In this issue:
Achieving Success Through Collaboration
The Art of Spam
The Transparent Translator
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“...You have been asking for direct access to help when you have questions about using your SDL TRADOS software.

To help answer your questions, we are now launching Live User Forums for SDL TRADOS users. During these live webinars a panel of experts, including a mixture of support engineers, developers, training and product managers, will answer your questions and demonstrate the solutions to you. These Forums will also give you the opportunity to learn new tips, tricks and additional information on the software.”

To find out more and attend one of our Live User Forums please visit: www.sdl.com/liveforum

If you have any comments on our level of customer service, please email me at tracebyrne@sdl.com
ATA Certification: View of the Corporate Members
By Jiri Stejskal
The survey results discussed in this article represent a valuable first step in exploring the opinions of corporate members regarding ATA’s Certification Program.

Go Team! Go! Success Is All About Collaboration
By Scott Crystal
Whatever variables are involved, developing a spirit of collaboration calls for leadership, people skills, business acumen, realistic expectations, and the ability to establish trust among team members.

The ABCs of Cyber Security: Spam—It Isn’t Just for Breakfast Any More
By Keiran Dunne
Computers and the Internet offer unparalleled opportunities not only to those who use them, but also to those who abuse them.

The World According to Gap
By Jost Zetzsche
Translators, translation memory, and machine translation are here to stay. What will change is that the gaps between them will dissolve.

A Conference in Review:
Quality Health Care for Culturally Diverse Populations
By Darci L. Graves
This conference represented an important forum in building the essential link between quality, cultural competence, and health disparities reduction.

The Transparent Translator: Is There Such a Beast?
By Inga Michaeli
Can there be transparency in translation, or is translation by its very nature visible? This article will use examples to probe whether an unequivocal answer to this question exists.

Moving Beyond the Literal:
Translating Japanese Idiomatic Expressions
By James L. Davis
Idiomatic expressions have the potential to stop professional translators in their tracks. In this article, specific examples illustrate approaches for handling different types of idioms.
We Want You!

The ATA Chronicle enthusiastically encourages members to submit articles of interest to the fields of translation and interpretation. For Submission Guidelines, log onto www.atanet.org/chronicle. The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

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Our Authors  April 2007

Scott Crystal is the senior project manager and the vice-president of American Translation Partners, Inc. He has worked with the company for over 10 years. Contact: scott@americantranslationpartners.com.

James L. Davis is a professor and the director of the Technical Japanese Program in the Department of Engineering Professional Development at the University of Wisconsin-Madison, where he has been teaching technical Japanese since 1990. A licensed professional engineer, he has worked as a chemical engineer in industry. He also conducted research as a Fulbright Graduate Fellow in Japan. He served as administrator of ATA’s Japanese Language Division from 1993-1995. He is an ATA-certified Japanese – English translator. Contact: jdavis@engr.wisc.edu.

Keiran Dunne is an associate professor of French at Kent State University, where he teaches graduate courses in localization and language project management. He has extensive experience as an English – French localization subcontractor for Fortune 500 companies and other corporate clients, and draws upon this experience in his courses at Kent State. He is the editor of the recently published Perspectives in Localization, Volume XIII of the ATA Scholarly Monograