the Lowe’s Home Improvement people. It is supposed to include illustrations, but I have not figured out how to display them within the website.

Masonry Terminology
www.masonryinstitute.com/guide/glossary/glossary_a.html

(German<>English)
Dictionary of Structural Engineering
Courtesy of the Fakultät Bauingenieurwesen Hochschule Konstanz.

(English>Thai)
Civil Engineering Dictionary
www.tumcivil.com/dic

(German, English, French, Spanish, and Italian)
Das Wörterbuch
A project of the Industrievereinigung Chemiefaser e.V., this is a fairly extensive five-language dictionary of technical terminology.

(English, French, Finnish, Swedish, German, Norwegian, Spanish, and Italian)
Dictionary of Textiles
www.allfiberarts.com/library/glossary/bldictionary.htm
This is a very good dictionary, but if you need more information about textiles, be sure to check out www.resil.com/a.htm for an exhaustive English-language glossary of the terminology in this field.

Esoteric Terminology

Glossary of Indian Nations

Glossary of Rope Terminology
www.machovec.com/rope/glossary.htm
This site will be sure to solve your knotty problems!

Glosario de tipografia
www.mipagina.cantv.net/tipointeractiva/glosario.html
If you are like most translators/writers, the subject of typography is always fascinating, so you should check out this excellent Spanish glossary.

Geology

Atlas of Rocks, Minerals, and Textures
www.geolab.unc.edu/Petunia/IgMetAtlas/mainmenu.html
If you happen to be a rock hound, this is a fascinating site developed by the University of North Carolina. It provides detailed photographs and descriptions of numerous rocks and minerals.

Dictionary of Applied Geology (English, French, German, Spanish)
For translation purposes you cannot beat this hefty (over 200 pages) quadrilingual glossary of geology terms. You can select any of the four languages to be the source language, with the equivalents in the other three languages being displayed or printed next to each source-language term.

Illustrated Glossaries and Websites

Many of the bilingual glossaries found on the Internet are just lists of words in Language A followed by their counterparts in Language B, but the monolingual glossaries usually provide good definitions of the terms. Some resources go far beyond this basic lexicological approach and contain illustrations and sometimes even “working” representations (i.e., animations) of a particular device. Some of the best ones are listed below. Tip: If you cannot find a bilingual glossary for a given subject, you can often locate a separate glossary in each of your working languages, thus allowing you to compare the entries and essentially put together your own glossary or for a specific translation project.

Illustrated Architecture Dictionary
http://ah.bfn.org/a/dctnry/vocab.html
This is one of the best illustrated glossaries available.

The Plastics Resources Educators Program
www.pct.edu/prep/bm.htm
This is a really simple but effective animated website (but not a glossary per se) depicting the plastic blow molding process.

Proceso Productivo Siderúrgico
www.infoacero.cl/procesos/siderur.htm
Another nicely illustrated site is the one by InfoAcero, which provides excellent multicolor drawings of the various processes involved in steel-making (all in Spanish).

Illustrated Glossary of Pumps
www:animatedsoftware.com/pumpglos/pumpglos.htm
I especially like this site from the Animated Software Company, which not only offers photographs, but also animated illustrations of various pumps in action.
Manufacturing Processes

Plant Layout
This site provides descriptions in Spanish of over 175 different plant layouts for everything from adhesive tape to toothpicks, complete with detailed manufacturing process flow charts and a wealth of other information. This site is the product of the Taiwan External Trade Development Council.

Metallurgy and Related Areas

Welding Glossary
www.4crawler.com/Welding/Glossary.shtml
An excellent glossary of welding terminology.

Free-ed.net (welding)
www.free-ed.net/free-ed/BldgConst/Welding01/coursemain.asp
The free-ed.net site also covers other construction trades (carpentry, electrical construction, plumbing, and masonry), in addition to numerous specialized fields of study. For a complete listing, see the main home page at www.free-ed.net/free-ed/FreeEdMain01.asp.

The Primary Metals Site
www.p2pays.org/ref/01/text/00778/intro1.htm
This site covers both ferrous and non-ferrous (aluminum, copper, lead, and zinc), and includes schematic drawings of various metallurgical processes.

InfoAcero
www.infoacero.cl
This site contains information in Spanish on steelmaking.

METSOC
www.metsoc.org/virtualtour/processes/steel.asp
The Canadian Institute of Mining, Metallurgy, and Petroleum has created this truly clever site that provides a full-color visual tour of the steelmaking process.

Comisión Chilena del Cobre
www.cochilco.cl/cochilco/glosario.asp
This is an excellent Spanish glossary of copper terms, complete with definitions.

So far, I have not uncovered any good Spanish resources on aluminum, but the digging may yet turn something up.

Mining

One of the subjects mentioned at the beginning of this article was mining (minería in Spanish). Unfortunately, if you do a search using “intitle:minería glosario” you are probably going to come up empty-handed for any kind of useful Spanish glossary of mining terms. However, this same search can lead to other discoveries, such as the “Educativos” [sic] website, which contains links to a wide range of Spanish-language articles on different subjects, including some that provide excellent multi-part discussions on mining, such as:

Apuntes de Geología de Minas
www.ucm.es/info/crismine/Geologia_MINera/Geologia_Minas_portada.htm

Métodos de explotación más comunes en minería subterránea
www.ucm.es/info/crismine/Metodos_explotacion.htm

Dictionary of Mining, Minerals, and Related Terms
http://www.infomine.com/dictionary

Glossary of Mining Terms
www.dep.state.pa.us/dep/deputate/minres/dms/website/training/glossary.html

When you put these glossaries all together, you can produce a fairly comprehensive bilingual glossary.

Nanotechnology

Diccionario de nanotecnología
www.euroresidentes.com/futuro/nanotecnologia/diccionario/diccionario.htm
For those interested in leading-edge scientific research, you should check out the excellent Spanish-language glossary of nanotechnology.

Nanotechnology Now
www.nanotech-now.com/nanotechnology-glossary-A-C.htm
This is an excellent English-language glossary on the same subject.

Organic Chemistry (Polymers and Plastics)

Daley & Daley Organic Chemistry
www.ochem4free.com
This site contains a marvelously detailed and completely free textbook on organic chemistry. It consists of 25 chapters and five appendices in PDF format that can be downloaded and printed, all of which was updated in July 2005.

La Química Orgánica
Transparente
www.uam.es/departamentos/ciencias/qorg/docencia_red/qo/100/lecc.html
As an excellent complement to the English-language work listed above, this site in Spain provides a similar comprehensive introduction to the subject of organic chemistry.
Paper Product Terminology

**ASPAPEL**
www.aspapel.es
An extremely useful six-language glossary (Spanish, English, French, German, Italian, and Portuguese).

**Papermaking Process Virtual Tour**
www.internationalpaper.com/Our%20Company/Learning%20Center/Paper_Tour_Apps/Tour/paper.htm
Though not exactly a glossary per se, the website of International Paper provides a wonderful overview of the steps involved in the papermaking process, as well as the principal terminology. For best results, a small program, known as a plugin, from iPIX will speed the download time for each of the photos in this virtual tour. Your computer may already have this plugin, but if it does not, you will be asked if you would like to download it (this download is very quick).

Plastics Processing

During the process of researching polymer chemistry, in addition to the aforementioned textbook on organic chemistry, I unearthed quite a few excellent monolingual glossaries and other resources on plastics processing, including:

**Glossary on Plastics**
http://homepages.enterprise.net/cais-torg/Main_p.html#p_thermo

**Dow Corning**
In addition to the fairly extensive English-language glossary of terms and definitions, this site also claims to provide information in Chinese, Japanese, Korean, and German, with the promise to add more languages in the future. However, it was disappointing to find no foreign-language equivalents for the terms in the glossary.

Odds and Ends

And the list—and the mining operation—continues. You can find glossaries and other resources on virtually any subject. I even found a trilingual glossary (Spanish, French, and English) of disaster terminology at www.proteccioncivil.org/glosario/GlossaryEs.htm.

Finally, if all that digging makes you hungry, be sure to visit the marvelous website offered by the Café Columbus in beautiful Mar Del Plata, Argentina (a.k.a. *la Cocina de Pasqualino Marchese*) for a wonderful menu of fresh seafood dishes, complete with recipes, preparation instructions, and mouthwatering color photographs, not to mention some nice music. The site (www.pasqualinonet.com.ar) also includes an excellent glossary of culinary ingredients featuring Argentine cuisine.

Until next time, happy digging!

Translator and Reporter: A Behind the Scenes Conversation Continued from p. 17

was exposed to in Spain was an academic blend of British and American, so I had to get a crash course in “real life” American English when I came to the U.S. I remember on the plane over here I asked for “the loo,” and I will never forget the puzzled look the flight attendant gave me.

**KL:** For many years you were seriously involved with modern dance. Does that have any parallels to translation?

**SG:** Yes, for me language and movement are very similar experiences. For some people language is a purely intellectual exercise, but when I am translating it is a very physical thing. I need to grapple with the tone, the subtleties, engage the sentence and ask, “Where are you going?!?” I want to know the rhythm of the sentence, the impulse, the energy that fuels it.

At the risk of sounding new agey, it is a little bit like alchemy. You throw all these elements in the cauldron, stir it around, let them interact, and see what happens. The best phase is when you go back for the final read and forget that there was a source document there, and just hear it flow.
How to Translate a Recording, Testify about It, and Survive the Experience

By Clifford S. Fishman

Imagine that an attorney has retained you to transcribe and translate a recording of a conversation that will be used as evidence in a criminal trial. (Let us assume that she is a prosecutor, although the situation will be pretty much the same if she is a defense attorney or a civil attorney.) If you have never done legal transcription before, you are about to enter a somewhat murky world, with its own vocabulary, guideposts, and potential pitfalls.

The following article discusses some of the legal and practical problems you will encounter during the transcription process. First, I will discuss the issues that arise regardless of whether the conversation on the recording is in English or a foreign language. I will then focus on issues unique to foreign-language conversations.

The Recording and the Transcript Authentication: A recording, like any piece of physical evidence, must be “authenticated” before it can be introduced into evidence at a trial. That means the prosecutor has to offer evidence that the recording is what she claims it is. The simplest approach, which many courts accept, is for a participant in the conversation to testify, “I remember having the conversation, I have listened to the recording, and I am satisfied that this is an accurate recording of that conversation.” Some courts require a more detailed showing, including evidence about the “chain of evidence” of the recording; that is, testimony about where the recording has been, from the time it was first made until it was offered in evidence in court.

This is not particularly important to you unless you have been given the original recording. If this is the case, you become part of the “chain of evidence,” which means that you become responsible for the recording’s preservation and integrity while it is in your custody. Therefore, if you are assigned to transcribe or translate a recording, your first question should be, “Is this the original, or a copy?” Even though the sound quality of an original may be better, you should specifically request to be given a copy instead. If it becomes necessary to hear the original to nail down the hard-to-make-out portions, arrange to do so in the attorney’s office, with someone from that office present at all times, so no one can accuse you of altering or damaging the recording.

Audibility and Intelligibility: A recording is not worth much as evidence unless a jury can absorb what was said during the conversation, which depends upon whether the recording is audible (a listener can hear what is on it) and intelligible (a listener can understand what the conversants said). Frequently, recordings contain inaudible or unintelligible passages because of background noise, mechanical difficulties, or other problems. Even if portions of a recording are inaudible or unintelligible, it may still be admitted in evidence and played to the jury, so long as the judge is satisfied that the jury would not be forced to speculate about the contents of the inaudible or unintelligible portions. However, a judge who is convinced that too much of the recording is unintelligible will not allow it to be used at trial.

The Transcript’s Contents

The courts permit a party to distribute a transcript of a recording to the jury to help the jury ascertain who was speaking and what was said. This raises two questions. First, should the transcript identify the speakers? Second, what (if anything), besides the words spoken during the conversation, should appear in the transcript?

Identifying the Speakers: Unless you have an opportunity to speak to the people captured on the recording, you will not have firsthand knowledge of who the voices belong to. Assuming you can distinguish the voices, you have a number of options. First, you can identify them as, say, “UM1 (unknown male 1), UM2,” and so on. Second, if the conversation itself includes identifying information (“Hello, Fred? This is Lou”), and you can distinguish their voices, you can identify the participants by those names. Third, the investigator who gives you the recording may play portions of it for you and identify the participants (“Here, this is Fred Fieldstone’s voice; that one is Lou Scannon.”).

The prosecutor will prefer to have the transcript identify the speakers by name, and there is no reason not to. However, if the names have been supplied by someone else, you should note that on the transcript: “Names of the participants were supplied by Detective Jones.” That way it is clear that although you are vouching for the accuracy of the transcript itself, you are not attesting to the accuracy of the speakers’ names.
What was Said: A judge should not allow a transcript to be distributed to a jury unless he is satisfied that it is accurate. You may have to testify at a hearing or at the trial itself to explain how you transcribed the conversation, particularly if the defense challenges part or all of it.

Suppose you are assigned to transcribe a recording of a conversation between an undercover officer and a suspect where background noise obscures parts of the conversation. You might naturally think, “I will ask the undercover officer if he remembers what he and the suspect said at that point.” That might seem like common sense, but do not do it. Remember, your job is not to produce a transcript of “everything that was said”; your job is to produce a transcript of what, in your opinion, can be heard (and understood) on the recording.

It is perfectly proper to ask a colleague to listen to a part of the recording you cannot make out. Anyone who has attempted to transcribe a recorded conversation knows from experience that, just as in general “two heads are better than one,” when transcribing difficult passages of a recording, four ears (or six, or eight…) are often better than two. So long as it does not breach confidentiality (check with the attorney first!), it is entirely appropriate for the person transcribing a recording to ask other people to listen to see if someone else can make out a passage that has stumped the transcriber.

Quite often the new listener is able to do so. If a colleague is able to “solve” a particular passage and you can hear for yourself that she is correct, then you can honestly testify that, in your opinion, the transcript, including the portion deciphered by your colleague, is accurate.

Although it is perfectly proper to seek someone’s help in transcribing difficult passages, it is not proper for the prosecutor to decide the transcript’s contents by “consensus.” If you are the witness who will testify to the accuracy of the transcript, then you, not the prosecutor, must have the final say as to what the offering party’s transcript will contain. If others claim to be able to discern what is said in a passage but you simply cannot hear what they claim is there, that portion of the recording has to be transcribed as “inaudible” or “unintelligible.” I realize that it is easier for me to tell you this than it will be for you to tell the people who are paying your salary that you must have the final say in this matter. However, if the prosecutor expects you to testify about the accuracy of the transcript, then you are the one who will be under oath; it is your professional integrity that will be on the line.

Sounds (“Aural Editorializing”): The transcript should include prominent sounds to help the jury follow where they are on the recording. If the nature of the sound is obvious, describe it: “[Car horn in background.]” But if only someone who was present when the recording was made knows what caused the sound, you should merely describe the sound itself: “[Clicking sounds in background],” and not “[Sound of Scannon loading automatic pistol].” If an undercover officer was present at the time, he can testify at trial as to what made the clicking sounds, but you, as the translator, have no way of knowing that firsthand.

Translating a Conversation into English

The issues discussed above regarding English-language recordings (the authentication, audibility and intelligibility of the recordings, and the accuracy and contents of the transcripts) are also relevant when the conversation on the recording is in a foreign language. But when a second language is involved, complications multiply. Judges and lawyers sometimes do not appreciate that translating from another language into English is not a mechanical process, that it is an “art” as well as a “science,” and that, for example, the same words can have very different meanings if the conversants come from different countries or different regions within the same country. If the conversation involves criminal activity, it is likely to include jargon and codes that will often complicate matters further. Thus, even assuming that translators on both sides of the case are in agreement regarding the words that are being spoken in the other language, they still might quite reasonably disagree as to how to translate those words into English.

The courts generally agree that a translation is sufficiently accurate if it “reasonably conveys the intent or idea of the thought spoken.” If reasonable people could disagree as to whether the recording contains the words written out in that party’s proffered transcript and as to whether those words mean what appears in that party’s proffered translation, the judge should admit the translation and let the jury decide what is said or meant.

“Expert Opinion” Testimony: Unless both sides agree to your translation, the odds are you will have to testify at trial. Courts recognize that translating from one language to another requires specialized knowledge and training; therefore, you, and your translation, will be measured against the standards that apply to “expert opinion testimony.” The lawyer for whom you translated...
the conversation (let us again assume it was the prosecutor) will call you to the witness stand for what is called “direct examination.” First, the prosecutor should ask you questions about your background, training, and experience in speaking, translating, and interpreting the languages in order to establish that you have the specialized knowledge required to produce a reliable translation. Do not be unduly modest here: you have to sell yourself and your qualifications to the judge and jury. But do not exaggerate, either. If you studied abroad for nine months, say it was nine months. Do not testify that it was “almost a year,” because the defense attorney may catch the exaggeration, cross-examine you about it, and undermine your credibility, and the credibility of your translation.

Second, the prosecutor should ask you how you went about translating the conversation. Although some may prepare a translation directly from the recording, the best practice is to first prepare a transcript in the spoken language, and then translate that into English (using the recording itself as a guide so your translation reflects inflection, emphasis, etc.). The prosecutor should ask appropriate questions about how you produced a transcript according to their wishes and instructions, rather than by applying your own professional expertise and judgment.

After this, the prosecutor will then show you your translation, ask you to identify it, and offer it into evidence.

Cross-examination: The next stage is cross-examination by the defense attorney, who can use any of several different approaches.

1) If the conversation was transcribed by someone else and then given to you to translate, any weaknesses exposed in the former’s testimony can be reiterated during cross-examination of the latter: “You did not yourself listen to the conversation, did you? You relied solely on the written transcript prepared by Detective Jones, correct? So if Detective Jones made any mistakes in transcribing the conversation in [the foreign language], those mistakes would, of course, appear as well in your translation, wouldn’t they?” If you have not heard the recording and are relying on Detective Jones’ transcription, your answers must be: “Yes, sir (or ma’am).”

2) The defense counsel may suggest that you are biased in favor of the prosecutor. This is one reason you should be reluctant to confer with members of the investigative team while preparing the transcript. The defense attorney may try to make it look like you produced a transcript according to their wishes and instructions, rather than by applying your own professional expertise and judgment.

3) A judge may order you (or the prosecutor) to surrender early drafts of the translation. If so, the defense counsel may ask you about differences between earlier drafts of the translation and the version offered at trial.

4) The defense attorney may have hired his own translator who has identified what he or she believes are specific errors in your transcription. If so, the defense counsel can question you about each of these items. Just as in a recording of an English conversation where listeners might disagree as to whether a person said “I’m gonna” or “Ain’ gonna,” this also applies in Spanish. For example, people fluent in that language might disagree as to whether a person said “roja” (“red”), “ropa” (“clothing”), or “roca” (“rock”), which could be quite significant, particularly if the prosecutor claims one of these words is slang or code for an illegal activity.

5) Similarly, the defense counsel, relying on information provided by his or her own expert, could ask you about alternate translations of a particular word or phrase. Since reasonable people might disagree as to how a particular phrase should be translated in context, concede that fact, but try to explain why, in context, you believe your translation best captures what the speaker meant.

Let me end this section with a word of advice. Perhaps the defense attorney will score a few points at your expense. So be it! Answer truthfully and politely. Do not try to outsmart him, because cross-examination is a game played by his rules on his home field. It is up to the prosecutor to object if the defense attorney goes too far; and she can ask you questions on re-direct examination to correct any misimpressions the defense counsel has cleverly created.

Contents of the Translations (Idioms, Codes, Jargon): Slang and code words pose difficult issues with regard to translations of foreign-language conversations. Should the translation be literal,
or should idioms and colloquialisms be translated to reflect more accurately what the speakers presumably meant? Should the translator interpret code words and jargon to give an opinion about what the participants were actually communicating to each other?

The courts agree that a translation should not be literal. To translate a colloquial expression literally will often produce something that makes little or no sense, and will sometimes produce a result that makes some sense, but in a very different way than what was intended. As one federal court commented in a 2004 decision: “Generally, transcripts of translated conversations need not be verbatim. In the case of slang terms or idioms which are widely used and understood by the native speakers of the foreign language, translators are allowed to provide non-literal translations so that the foreign term or phrase makes sense in English.”

A distinction must be made between slang or colloquial expressions and the specialized code developed by a particular group of criminals. The government’s translation in the above-mentioned case rendered the Spanish words “mosca” and “tontas” as “money” and “tons,” when their literal meanings are “fly” and “dummies.” As a result, the court was, correctly, highly critical: “[I]n the case at bar we are not dealing with the translation of common slang terms or idioms. The government’s theory at trial was not that ‘mosca’ (‘fly’) and ‘tontas’ (‘dummies’) are generally used by Spanish speakers to mean ‘money’ and ‘tons.’ Rather, the government’s theory was that Gonzalez and his cohorts used those meanings to facilitate communication in their covert drug operations. The problem is that the government’s transcript suggested that these words literally mean something they do not.”

To offer evidence that these particular people used “mosca” to mean “money” and “tontas” to mean tons, the court continued, the prosecutor should not have relied on a civilian translator. Instead, the prosecutor should have called an investigator who was an expert in how drug dealers use code words to obscure their meaning.

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[At this point the translator cites Spanish-language dictionaries, the appropriate White House website, and, if applicable, conversations he has had with undercover officers, informants, and other translators.]

Q: You consulted dictionaries, websites, and other people. Is that normal procedure?

A: Yes, sir, it is standard operating procedure. [At this point the translator cites specific provisions in an instruction manual, textbook, or similar documents, confirming that this is standard operating procedure among professional translators.]

The prosecutor looks meaningfully at the jury and asks:

Q: And each of these sources say that “manteca” is often used to mean “heroin?”

Later, another witness testifies that the price of heroin at that particular time ranged from, say, $25,000 to $30,000 per kilogram. During the closing argument, the prosecutor scornfully and sarcastically refers to “that $27,000 kilogram of ‘lard.’”

Conclusion and a Request

This article outlines some of the problems, challenges, and issues you are likely to encounter if assigned to translate a recording and testify about it. Some people who are about to testify for the first time expect the experience to be about as pleasant as, say, getting a tooth drilled without the option of Novocain. In reality, it should not be that bad. Just do your best, stick to your guns, and tell the truth, and you will do fine. Most importantly, keep in mind that even though the attorney’s office may already have an established method of handling translations, do not hesitate to ask questions if you do not understand why you are being asked to do certain things. (You may even want to show the lawyer this article!)

I would be delighted to hear about interesting experiences that readers have had, and to receive feedback of any kind, at fishman@law.edu.

I wish to express my gratitude to the National Association of Judiciary Interpreters and Translators and Ann G. Macfarlane, its executive director, and to the Joint Language Training Center at Camp Williams State Military Reserve, Utah, and to Lieutenant Colonel Derek Tolman, its commanding officer, for inviting me to speak on this subject to their organizations. In the process, I learned a great deal about the real-life problems and challenges of translating recorded conversations. Thanks, too, go to Sergei Chernov, deputy chief interpreter of the Technology and General Services Department at the International Monetary Fund (IMF), and to Marat Umerov; also an interpreter with IMF, for their thoughtful comments about this article.

Notes


4. See, for example, Fed. R. Evid. 702: “If scientific, technical, or other specialized knowledge will assist the trier of fact to understand the evidence or to determine a fact in issue, a witness qualified as an expert by knowledge, skill, experience, training, or education, may testify....”

5. Fed. R. Evid. 703, directs that when preparing to give his or her opinion, an expert may rely on outside information, if that information is “of a type reasonably relied upon by experts in the particular field in forming opinions or inferences....”


7. Abdel-Al, Nabil M. “Cultural Variations in Arabic.” PROTEUS, Volume XIII (Winter 2005). In an article in PROTEUS, the newsletter of the National Association of Judiciary Interpreters and Translators, Nibil M. Abdel-Al stated: “Libyans...say [an Arabic phrase] which literally translates into ‘in the year of the fenugreek.’ The Egyptian equivalent to that is [an Arabic phrase which literally translates to] ‘in the apricot.’ Neither of these two variants means anything if interpreted literally. A non-Libyan or non-Egyptian Arab would be baffled, but these expressions are the equivalent of ‘in your dreams’ or ‘when pigs fly.’ The Libyan expression is derived from the fact that they do not grow fenugreek. Thus, the connotation is ‘if...”

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Researching Medical Terminology

By Holly Mikkelson

All translators know that finding the right term is essential to an accurate translation, and that often the bilingual dictionary, no matter how comprehensive, is inadequate for this quest. This is especially true of technical texts like medical reports. In this article, I will attempt to introduce the medical translator to some of the tools that transcend the dictionary. I will begin with a caveat: I translate in the Spanish-to-English combination, and my experience is primarily with charts and medical reports on patients now residing in the U.S. who have sought medical treatment in a Spanish-speaking country. Unlike informative healthcare literature or instructions for the lay public, these documents are written by experts for other experts to read. My suggestions on translating such texts should be viewed through that prism, though I hope they are of general use to translators in all language combinations and fields.

Principles of Terminology Research

First, some definitions are in order. Terminology refers to a number of different things. As Helge Niska puts it in his paper, “Introduction to Terminology and Terminological Tools”:

- Terminology is an artifact: a dictionary or a database of terms that is used within a discipline or profession;
- Terminology is about specialist communication, be it science or technology, leisure or entertainment, administration or commerce;
- Terminology is a science, studying the collection, storage, and distribution of the terms of a specialist discipline in a systematic manner.¹

In this article I will use terminology to refer to the specialized terms themselves, as well as to the individual translator’s activity of compiling them. In the case at hand, the terms are from the field of medicine. As any translator knows, the meaning of a term, and hence its translation, varies greatly from one discipline or context to the next. Thus, seizure in the medical context denotes a sudden attack of a disease, especially one resulting from abnormal electrical discharges in the brain, whereas in law, it refers to the confiscation of property. Obviously, the translation of this term is going to be quite different, depending on whether the source text is a medical report or a police report.

Sometimes the same term may appear with both a field-specific meaning and a general meaning in the same text. For example, in the cover letter accompanying a report, a physician may mention the “contrast” between the patient’s condition before and after surgery, and later in the report there may be a reference to “contrast solution” in a venogram. The two terms may require different translations in the target language.

Niska also points out that there are three possible settings in which terminology is employed in communication: expert-to-expert; expert-to-layman or vice-versa; and layman-to-layman.² He asserts that the most difficult situation for translators is the expert-to-layman or layman-to-expert setting, though in my experience the expert-to-expert communication poses even more difficulties if the translator is not herself an expert in the field. In a field as wide-ranging as medicine, translators are very likely to encounter at least some areas in which they lack expertise. Moreover, the jargon or “shop talk” used by professionals to communicate with each other about topics in which they share a lot of background knowledge is the most mercurial terminology of all—the first to change with new technology or practices, and the last to make it into printed reference works. In the Spanish-to-English combination, I have found that the jargon is also less likely than standard medical terms to consist of cognates (consider laminectomía – laminectomy versus caudal de masa – mass flow rate, for example). And then there are those pesky part-time cognates (When does controlar mean control and when does it mean follow up? When is suero serum and when is it an I.V.?).

The layman-to-expert scenario usually comes up more often for interpreters in clinical visits than for translators, but there are times when the clinician quotes the patient’s words in a report. Then it is necessary for the translator to be familiar with common terms employed by unsophisticated patients, and even traditional healing practices and beliefs. These terms must also be translated into the equivalent register in the target language. In the case of folk medicine, the translator must find out if there is an equivalent term for a symptom, an herbal remedy, or a condition, or if the best approach is to leave the term in the source language and include a translator’s note.

Another aspect of terminology that should not be overlooked is that “a designation does not necessarily have to be a word or phrase, ___
although it often is. Thus, terminological resources may comprise symbols, drawings, formulae, codes, etc.” In technical fields like medicine, units of measurement, numeration, abbreviations, the use of Greek or Latin, and symbols may vary from one country and language to another. In the case of Spanish, some countries may be more heavily influenced by the medical profession in the U.S. (or in the U.K.) than others in their application of medical terminology and reporting conventions. It is also important to be aware that pharmaceutical products are sold under different brand names in other countries. That is why references to prescription medications should include the generic names of the ingredients whenever possible (I usually do this in a translator’s note).

Resources

Where does one find the ingredients of prescription medications? How do you know what symbols represent, or what abbreviations mean? This information is not generally found in dictionaries. Fortunately, medical translators have many other resources available to them. We will look at printed references first, then electronic and human resources. (All of the publications and websites mentioned are listed in the bibliography at the end of this article.)

Physician’s Desk Reference: A translator who does a significant volume of medical reports should have access to an updated Physician’s Desk Reference (PDR) for information about prescription medications available in the U.S., and the equivalent references for the countries where the reports are written. In Mexico, for example, both the PLM Diccionario de Especialidades Farmacéuticas and the Vademécum Farmacéutico are yearly publications containing updated information about pharmaceutical products available in that country. Although publications like these are not available everywhere, it is usually possible to find a list of generic drugs authorized for sale in a given country on the Internet (some representative websites are listed in the bibliography).

The Merck Manual: Manuals and encyclopedias, both those intended for the lay public and those published for healthcare professionals, contain a wealth of information that is helpful to translators. The most obvious example of one that is relied upon by professionals is The Merck Manual, which is also available in translation in many languages. By comparing the entries on the same topic in both the English and Spanish versions, I have been able to glean valuable background knowledge as well as terminology and phrasing. Not all translated materials are as good as those of The Merck Manual, however, so I would advise caution when using translations as resources. Before accepting a term found in a translation, it is a good idea to check a reputable monolingual resource to see if the term is appropriate. Other manuals aimed at medical specialists that I have found worthwhile include surgery textbooks and works about specific conditions and diseases (my local public library has a good collection of these).

Mayo Clinic Family Health Book: I have also drawn extensively on another type of resource, the general reference work on family medicine. A good example is the Mayo Clinic Family Health Book, which provides detailed information about medical conditions, diseases, treatment, medications, and other topics in language that anyone can understand. Books like this can be found at any public library, and equivalent references are available in other countries. When I travel, I am always on the lookout for such publications, which I have encountered not only in bookstores, but also at newsstands and kiosks on the streets of major cities. Intended for the general public, they are usually inexpensive.

Supply Catalogs: Another handy reference that can be had for little or nothing is the supply catalog (both the product listings and the advertising accompanying them). Phone books, professional directories, and newspaper ads for medical supply companies, clinics, and diagnostic centers can also provide valuable tidbits in their descriptions of procedures and tests. Although I do not normally recommend dumpster diving, this sort of publication can be found anywhere that healthcare facilities discard old editions of their catalogs and directories when new ones arrive.

Websites

The advent of the Internet has revolutionized the work of translators, not only for receiving and submitting assignments, but also for conducting terminology research. As with any other resource, of course, translators must be discerning when availing themselves of information found on websites.

Medline Plus and Web MD: For English background information and terminology, my favorite website is Medline Plus, sponsored by the U.S. National Library of Medicine and the National Institutes of Health. This
site features current health news, articles about health topics, information about drugs, and a medical encyclopedia and dictionary. It also has a Spanish site, though the translations are of mediocre quality. Another popular one is Web MD, a commercial site with similarly broad coverage. The Centers for Disease Control and the Department of Health and Human Services also provide extensive information and links.

**Government Agencies and Private Foundations:** Many countries have comparable sites, operated by government agencies or private foundations. For example, GeoSalud is an organization in Central America that has a very informative website. A similar one can be found in Spain (elmundo.es salud). Public health ministries often publish educational material on their websites and offer links to topic-specific sites of interest to either the lay public or healthcare professionals. International entities such as the World Health Organization and the Pan American Health Organization have multilingual sites with quality translations. Some international organizations have terminology databases in which terms can be researched by field or domain, as is the case with the European Commission’s Eurodicautom and the United Nations’ UNTERM.

**Medical Institutions:** The Merck Manual can now be consulted online, and institutions such as the Mayo Clinic and Harvard Medical School have searchable websites with both general and technical information. For research on specific diseases, organizations such as the American Heart Association and the American Diabetes Association have robust websites, and they often have Spanish sites as well (but *caveat emptor!*). For major diseases like these, the terms found on the websites from Spanish-speaking countries are more dependable, although even these sites have questionable translations in some parts.

**Google:** And then there is good old Google, the current leader among search engines. I use Google for country-specific searches by following my queries with the domain extension of the country in question (e.g., the key word combinations “hipertensión arterial site:ar” or “VIH site:mx”). If I have an unknown term in Spanish, I enter the term in the search window followed by the word “English” to see if I can find a bilingual site or a glossary in which the term is defined or translated. If I have doubts about an English term or phrase I am thinking of including in my translation, I do a Google search with the phrase in quotes and see how many “hits” I get. If there are hundreds of thousands of hits, all in English-speaking countries, I figure the term is acceptable. If there are only a few dozen hits, or if most of them are on sites in non-English-speaking countries, I reject the proposed collocation. This technique is especially effective when trying to decide which preposition is most appropriate, or whether a term is more often used as a noun or a verb.

The “Advanced Search” features of Google allow the translator to pin-point queries in a variety of other ways as well, such as by file type or date. Another possibility is to enter the search term followed by the word “glossary.” I have come upon some helpful lists of terms with translations on ProZ.com, but anyone can post a response to a query on that site, including people who have no idea what they are doing.

**Online Forums:** That brings me to my final category of resources, live human beings. Forums and listserves like those sponsored by ProZ.com and the National Association of Judiciary Interpreters and Translators bring together colleagues who have similar issues and are willing to share tips and resources. Queries posted to these forums receive surprisingly speedy responses, though they are not always reliable. One of my most treasured resources is a glossary of abbreviations found in Mexican medical reports that was made available through ATA by Albert Bork, then working for the Translation Services office at Disability Determination Services of the Texas Rehabilitation Commission. I have also stumbled across Internet chat rooms where patients suffering from a specific disease exchange information and even post their own medical reports online (these are goldmines of terminology that are normally off-limits due to privacy laws), and others where medical professionals discuss problems and new developments in their fields. The latter are sometimes hard to understand, but they can be good sources of authentic collocations.

“…Before accepting a term found in a translation, it is a good idea to check a reputable monolingual resource to see if the term is appropriate…”

The ATA Chronicle | August 2006
Medical Professionals

Of course, we must not forget the humans who are reachable not in cyberspace, but by telephone. Medical professionals are not known for their willingness to spend time on the phone with total strangers asking language questions, but if you happen to be consulting your doctor for something else, or if you have a friend who works in healthcare, you might be surprised at how generous they can be with their time and expertise. People love to talk about subjects in which they are well versed, and many of them are fascinated to discover that foreign languages also have words for these concepts. I have become so accustomed to “googling” everything these days that I sometimes overlook those tried-and-true resources, printed books in libraries and human beings on the telephone.

Annotated Bibliography/Webography of Medical Resources

English and Spanish

Note: The printed references listed here are from my own collection and are not necessarily the latest edition available.

Dictionaries and Encyclopedias: Monolingual


Physicians’ Desk Reference (Medical Economics Data, 2001). ISBN 1-56363-375-2. Known as the PDR, contains the basic list of all prescription drugs available in the U.S. Updated yearly.


Dictionaries: Bilingual

(Spanish-to-English)


Manuals, References, and Textbooks: Monolingual

The Merck Manual of Diagnosis and


**English Medical Websites**

- Medline Plus (National Institutes of Health)
  www.nlm.nih.gov/medlineplus
- Centers for Disease Control
  www.cdc.gov
- Department of Health and Human Services
  www.hhs.gov

- Web MD
  www.webmd.com
- Mayo Clinic
  www.mayoclinic.com
- Harvard Medical School Family Health Guide
  www.health.harvard.edu/fhg
- *Merck Manual* online
  www.merck.com/mrkshared/mmmanual/home.jsp
- American Heart Association
  www.americanheart.org
- American Diabetes Association
  www.diabetes.org/home.jsp

- **Multilingual Medical or Terminology Websites**
  - World Health Organization
    www.who.int/en
  - Pan American Health Organization
    www.paho.org
  - Eurodicautom
    http://eropa.eu.int/eurodicautom/Controller
  - UNTERM
    http://unterm.un.org

- **Spanish Medical Websites**
  - Merck in Spanish
    www.msd.es/publicaciones/mmerck_hogar/index.html
  - GeoSalud
    http://geosalud.com/visitantes.htm
  - elmundo.es salud
    www.elmundo.es/elmundosalud

**Representative Websites Listing Pharmaceuticals Authorized for Sale**

- **Argentina**
  www.mecon.gov.ar/secdef/medicamentos
- **Spain**
  www.agemed.es/actividad/documentos/sgHumana.htm
- **Venezuela**

**Notes**


2. Ibid., 40.

3. Ibid., 40.

For conference info, visit—

**Guide to ATA Continuing Education Points**

Visit www.atanet.org (click on certification)
What’s in a Word?

By Jill R. Sommer and Marita Marcano

Counting words, characters, and/or lines is a crucial subject for all freelance translators because it is the foundation for pricing our translations, issuing invoices to clients, and getting paid. If you are like most translators in the U.S., you charge by the word. Other countries have other counting practices. For example, our colleagues in Germany charge by the line (based on a standard line of between 50 to 55 characters, including spaces), and Chinese and Japanese translators charge by the target word (and sometimes the character, since it is hard to define what constitutes a word in those languages).

Whichever way you calculate, you might be selling yourself short. Different word processing programs and translation tools often produce varying word count values for the same document, and sometimes these differences can be quite drastic. Word count variations are due to the use of different rules for counting as well as deficiencies within the applications themselves. For example, if you rely exclusively on the Word Count feature in Microsoft Word to invoice your clients, you might be invoicing for a much lower word count than you actually translated. The reason is that Microsoft Word does not count comments, headers, footers, embedded objects and files, and—most importantly—text boxes.

The issue of word counts is frequently a subject of conversations on all the online newsgroups and discussion listserves in which we have ever participated. Many seem to be of the opinion that the use of third-party counting tools, such as Total Assistant and PractiCount, can help take some of the mystery out of the process. If you would like help creating a counting methodology that is more consistent, you should definitely look into acquiring one or more of these tools. They can pay for themselves, particularly if you are expected to translate a file that is heavily laden with text boxes.

Why Counting Tools?

There are many reasons to think about incorporating third-party counting tools in your daily work.

Counting Numbers: General opinion seems to be split on how to consider numbers in a count. Some say they should not be included in your count since they do not need to be translated.

Maintenance Version Consistency: Another issue you might not be aware of is version consistency when counting in PowerPoint. PowerPoint 97 and 2000 are not consistent with the Microsoft Word counting rules. For example, some versions count hyphenated words as two words. Fortunately (or perhaps unfortunately for us), PowerPoint XP corrects this difference. In plain language, this means that two users with different PowerPoint versions might disagree about the word count on the same document. So if your client contests your word count, the reason might be that he or she is using a different version of PowerPoint.

Saving Time: The above are the areas where third-party counting tools are extremely useful when you are confronted with a large number of documents that need to be counted. In such cases, obtaining an overall word, character, or line count for all the documents can be time-consuming because most translators without counting tools open the documents in Microsoft Word, note the count values for each file, and then total them up. There is also the possibility that you might skip a file or two or could even input an incorrect number while calculating.

One of the advantages of using a third-party counting tool is that this process is automated. All you have to do is tell the program which files need to be counted (often by selecting...
entire directories and subdirectories), and it will automatically calculate them in the specified order, giving you a total count at the end. Most of the utilities also support multiple file formats, including Microsoft Word, TXT, HTML, PowerPoint, Excel, and PDF. You can also tweak the settings to meet your needs.

**Popular Counting Tools**

The following is meant to serve as a brief overview of some third-party counting tools on the market today. Due to space constraints (and the fact that we have no personal experience with AnyCount and FreeBudget), we have not included screenshots of all the programs. Readers are encouraged to visit the websites listed for more comprehensive information.

**PractiCount**

www.practiline.com

Everyone has their own favorite third-party counting tool. Some prefer PractiCount ($59.95 for the standard edition) because it is easy to use due to its tabbed interface and adjustable settings, and because it can also generate invoices. PractiCount can count footers, annotations, headers, text boxes, inserted Excel and PowerPoint documents, comments, WordArt, folders and subfolders, and more. It is also available as a toolbar ($49.95) for Microsoft Word, Excel, and PowerPoint (see Figures 1 and 2).

**TextCount**

www.textcount.com (German)

www.textcount.com/html/textcount-en.html (English)

TextCount ($79, or $100.25 plus value-added tax) is a German counting tool and was one of the first on the market. If you want to count words, you have to set the maximum word length to 0. The program’s default setting is 8, which means that any words over 8 characters in length will be treated as more than one word. Like PractiCount, it offers a variety of settings to suit your needs (see Figures 3 and 4 on the following page).

**Total Assistant**

www.surefiresoftware.com/totalassistant

Total Assistant ($24.95) can produce a word count of multiple files in just two steps, and it counts “unfriendly” formats such as PowerPoint and Adobe Acrobat. Total Assistant is a more basic, but less expensive program than PractiCount. You can count text in multiple file formats, including Microsoft Word, HTML, PDF, Microsoft Office.
PowerPoint, Excel, TXT, XML, PHP, and ASP. The counting options include single files, entire folders (or subfolders), and files on network drives. Other features include a cost calculator (enabling you to calculate the total cost for words, characters, and lines) and the ability to include or exclude text not counted by Microsoft Word. Total Assistant Pro ($44.95) adds invoice generation and other reports (see Figures 5 and 6).

“…Third-party counting tools are extremely helpful when you are confronted with a large number of documents that need to be counted…”

AnyCount
www.anycount.com

AnyCount ($29, or $37, for a personal license) was originally the built-in counting tool in Translation Office 3000. It is now available as a stand-alone product. It supports the following formats: DOC; RTF; WPD; XLS; PPT; PPS; HTM; XML; MIF; CSV; PDF; TXT; and ZIP. When the program has finished counting your files, you can view the results on the screen or print them, export your count into PDF, TXT, HTML, Microsoft Word, Excel, and other formats, or copy the results to your computer’s clipboard.

FreeBudget
www.webbudget.com/fb4dload.htm (free download)

FreeBudget is a stand-alone counting tool made by the same developers as WebBudget (www.webbudget.com),
which is a Web localization and analysis tool. WebBudget costs €395, or $535.57, while FreeBudget is free.

FreeBudget generates word count and budget reports for RTF, Microsoft Word, WordPerfect, and TXT documents. It also includes a new streamlined interface, internal repetitions calculation, project time estimation, and support for documents in any language, including Asian languages. Most importantly, the application’s developers state that it does not contain spyware.

General Comments
Most programs display the word, character, and line count of each file in a table as well as a word, character, and line count summary at the bottom right of the screen. Some programs offer options to calculate your invoice total and/or to export your counting results to your invoice or quote file. We recommend downloading the various free trial versions from the websites listed here in order to decide which tool best suits your needs.

The Guadalajara International Book Fair is once again offering limited housing support to translators wishing to attend the largest book fair in Latin America. Sponsorship includes free registration as well as a complimentary three nights’ stay (single or double occupancy) at a hotel near the fair site. This is a great opportunity to meet Latin American writers as well as agents and publishers interested in publishing translations into English and other languages. The deadline for requesting support is October 5, 2006. For more information and an application, please contact Víctor Ortiz, professionals coordinator, at registro@fil.com.mx. For general information on the fair, visit www.fil.com.mx/ingles/i_index.asp.
ATA's first-ever patent seminar, held on June 17 in Arlington, Virginia, was a rousing success. Strong interest in the topic was clear from registration alone: among the 102 participants were travelers from Mexico, Canada, and Spain, and far-away California and Washington State. Although patent translators are arguably the über-geeks of a geeky profession, this groundbreaking seminar—illuminating, practical, and funny—was anything but dull, and the regular bursts of laughter from participants belied the complex, technical subject matter.

After a continental breakfast, attendees were welcomed by Rosalie Wells of ATA's Professional Development Committee, and the day began with a session on the practical aspects of patent translation by veteran translator and teacher Tom Clark.

**Long-term, Trusting Relationships**

Patent translation, Clark noted, involves a number of special challenges. By its very nature, a patent requires the translator to master new technology, and often to grapple with newly minted terminology as well. Even “standard” patentese can be slippery, since clients disagree on preferred wording and drafting style. To complicate matters further, patents and patent-related documents are translated for a wide variety of purposes—for filing and prosecution, to support litigation, to gather market intelligence, and even to bridge hard-to-find language pairs with intermediate English. Given all these variables, Clark stressed, a successful patent translator needs to stay flexible and cultivate long-term, trusting relationships with his clients. “You have to ask the client what they need.”

Specific do’s and don’ts included:

- **Do** insist on getting the drawings.
- **Do** use special care in translating claims. The patent stands or falls on them, and the courts always look at claims first.
- **Don’t** be afraid to use translator’s notes. Clark recommends inserting bracketed notes directly into the text, since cover notes can become detached and footnotes can get lost in software transitions.
- **Don’t** put Bates numbers in footers—they can get lost as well.
- **Don’t** break sentences up in translation. Some clients even object to the use of semicolons in claims.

**Form Before Content**

In the second half of his session, Clark presented guidelines for untangling the complex sentences often found in patents. In his own practice, he said, he often does not look at the dictionary until his draft is nearly complete, preferring to focus on the mechanics of each sentence first and fill in the terminology later. “Diagramming sentences is enormously helpful in deciphering complicated sentences,” said Clark. “Eat your spinach. There’s no substitute for knowing grammar.”

**Meet Me in the Database**

After a mid-morning break, Suzanne Gagliardi and Hans-Jakob Wilhelm provided a brief overview of the patent translation market and traced the history of translation at one of the leading patent law firms in the U.S., focusing primarily on the successful use of translation memory (TM) software. As the firm’s first—and for many years its only—in-house translator, Gagliardi amassed considerable experience in using TM tools and sharing them with the firm’s freelancers. Wilhelm, who joined the firm only after Gagliardi had left to pursue a freelance career, described “meeting” her through the excellent terminology database entries she had left behind, citing the institutional memory she created as one of the many advantages of TM.

**“Leaner and Meaner” Translation Memory**

As they traced their experience with using and maintaining various types of TM software, Gagliardi and Wilhelm offered insights into the benefits and disadvantages of shared terminology databases and concordance tools. They also gave practical tips for maintaining “leaner and meaner” translation memory, including:

- Every year, purge the memory of all entries over five years old.
- Delete translations that are not up to par.
- Limit new members to read-only access.
The pair also provided an information-packed handout listing resources for patent translators (see box), step-by-step guidelines for using TM software to translate patent applications, and a set of style guidelines for patent translation.

I Call Myself Martin and I am Translator.

In the first afternoon session, Martin Cross of Patent Translations, Inc. presented a beautifully structured methodology for literal patent translation, which is required for litigation and for a variety of filings under Patent Cooperation Treaty (PCT) and U.S. Patent Trademark Office (USPTO) guidelines. After a humorous overview of the translator’s role in the life of a patent, Cross defined literal patent translation as “an exact and accurate reproduction of the entire content of the source text without embellishment or modification”—not “a lesson in the syntax of the source language.” To illustrate, he examined two possible translations of a basic French passage:

Bonjour! Je m’appelle Martin et je suis traducteur.

Hello! I call myself Martin and I am translator.

Hi! My name is Martin and I am a translator.

Only the second English version meets Cross’s standard for literal translation. In the first, formal equivalence has trumped functional equivalence, producing unnatural English and raising doubts about the speaker’s integrity (Is “Martin” an alias?) and even his mental condition (Does he suffer from multiple-personality disorder?).

Cross then offered six basic rules for literal patent translation:

1. Reproduce meaning.
2. Reproduce register.
3. Respect sentence breaks and carriage returns.

Resources for Patent Translators

The list below is a compilation of resources provided by Tom Clark, Susan Gagliardi and Hans-Jakob Wilhelm, and Martin Cross, with thanks to all of them.

- To find the text of a U.S. patent, visit www.uspto.gov/patft/index.html to search using a variety of fields (patent number, inventor, key words, and so on).

- To find the text of a European patent, visit http://ep.espacenet.com EPO, WIPO, worldwide databases. According to Tom Clark, the most efficient espacenet search is usually via the Advanced Search window, by publication number or application number.

- For information on patent offices and patent databases worldwide, visit http://patentinfo.european-patent-office.org/_resources/data/pdf/e05020.pdf. This exhaustive report provides the URLs for participating national patent offices as well as a list of the types of documents published by each office.

- For the text of PCT forms in English, French, German, Spanish, and Russian, visit www.wipo.int/pct/en/forms. This timesaving site obviates the need to translate the language of standard PCT forms.


- To consult a reliable online German↔English glossary and exchange queries and responses with translators all over the world, visit http://dict.leo.org/pages.ende/about_en.html?lp=ende&lang=en. German↔French and German↔Spanish glossaries are now available as well.

- To join a discussion group on patent translation from all languages into English, visit http://groups.yahoo.com/group/Patent_translators.

- To join a discussion group on patent translation between Japanese and English, particularly language and business issues, visit http://finance.groups.yahoo.com/group/patent_translation.
4. Use consistent vocabulary and phrasing.
5. Preserve one-to-one correspondence between source and target text.
6. Use appropriate annotation.

Spot the Lexeme

In discussing these rules, Cross focused particularly on one-to-one correspondence, breaking this down into two techniques: conservation of lexemes and equivalent phrasing. Neatly achieving the well-nigh impossible feat of using core linguistic concepts without anesthetizing everyone in the room, Cross defined lexemes as the basic units in “content words” that have independent meaning, such as nouns, verbs, adjectives, and numerals. These contrast with function words like articles, pronouns, prepositions, conjunctions, and auxiliary verbs, “the grammatical glue that holds lexemes together.” After demonstrating the distinction with a rousing game of “Spot the Lexeme,” Cross took his audience through a number of examples illustrating conservation of lexemes in actual patent practice.

Where conservation of lexemes would cause confusion or unnatural style in the target language, Cross recommended equivalent phrasing, defined as “using a phrase or a term in the target text that comprises different lexemes from those in the source text, but which is the functional equivalent of a phrase or term in the source text.” Here he cited the example of the patent idiom homme du métier. In this case, he argued, conservation of lexemes produces the meaningless man of the trade, and the well-established equivalent one skilled in the art is the obvious solution.

Cross closed his presentation with advice regarding the appropriate use of annotation, and left attendees with a useful and well-organized handout.

Patent Handbook Update

Well-known patent translator and ATA Board member Nicholas Hartmann ended the day’s sessions with a brief update on ATA’s patent handbook. In the works since 2003, this new reference will contain essays by various authors on translating patents into English. Although the handbook project had stalled after a number of delays, Hartmann noted, it has recently regained momentum since ATA member Alison Carroll was named managing editor. Carroll is currently soliciting and collecting contributions and is also in the process of selecting a professional editor for approval by ATA’s Board. If all goes well, the handbook will appear sometime in 2007. Hartmann concluded by opening up the floor for questions and comments, urging seminar attendees to make suggestions and identify possible contributors.

In addition to the four sessions, benefits of the seminar included several informational booklets from the USPTO as well as question-and-answer periods addressing such diverse topics as global outsourcing, translator ethics, and efficient work strategies in a market that relies almost exclusively on hard copy and image PDFs. The Doubletree’s facilities were pleasant, and the day ended with a cash bar in the hotel’s Potomac View Room, allowing attendees to network, unwind, and enjoy breathtaking views of the Potomac River and nearby Washington, DC.

Satisfied Customers

Attendees were uniformly enthusiastic about the event, regardless of background and level of expertise. Patent translation newcomers Masato Nakashima and Matthew Griffin viewed the seminar as a useful start for branching out into patent work, while Wanda Lehman, a certified court interpreter since 1989, praised the speakers as knowledgeable and appreciated the highly specific focus of the sessions. Even the speakers themselves found the seminar useful. “Martin Cross’s session was one of the most focused, logical, and coherent presentations of anything I have seen in a long time,” noted Tom Clark. “If I were still teaching, I’d steal it.”

If you are sorry you missed this ATA professional development event, keep an eye out for the upcoming patent handbook. All of the seminar speakers have been invited to contribute.
Attendees at this year’s ATA Annual Conference (November 1-4) will have the opportunity to experience New Orleans’ charm firsthand. What immediately sets New Orleans apart from other cities is the preservation of its 73 historic neighborhoods, its multi-ethnic food tradition, and its unique music. Certainly other cities possess some of these elements, but New Orleans has a way of winning you over from all directions.

So, despite the challenges brought on by the aftermath of hurricane Katrina, the people of this city have dedicated themselves to rebuilding with this character and tradition in mind. The story of my uncle, Jay Nix, illustrates the importance of the city’s cultural elements to everyday life. His unwillingness to give up kept a landmark from disappearing.

For approximately 30 years, Jay operated his own renovation business and restored historic homes and commercial properties to their original architectural glory. He was committed to achieving historical accuracy, often painstakingly peeling away layer upon layer of paint to reveal 200-year-old native cypress wood. It was not at all uncommon for Jay to spend many hours in an attempt to locate an exact decorative support bracket at an architectural salvage store. In 2003, he officially left the renovation business to become a restaurateur. Of course, even with this career change, his venture would ultimately involve renovating another one of New Orleans’ architectural jewels.

For many years, Jay had lived in the Mid-City neighborhood next door to the historic Parkway Bakery and Tavern, which served traditional po-boy sandwiches from the 1920s until it closed the doors for good in 1995. Jay purchased the property in 1996, but it was not until 2003 that he decided to renovate and reopen the Parkway. He applied his usually keen attention to detail and historical accuracy to all aspects of the renovation project, including reviving Parkway’s original menu using the traditional recipes. Jay’s hard work paid off. Combining an authentic no-frills po-boy menu with performances by local musicians, the Parkway’s reopening was incredibly well received, proving that in New Orleans, locals do not like to see old favorites disappear.

However, last year it seemed like this revitalized treasure would be short-lived. On August 29, 2005, Katrina changed everything by filling the restaurant with waist-deep water. Initially, the thought of starting over was too overwhelming for Jay to even consider; however, my 21-year-old cousin and Parkway’s manager, Justin, was determined to restore the restaurant. It was a long road, but they reopened on December 19, 2005 (which also marked the two-year anniversary of their original grand reopening).

The Parkway Bakery and Tavern has become a sign of hope and rejuvenation. Its survival is a story to be celebrated, and the press coverage has been amazing. A film crew from ABC’s Nightline even shot some footage of the Parkway’s reopening party, where 1,000 guests were fed at no charge. In his “Time Traveling to Parkway Bakery” restaurant review, WWL TV’s New Orleans Unknown Food Critic proclaims: “It’s places like the Parkway Bakery that make me wake up smiling every morning, thanking whoever’s up there that I was lucky enough to see before it was too late.”
be born in this magical city of ours. Even with all its problems, it’s moments when you can capture the true essence of the Crescent City that make you realize there’s no better place on Earth… The Parkway is a spot that, along with looking forward, has a firm foot in the past, reminding all of us why life down here is so good.”

The citizens of New Orleans as well as the press see Jay as an undeterred and optimistic person who has an intuitive understanding and respect for the mélange of sometimes complex and idiosyncratic traditions that are an essential part of the culture of New Orleans. His story is an example of how, with faith and a great deal of hard work, New Orleans will survive. Jay explains his tenacity with a very simple analogy: “The po-boy is New Orleans. What’s old can be new again.” I agree whole-heartedly.

**Where to Go to Experience the Tradition that is New Orleans**

Please consider visiting these great local places while attending ATA’s Annual Conference in November.

**Near the Sheraton New Orleans Hotel:**

Mother’s  
401 Poydras Street  
(504) 523-9656  
www.mothersrestaurant.net

Another local great for po-boys! Mother’s is conveniently located on Poydras and Decatur, just a few blocks from the Sheraton.

**Palace Café**  
605 Canal Street  
(504) 523-1661  
www.palacecafe.com

Located right across the street from the Sheraton, this is my personal favorite! Consider the jazz brunch on Sunday. The freshest local ingredients are used to make contemporary New Orleans cuisine.

**The Canal Street streetcar (or a taxi) will take you to the following places:**

New Orleans Museum of Art  
One Collins C. Diboll Circle  
(504) 658-4100  
www.noma.org

Located near the Parkway Bakery and Tavern, the museum has a permanent collection of over 40,000 works. Next to the main building is the must-see Bestoff Sculpture Garden, comprised of the works of 55 master sculptures from the 20th century, including Antoine Bourdelle, Henry Moore, Jacques Lipchitz, and Louise Bourgeois, displayed among beautifully landscaped gardens with bridges under 200-year-old oak trees.

Parkway Bakery and Tavern  
538 Hagan Street  
(504) 669-4940

Open 11:00a.m.-7:00p.m., Tuesday-Sunday. This is the place to come to hear live local music on the huge outdoor patio. With its large collection of nostalgic memorabilia, the Parkway is as much a museum that honors New Orleans brand names and food traditions as it is a restaurant. Please note that this is a CASH ONLY establishment.

**In or near the French Quarter:**

Donna’s Bar & Grill  
800 N Rampart Street  
(504) 596-6914  
www.donnasharandgrill.com

Located in the French Quarter across from the Armstrong Arch, Donna’s features excellent local brass bands along with its famous BBQ and Creole specialties.

Ernie K-Doe’s Mother-in-Law Lounge  
1500 N Claiborne Avenue  
(504) 947-1078  
www.k-doe.com

Originally established by the legendary local rhythm and blues musician, the late Ernie K-Doe, who gained national fame in the 1960s with his song “Mother-in-Law,” the club is currently run by his widow, Antoinette. The lounge features live local music and lots of Ernie K-Doe memorabilia. It also has a welcoming local New Orleans feel.

Though the club was inundated by seven feet of water from Katrina, Antoinette did not evacuate. She rode the storm out, donned a swimsuit, and managed to single-handedly transport all of her late husband’s memorabilia to her living quarters on the second floor above the club. The club has been able to reopen thanks to the assistance of an international group called Hands On (www.handsonnetwork.org/usher-visits-gulf-coast), which is helping people on the Gulf Coast (especially musicians) rebuild after Katrina. Uncle Jake also helped out with some of the renovation work. (In fact, Antoinette was so appreciative of Uncle Jake’s services, she invited him to accompany her to the White House for a special dinner and concert honoring black musicians!).

“…Architecture, food, and music are essential to all things New Orleans and are celebrated by the city’s residents…”

New Orleans: A Cultural Feast Continued
The Gumbo Shop
630 Saint Peter Street
(504) 525-1486
www.gumboshop.com
Centrally located in the French Quarter, a half block from Jackson Square by the Cathedral, the Gumbo Shop has a wonderful menu of traditional New Orleans creole food, including gumbo, shrimp creole, and po-boys, among other specialties.

House of Blues
225 Decatur Street
(504) 310-4999
www.hob.com/venues/clubvenues/neworleans/gospelbrunch.asp
Located in the heart of the French Quarter. Try their gospel brunch on Sundays. It is a great way to mix food and music!

Preservation Hall
726 Saint Peter Street
(504) 522-2841
www.preservationhall.com
Located right in the heart of the French Quarter, just two blocks from the Cathedral, Preservation Hall is all about New Orleans jazz! Since this is not a bar, all ages are welcome. It is a small venue where you can go and enjoy a set of music. It is currently open only on weekends for 8:30 p.m. shows.

St. Louis Cemetery #2
621 Royal Street
(504) 525-3377
www.saveourcemeteries.org
Founded in 1789, this is one of New Orleans’ oldest and most historically significant cemeteries. This is the final resting place of many local celebrities, including rhythm and blues musician Ernie K-Doe. The above-ground tombs, some of which are over 250 years old, are historic treasures that offer interesting examples of local architecture, including some very ornate ones that look like miniature houses (complete with wrought iron fences) and smaller tombs that are adorned with personal artifacts, carved marble markers, crosses, and statues. All Saints Day falls on November 1 during ATA’s Annual Conference. This is a wonderful time to visit our cemeteries because the graves will have been newly whitewashed and decorated with flowers in preparation for family visits. Please see the website for a schedule of guided tours.

Note
1. The po-boy is New Orleans’ most famous sandwich. It was invented as an inexpensive sandwich of gravy and spare bits of beef on French bread to serve unemployed streetcar drivers (the “poor boys”) during the 1929 streetcar strike. Today’s most popular selections are hot roast beef, dripping with gravy, and fried seafood, including shrimp, oysters, catfish, and soft-shelled crabs. In the local vernacular, “dressed” po-boys include the addition of shredded lettuce, tomatoes, mayonnaise, and pickles.

ATA Ethics Course
All certified members are required to earn one CE point by completing an ethics course.

For details, go to:
www.atanet.org/acc/ce_online_ethics_component.htm.

Visit
for complete information and see page 55 in this issue for your registration form.

Take Advantage of Your Membership Benefits

Life and Disability Insurance
Mutual of Omaha
(800) 624-5554 • (402) 342-7600
www.mutualofomaha.com

Overnight Delivery/Express Package Service
UPS
Reference Code: C0000700415
(800) 325-7000
www.ups.com
Certification Forum:
Clarification of the CertSoft Project

By Terry Hanlen, Certification Program Manager

Last month, members received an e-mail updating them on the progress of the CertSoft project, ATA’s effort to make it possible to take our certification exam on the computer. We have received a number of wonderful suggestions, some complimentary comments, and a few questions. However, some of the feedback clearly demonstrated that there is still some confusion about this initiative. (To read the broadcast e-mail, please see the link in the members only section of ATA’s website, www.atanet.org.)

We will continue to offer our exam in the current paper-and-pencil format for the foreseeable future. As we move toward offering the exam on computer, we will also schedule some computerized exam settings. Due to security measures, the software being developed for this project has demands that will prevent many sites from participating. For the first year or two, we will probably only have a few computerized exam settings as we pilot this program. If everything goes smoothly and is economically feasible, the plan is to expand the number of sites and increase the frequency of keyboarded settings. For now, all keyboarded settings will be in the U.S.

Offering the test on computer does not necessarily mean that candidates will be able to take the exam over the Internet from their home computers or that exams can be scheduled whenever a candidate desires. Initially, the exams will only be offered in designated testing centers. Security programs are being developed that may make it possible for candidates to use their own computers, thus allowing us to offer exams beyond the testing centers.

Exam settings with computers will be announced in The ATA Chronicle and on the website, as is current practice. Handwritten exam settings will not be combined with keyboarded exam settings. Sites that offer keyboarded exam settings will only allow handwritten exams as a backup in the event of a technical problem.

Finally, I think it is important to note that ATA will be on the cutting edge with this effort. No other member organization of the International Federation of Translators is offering its exam in the manner we have planned. The fact that we offer our exam in all of our language combinations at multiple settings throughout the year puts us in a class by ourselves. We have already been contacted by other organizations that are eager to learn from our experience and apply the lessons learned to their own efforts.

We will continue to keep you posted. If you have any questions or comments, please contact terry@atanet.org.

The workshop is open to English-to-Spanish translators from any country. Qualified participants will be accepted on a first-come-first-served basis. Excellent command of both Spanish and English is a requirement. In the course of the workshop, four texts will be translated by the participants, reviewed by Leandro Wolfson, a professional translator from Argentina, and returned to each translator with revisions, annotated comments, and a model translation selected each month from the group. As in previous TIP-Lab workshops, applications for continuing education credit will be submitted to the Judicial Council of California, the Washington State Courts, and ATA. Registration is now open. Space is very limited. Interested translators are encouraged to register as soon as possible. For information, contact: TIP-Lab, c/o Alicia Marshall (847) 869-4889 (phone/fax); e-mail: aliciamarshall@comcast.net; or visit www.tip-lab.org.
New Certified Members

Congratulations! The following people have successfully passed ATA’s certification exam:

**English into French**
- Evelyna Radoslavova
  - Vancouver, Canada
- Helena Solodky-Wang
  - Delray Beach, FL
- Dominique L. Versini-Olson
  - Maple Plain, MN

**English into Italian**
- Barbara Arrighetti
  - Brescia, Italy
- Pamela Brizzola
  - Fermo, Italy
- Domenica Grangiotti
  - Camino, Italy
- Monica Paolillo
  - Naples, Italy
- Andrea F. Tuveri
  - Cagliari, Italy

**English into Portuguese**
- Julia Pedro
  - Seattle, WA

**English into Spanish**
- Maria Soledad Martinez
  - Bergara
- Diana V. Valori
  - Venice, CA

**French into English**
- Mary Ann Maschke
  - Chicago, IL

**Italian into English**
- Lia D’Antonio
  - Montesilvano, Italy
- Cory J. Roy
  - Austin, TX

**Russian into English**
- Jonathan P. Lukens
  - Saint Louis Park, MN

**Spanish into English**
- Jane Reed
  - Concord, MA

ATA Certification Exam Information

**Upcoming Exams**

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Date</th>
<th>Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>San Francisco</td>
<td>October 1, 2006</td>
<td>September 22, 2006</td>
</tr>
<tr>
<td>Louisiana</td>
<td>New Orleans</td>
<td>November 4, 2006</td>
<td>October 20, 2006</td>
</tr>
<tr>
<td>Colorado</td>
<td>Denver</td>
<td>September 16, 2006</td>
<td>September 1, 2006</td>
</tr>
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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.

Active Membership Review

Congratulations! The Active Membership Review Committee is pleased to grant active member status to:

- Phyllis C. Kim
  - Los Angeles, CA
- Beth Nazar
  - New Orleans, LA
- Catherine R. Taylor-Skarica
  - Pacifica, CA
- Ilya A. Tirdatov
  - Seabrook, TX

All certified members are required to earn one CE point by completing an ethics course.

For details, go to: www.atanet.org/acc/ce_online_ethics_component.htm.
The first Onionskin was published 10 years ago. It consisted of a brief introduction/mission statement on the need for linguists to move beyond endless, incestuous rants delivered via “safe” vectors (read: online listservs and publications read only by other translators).

Instead, this author argued, translators could and should craft detailed, entertaining accounts of translation successes and failures that might also be read by clients. How else will they ever learn, ran our argument.

As it turned out, the magazine that launched The Onionskin was one such translator magazine—ITI Bulletin, the journal of the U.K. translators’ association. Mired in contradictions from the word go, we were.

Yet those British readers responded enthusiastically from the start, forwarding everything from pizza packages and labels snipped from household linens to Web links and photos. And when the column was picked up by The ATA Chronicle in 2002, U.S. translators proved equally proactive.

Over the years your input has been an endless source of fascinating exchanges with layer upon layer of perpetrator.

And the overall news is encouraging: contrary to comfort-zone rants, our investigations have confirmed that clients really do want to get it right, however misguided their procedures and decisions. In the vast majority of cases they are neither belligerent nor dismissive, but genuinely contrite, pleased to get constructive feedback and keen to mend their ways.

On the client education front, in 2000 The Onionskin took its own advice and produced a best-practice guide for non-linguists called Translation, getting it right. This brochure is now available in British English, U.S. English, French, German, Czech, Romanian, Dutch, and Catalan (coming soon: Italian and Portuguese).

We will be revisiting some of our earlier columns this 10th anniversary year, but for the time being I would simply like to extend thanks to The ATA Chronicle for being such a welcoming host publication and to ATA members for being so alert and energetic.

Chris Durban

Sign Here for Client Education

Signs remain a rich source of client education material, if only because they are by definition designed to be seen by as many people as possible.

Zanzibar signmaker in deep water (photo: Nana Segedin)
Underdone at Carrefour supermarket: viande (meat) becomes “heat” (photo: Philip Boyden)
If foreign-language versions are botched, mistakes can be a lasting source of ridicule and even offense, cancelling out the good intentions behind their originators’ efforts to reach out to foreign visitors. And, of course, the bigger and more costly a sign, the more likely it is that it will remain on display a long time.

In a word, skewed foreign-language signs are translators’ allies, alerting the general public as to why it pays to get it right the first time around.

This month’s batch includes a reminder that homemade signs can be a guarantee of authenticity (e.g., Nana Segedin’s shots of ads for a dolphin-watch cruise operation on Zanzibar). The hastily daubed plank teetering in front of a palm-frond hut says it all: we are not talking Club Med or Thomas Cook Tours, rather a family-owned and run venture. Yet it is intriguing to compare this amateur effort to that of French retailer Carrefour (2005 sales: €74.5 million), for the source of error is identical: translation by a non-native speaker compounded by zero proofreading.

Our two other examples fall somewhere in the middle. No retail empires, these are not seaside shacks either, since the stakes rise once a restaurant is up and running. Ditto a mom-and-pop grocery store that has commissioned an awning to cater more effectively to a thriving tourist trade. In both cases, “English” signs were produced and installed by professional sign-makers in the 1990s. When we called, owners confirmed that the language content was homemade and swore they would do better next time.

**Best Of, Worst Of**

Our U.K. correspondent Charles Quekett, who regularly sends in leads on language mishaps, reports that he has recently come into possession of a print catalog from “Best Of.”

Despite repeated calls and e-mails, The Onionskin was unable to determine precisely who this company is or even its nationality. All correspondence transits through Equipact, a service company in northern France whose sole response so far has been a terse “no comment.”

The Onionskin was interested, of course, in tracking down Best Of’s translation providers. Based on the catalog’s advertising copy, they are a linguistically challenged team—well-intentioned non-native speakers, perhaps a software program.

Example: for £9.99 (about $18), deadline-driven translators working the night shift can procure a 30-milliliter pot of “EYE-CARE GEL REDUC’BAGS” to recover “A look sparkling with youth.”

Thanks to this “new formulated gel,” burbles the ad, “the bags under the eyes are only a bad souvenir. Its active principles have been selected to help you to act directly on the main causes of eye bags.” Sounds like a product for The Onionskin.

Charles assures us that he plans to invest in some ECO nightlights from the same catalog. These can be left on around the clock since “they use up such a derisory amount of electricity.” He is also considering an “ANTHOLOGY BROOCH” (“With a passion red colour, the rose petals are worked really meticulously. Mounted
Question: “During the past two weeks, very little work has come in. My regular clients all seem to have gone on a collective beach vacation. Even though I usually have a steady amount of work, I have had to search the online marketplaces for assignments, without much success. I feel like a fraud sitting in my office and not making any money. What should I do?”

—Unemployed workaholic in New York

Dear Unemployed: Fluctuations in workload, and an ebbing of the tide during the summertime, are inescapable parts of every freelancer’s life. Here are some suggestions for things to do during what seems to be the inevitable “midsummer lull,” which is a perfect time to address many of the management and business chores small business owners often neglect:

Catch Up
• Make sure you have sent an invoice for every job and logged every payment that has come in. Balance your checkbook and order new checks if you are about to run out.

• Check that you have current versions of all your essential software: now is the time to spend a couple of hours downloading those enormous upgrade files. Run a utility to defragment your main hard drive. Delete any application programs you never use, along with their preference files and other baggage; there are utilities for this, too.

• Double-check that your virus protection software is up-to-date, and scan for undetected malware.

• Enter useful terminology into your translation memory system or terminology management program.

• Even in the age of Google, you might still want to order some new dictionaries or reference books. Check through those discussion list printouts and book reviews you stuffed into a folder a few months ago.

• Look through your Internet browser bookmarks or favorites to see whether there are any useful sites you have not visited recently.

• Check your supplies of printer paper, toner, staples, etc.

Clean Up
• Do something about all the stuff that piled up around the office while you had no time to do anything but work.

• Sort through your e-mail IN box and confirm that every message requiring a response has been answered.

• The IRS requires that you retain financial records for seven years, but anything older can now be recycled. Be sure to shred all documents that include confidential data, such as your Social Security number.

• If you have not decided to keep copies of every translation you have ever done, add the old ones to the recycling bin.

Think
• Are you happy with your present assortment of clients? Are some of them more trouble than they are worth? Consider refining your client mix using the “portfolio management” techniques discussed in this column a few months ago.

• Are there new subject areas you would like to explore so that you can expand your expertise and take on new kinds of work?

• Think about the types of translations you love and hate (engineering drawings? magazine articles? lab reports?) and act accordingly.

• Is your work life in balance with the rest of your life? Are you spending enough time with your family and friends, and on other activities that make you a well-rounded human being?

• Are you making enough money from your translation or interpretation work? How does your income contribute to the family budget?

• This is the perfect time to consider your tax situation: should your estimated payments be raised or lowered? How do your business expenses look at mid-year?

Do Not...
...panic. Your favorite client has not forgotten about you, and the phone will ring again.

...check your e-mail every 10 minutes to see whether new work has come in (besides, your computer is busy downloading all that updated software).

...accept work at a lower rate, or work with clients you do not like, just because there is a temporary hole in your job calendar.

Relax
• Talk to the people you live with.

• Pull some weeds out of the flowerbeds.

Business Smarts: The Midsummer Slump

The information in this column was compiled by members of ATA’s Business Practices Education Committee for the benefit of ATA members. The following is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors.

Continued on p.53
The state government, the main campus of the University of Texas, and a vibrant high-tech industry all call Austin home. Austin has also become a gateway to Latin American trade and culture. It is no surprise, then, that the city has attracted a large pool of highly qualified people who provide translation and interpretation services in many languages.

Since 1985, the Austin Area Translators and Interpreters Association (AATIA) has brought together language specialists to share expertise, provide opportunities to learn more about the tools and techniques of professional translators and interpreters, and promote the recognition of translation and interpretation in the larger community.

Today, with its strong regional, national, and international ties, AATIA is one of the largest and most active associations of professional translators and interpreters in the country.

Objectives
- To promote the continuing education and development of translators and interpreters;
- To promote and publicize professional standards and practices;
- To promote networking among translators and interpreters and cooperation with other associations;
- To support programs of accreditation and certification;
- To publish and distribute information; and
- To engage in outreach activities.

Benefits
- Bimonthly membership meetings;
- Bimonthly newsletter;

National Conferences and Seminars
AATIA has co-hosted national conferences and seminars with the American Literary Translators Association, the National Association of Judiciary Interpreters and Translators, and ATA.

Special Interest Groups
AATIA’s special interest groups (SIGs) support its purposes in specific areas not currently being addressed or needing greater emphasis. These groups allow members to talk about their work, ask questions, share references and expertise, and provide one another with moral support and solutions to translation and problems. Members can join the following:

- Literary Special Interest Group (LitSIG)
  www.aatia.org/sigs/AboutLitSIG.htm
- Interpreter Special Interest Group (IntSIG)
  No Web link yet.
- Russian Special Interest Group (RusSIG)
  www.aatia.org/sigs/russig.htm
- Spanish Special Interest Group (SpanSIG)
  www.aatia.org/sigs/spansig.htm

Newsletter
Continued on p.52
Diccionario de términos de marketing, publicidad y medios de comunicación (English-Spanish, Spanish-English)

Authors:
Enrique Alcaraz Varó, Brian Hughes, and Miguel Ángel Campos Pardillos

Publisher:
Editorial Ariel S.A.
Avda. Diagonal 662-664
08034 Barcelona, Spain

Publication date:
2005

Number of pages/entries:
544, including introduction, with over 13,000 total entries

ISBN:
84-344-4522-0

Price/availability:
€25.00 in Spain (www.ariel.es), $58.50 in U.S. (intransbooks.com)

Specialty/field:
Marketing, advertising, media

Reviewed by:
Kirk Anderson

Marketing, advertising, and media are three interconnected fields marked by rapid development and change that represent a monumental challenge for lexicographers. Add to this the regional variations of the Spanish and English languages, and you are presented with a daunting task indeed.

But prolific lexicographers Enrique Alcaraz Varó and Brian Hughes, respected for their indispensable works Diccionario de términos jurídicos and Diccionario de términos económicos, financieros y comerciales (also published by Editorial Ariel), have teamed up with Miguel Ángel Campos Pardillos (with whom they have collaborated on other dictionaries) to take a significant step forward in their updated second edition of this work.

Like the other Editorial Ariel dictionaries, this volume is printed and bound to world-class standards. It provides grammatical information for all main entries along with abbreviated indicators of the fields in which they and their subentries are used, spelled out in the text’s practical introduction. Another plus is that entries often provide succinct explanations of key terms along with real-life examples of usage and practical cross-references.

This dictionary also shares some of the downsides of other Editorial Ariel reference works, including the occasionally confusing logic underlying the choice of the main entries and their relationship to subentries. For example, “lead” is a headword in the English section, followed by 15 boldfaced subentries, which are then followed by other headwords, such as “leader” and “leading,” each with their own series of subentries. Elsewhere, you have the headword “optics” followed by 16 subentries that all begin with the word “optical.” Since subentries are in bold, but not aligned with the column’s margin, the user must scan the entire block of subentries for the desired term and consider other possible variations that might be deemed the headword for any particular term. In practical use, I have discovered terms I thought were absent from the dictionary under headwords I never would have suspected, but with regular use, this shortcoming can be overcome by the user. Interestingly, in my case at least, being forced to think of other possibly related headwords often inspires translation solutions before I even find the term, so I should not be too harsh in this regard.

Although the authors only take credit for adding 700 new lexical units in the English-to-Spanish section and a mere 100 in the Spanish-to-English part, much more work has been done on the book than the relatively few additional pages might lead the reader to suspect. I found several dead-end cross-references in the 1999 edition, along with a number of confusing entries, all of which appear to be rectified in the new edition. A number of definitions, translations, and explanations have also been added to positive effect.

Marketing, advertising, and the media are vast fields, and the selection of terms is a complex, crucial endeavor in a work of this kind. Although still perhaps an edition or two away from being a truly standard-setting work, this volume contains a reasonably comprehensive selection of terms from all aspects of these three interrelated fields, including terms related to television, film, typography, publishing, graphic design, audio production, entertainment, press, electronic media, branding, and related law, among others. Given the nature of the work and the broad scope of the fields it covers, filler words are virtually nonexistent.

In a random survey of terms one might expect to find in a work of this kind, in the English-to-Spanish section I found storyboard, brand management, SWOT, paparazzi, and ampersand, but did not come across market concentration, truth in advertising, signage, or pound sign (though hash mark was included).

On the Spanish-to-English side, terms like publicidad móvil, folletín, PLV, publicitreportaje, tríptico, DAFO,
ente público, and tertulia were all included, while almohadilla, beta, and sección de RF were not.

Here, it is also important to note that U.S. and British English usage variations are only noted occasionally, and terms like “hoarding” (British English for “billboard”) may baffle some U.S. readers. On the other side of the scale, there seems to be no reference at all to regional variations of Spanish, and the work itself is generally Eurocentric, though hardly irrelevant to the Americas.

More than most dictionaries, any work devoted to marketing, advertising, and media is doomed to be outdated before it hits the bookstores, but this work remains virtually the only dictionary that even attempts a comprehensive approach to these fields, and in its second revised edition, is a valuable contribution to the field and an outstanding reference for translators working in these areas, which makes it well worth its price on either continent. Though its European price may seem like a bargain, keep in mind that the time and cost of shipping (not to mention the declining value of the dollar) may make the U.S. price the best real value.

My only wish for this volume and the others in the Editorial Ariel series is for the publishers to accompany the work with a CD-ROM or develop a searchable Web-based version. This would simplify and accelerate searches, and probably speed up the release of future editions. If only more dictionary publishers would walk a mile in a translator’s shoes.

Overall, the second edition of the Diccionario de términos de marketing, publicidad y medios de comunicación is an admirable work, representing a solid enhancement of the first edition, and a worthy addition to any Spanish translator’s reference library.

Kirk Anderson is a freelance translator in Surfside, Florida, who specializes in marketing, advertising, and media translation. He occasionally teaches a course in Spanish↔English translation in the fields of journalism and advertising at Florida International University. Contact: paellero@aol.com.

How to Translate a Recording, Testify about it, and Survive the Experience Continued from p. 26

the impossible happens.”"

8. As vice-president of my synagogue, it was once my responsibility to inform the congregation at the end of Sabbath services of the many disruptions and dislocations we would face during the construction of a new wing. After spelling out the details, I summed up: “Things will be inconvenient for awhile, but, after all…” and then concluded with a (literal) Hebrew translation of a common English expression. Like most of my fellow congregants, I am pretty good at prayer book Hebrew, but, alas, do not actually speak the language. Those who were fluent in Hebrew, on the other hand, had a hard time restraining themselves. I found out later that what I had told the congregation, in contemporary Hebrew, was: “…but after all, you cannot make an omelet without busting balls.”


11. U.S. v. Gonzalez, 365 F.3d 660 n.2 (8th Cir. 2004). (“Unlike commonly used slang terms and idioms, drug code is presumably known and understood by only a small segment of the population. Thus, it is not appropriate to presume, without laying a founda-

tion, that a translator is qualified to give opinions relating to alleged drug code.”)

12. “Manteca” is so listed at www.whitehousedrugpolicy.gov/publications/drugfact/pulsechk/nov02/pulse_nov02.pdf, page 28. And I am informed that “heroin” is listed as one of the definitions of “manteca” on page 154 of the Diccionario de la jerga del estudiante universitario puertorriqueño (Claudio de la Torre, Josefina, San Juan: Editorial de la Universidad de Puerto Rico, 1989). Please e-mail me if you would like to see a copy of an e-mail that was sent to me from Dagoberto Orrantia, a professional interpreter and translator and member of the National Association of Judiciary Interpreters and Translators (May 30, 2005).
The Translation Inquirer By John Decker

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

While repeating that the Translation Inquirer has no connection whatsoever with Harper Collins or author Nicholas Ostler, he is delighted to say that the latter’s book, Empires of the Word: A Language History of the World, is simply fabulous. He read it during a nine-day binge in May, and found it to be of great interest on almost every page, with amazing new insights galore. It is worth a second reading due to the complexity of the material, and I hope that will take place before the year is out. This book is highly recommended to every ATA member![Abbreviations used with this column: D—Dutch; E—English; G—German; I—Italian; Po—Polish; Pt—Portuguese; R—Russian; Sp—Spanish.]

New Queries

(E-D 8-06/1) This one has an ominous sound to it. A ProZ participant found credit fundamentals to be a stumper in this phrase from a large bank, “The deterioration in credit fundamentals has already started…,” and also in the phrase “Despite healthy credit fundamentals and sound corporate balance sheets, we currently do not favour….. corporate bonds.” What about the Dutch for this?

(E-Pt 8-06/2) This ProZer needs to know the Brazilian Portuguese for polyfill, a material used to stuff pillows.

(E-Sp 8-06/3) As a ProZ user discovered, the phrase entitlement holder is difficult if you are heading into Spanish. Here is the context sentence: (d) The Debtor is the entitlement holder with respect to financial assets from time to time credited to the Construction Contract Account and is identified in the records of the Account Holder as the Person for whom the account is maintained; and the

Account Holder shall, subject to the terms of this Agreement, treat the Debtor as entitled to exercise the rights that comprise the financial assets credited to the Construction Contract Account… How to handle this?

(G-E 8-06/4) The Grazt Grackle had trouble with “herüberlaufen,” as in this construction-related quote: “…wie zum Beispiel durch ein Erdbeben oder durch das Herüberlaufen etc., verrutschen der Untergrund und das Bodenpaneel.” What could this phenomenon be?

(I-E 8-06/5) In a corporate report, a ProZ denizen found “immobile sociale,” and would like to know what the English equivalent is.

(Pt-E 8-06/6) This cluster comes from a continental Portuguese novel Cliff Landers, former administrator of ATA’s Literary Division, is working on. Here are the difficult phrases, with the problem words in bold: (6.a) “…homens mergulhados de bruços a ofegarem sobre pares de joelhos perfumados de madeira do Oriente, antes de se lavarem com sabonete Ach Brito nos jactos contraditórios do polibá.”

(6.b) “O mar de cartolina mudava a pouco e pouco de cor à aproximação da noite, iluminado por um filtro roxo que confere ao quinane melancolias de tercetos de borda-de-aigua.”

(6.c) “Foi nesse ano, verificou, que eu fui pela primeira vez ao Cem, com o Ismael, que já fazia a barba e trazia o retrato da namorada na carteira. Ao despírmo-nos no vestiário da ginástica, o Ismael explicava-me o jeito de (…)”

(6.d) [Context: A group of psychiatrists on the staff of a mental institution] “O que é que acha acerca deste doente? Qual a sua opinião? O colega não quer dar um contributo? Não triangulou? Personalidade pré-genital? Narcisismo primário? Esquizofrenia inciapiens? Fase de trema de Konrad?” [Note: It is possible that the name may be “Conrad.”]

That is considerably more Portuguese than this column has seen in many a moon, so we thank Cliff for that.

(Sp-E 8-06/7) Manuel found “E.S.D.” beneath the name of the person to whom a letter was sent in Colombia. He thinks this will not be difficult, but wonders what the letters of this abbreviation stand for.

(Sp-E 8-06/8) Here is “zapateo,” a word that appears easy to a person like the Translation Inquirer who is not part of the Hispanic world. However, the word apparently caused problems when it appeared in this civil engineering phrase: “La mayoría de los equipos así protegidos no han tenido fallas, con excepción de algunos casos de golpes sucesivos (zapateo) que han causado daños reparables en las ruedas y carros.” The context involves the seismic design of structures. Who wants to try?

Replies to Old Queries

(E-G 5-06/1) (waiver of rights): Kristopher Riggs believes that “Verzichtserklärung” would probably be the best translation for the English expression “waiver of rights.” In his opinion, the English expression containing both “waiver” and “rights” is sort of “doppelt gemopfelt,” since a waiver already implies relinquishing a known or already existing right. This is the tripper since the English native speaker will tend to search for a suitable translation of rights, but this is, in my opinion, not necessary. “Verzichtserklärung” appears to him to be the equivalent expression.

(E-I 5-06/3) (coming down hard): Elizabeth Hill believes “atterrando pesantemente” is best for this.
(E-R 5-06/5) (Spelling machines): Olga McCarthy came up with the term Буквоед and Буквоедитель. As for the word to spell, it is pronounced по буквам. For Rita McGrath, Орфография is another (and better in this context) choice for spelling.


Her guess is that these bases are actually fabricated non-skid trays for petroleum containers that are placed on the foundation, which has to be stable enough to prevent skidding, resist vibrations, and provide support. If she is correct, then the best translation for fabricated bases in this context would be изготовленные основы, which can be literally translated as fabricated trays. In this case, simply substitute the phrase изготовленных основ in the above translation with изготовленные основы.

(E-R 6-06/3) (online ticket): Maria Polyakova says the best translation for ticket is электронный билет, although it is a common convention these days in Russia to simply call it e-ticket in English or бронирование online or онлайн-бронирование, which means online ticketing or, literally, online reservations.

(E-Sp 6-06/4) (grub screw): Juan Vaquer, Jr. says he came across the following items: el tornillo pris-jonero (la punta de filete m)—grub screw; la ranura (la muesca)—Pin slot (pin slit, pin groove); and la punta esférica—round end. Sorry we were unable, in this column, to reproduce the picture he sent along to illustrate these features, but this can be found on pages 250-251 in “143: Perfiles, tornillos y piezas de máquinas / Sections, Bolts and Machine Parts,” in The Oxford-Duden Pictorial Spanish and English Dictionary, second edition (New York: Oxford University Press, 1995).

(G-E 5-06/7) (aktivierbare Eigenleistungen): Cobra suggests this for the entire sentence, which appeared on page 40 of the May 2006 issue: Since the basic development of [XY software] was completed in 2006, we do not anticipate any more company-manufactured items of note that can be carried as assets in 2007.” Randall Condra says that according to the Der Kleine Eichborn dictionary, “aktivierte Eigenleistungen” is: Capitalized items (own production or manufacturing costs capitalized). He supposes that “aktivierbare Eigenleistungen” is the same thing, but is not a bookkeeper.

(Po-E 6-06/9) (nadmiernego rozpużczania anod): Piotr Graff says that, according to the Polish-English Technical Dictionary by WNT, this is excessive anodic stripping. John Burek translated the entire phrase from page 40 of the June issue as: On the other hand, too high a concentration of NaOH leads to excessive dissolving of anodes and setting zinc coatings of worse quality.

Please pardon me, you who sent in responses but do not see them here. With the occasionally sparse responses from previous months, I held a few responses back for the September edition of this column. If you seek the rationale, just look at the squirrels in your vicinity and note, with their cheek pouches full, what their main activity is. After all, it will be autumn when you see this column again.

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Humor and Translation  By Mark Herman

Among other things, people can take advice, the air (or to the air), amiss, a bath, a back seat (or back), a beating, the blame, the cake, care (or care of), a chair, a chance, a chess piece, a cottage for the summer, a course, cover, a crack, the cure, a dim view, a dive, some doing, a fall, five (or ten, or twenty), French leave, a gander, the heat off, heed, a hike, hold, a hosing, a joke, a leak, the lead, their life in their hands, a load off, their lumps, their medicine, names, a nap, notice, a pass, pictures, pity, a plane, a poll, a powder, a rain check, the rap, a run at, a shine to, sick, a spouse, a swipe at, tea, time, turns, the waters, people at their word, a vow, or the money and run.

Anyone can be taken aback, to the cleaners, in, or for a ride, but plants, plays, ideas, and vaccinations can just take.

Take up your burden, a mortgage, space, time, or a stream of water via capillary action.

Take down the Christmas tree, sign, enemy, or recipe.

Take to someone or to the streets.

Anyone can take offense. Only a football player choosing a position can take defense.

If a new boss takes over, did the old one take under?

Are you hungry, amorous, fastidious, a lawyer, or a terrorist? Then take out a pizza, a date, a stain, a patent, or a power plant.

Take in washing, a sucker, your stomach, an idea, or a boarder.

Take on protective coloration, a new job, a new outlook, an opponent, or 25 pounds?

Some take off on vacation or from an existing work. Streakers take off their clothes, then take off.

Whether or not you take it easy or hard, slow or fast, lying down or standing up, on the chin or on the lam, or even out on someone, you still can’t take it with you.

It takes a translator to take this take on take.

The Onionskin Continued from p. 45

on finely gilded metal, your marvelous brooch shines a thousand precious glares.”)

Best Of’s budget may be too meager for professional translation, but examples like these are excellent reminders for savvier businesses seeking customers overseas that it is better to get it right the first time around. We will nonetheless be posting Best Of a copy of this edition of The ATA Chronicle (in a brown paper envelope via Equipact).

Success by Association! Austin Area Translators and Interpreters Association  Continued from p. 47

The AATIA Letter is published bimonthly. Members receive a printed copy, and they can also download it from the website. Nonmembers may also download it to learn about the association and the wider world of translation and interpretation. Archives of past issues going back to May 1998 are available on the association’s website (go to www.aatia.org and click on The AATIA Letter).

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( Please note that new members joining after October 1 receive membership for the current and following year for one year’s dues.)

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Business Smarts: The Midsummer Slump Continued from p. 46

• Read a book.
• Take a walk.
• Find a new restaurant and go out on a date with your significant other.
• Buy yourself a nice plant for the office.
• Go for a bicycle ride.

Plan
Keep a folder around to collect “downtime” ideas. Then, the next time you are buried up to your eyeballs in assignments and are wondering how much more coffee you can drink, you can actually look forward to having a little well-deserved time off.

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Kansas City, Missouri  
[www.atanet.org/pd/medicalinterpreting](http://www.atanet.org/pd/medicalinterpreting)

**September 8-10, 2006**  
Tennessee Association of Professional Interpreters and Translators Fourth Annual Conference  
Belmont University  
Nashville, Tennessee  
[www.tapit.org](http://www.tapit.org)

**September 16, 2006**  
ATA Medical Translation Seminar  
San Francisco, California  
[www.atanet.org/pd/medicaltranslation](http://www.atanet.org/pd/medicaltranslation)

**September 30, 2006**  
Upper Midwest Translators and Interpreters Association 5th Annual Conference  
Bloomington, Minnesota  
[www.umtia.com](http://www.umtia.com)

**October 18-21, 2006**  
American Literary Translators Association 29th Annual Conference  
Bellevue, Washington  
[www.literarytranslators.org](http://www.literarytranslators.org)

**November 1-4, 2006**  
American Translators Association 47th Annual Conference  
New Orleans, Louisiana  

**November 3-5, 2006**  
International Federation of Translators  
Committee for Court Interpreting and Legal Translation  
8th International Forum  
Zurich, Switzerland  
[www.fit-ift.org](http://www.fit-ift.org)

**August 1-7, 2008**  
International Federation of Translators XVIII World Congress  
Shanghai, China  
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### Honors and Awards  
See [www.atanet.org](http://www.atanet.org) for details

**2006 Harvie Jordan Scholarship**  
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Optional: Provide an onsite contact (email, mobile phone, etc.) for the List of Attendees:

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<table>
<thead>
<tr>
<th>ATA Member</th>
<th>Nonmember</th>
<th>ATA Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-bird (available until September 29):</td>
<td>$295</td>
<td>$390</td>
</tr>
<tr>
<td>One-day (indicate day ______________):</td>
<td>$150</td>
<td>$195</td>
</tr>
<tr>
<td>After September 29:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-day (indicate day ______________):</td>
<td>$355</td>
<td>$470</td>
</tr>
<tr>
<td>Onsite (after October 20):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-day (indicate day ______________):</td>
<td>$430</td>
<td>$565</td>
</tr>
</tbody>
</table>

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Preconference Seminar Fees

Seminar A 9am-12noon $50
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Seminar C 9am-12noon $50
Seminar D 9am-5pm $100
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Seminar G 9am-12noon $50
Seminar H 9am-12noon $50
Seminar I 9am-12noon $50
Seminar J 9am-12noon $50
Seminar K 9am-12noon FREE
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Seminar M 2-5pm $50
Seminar N 2-5pm $50
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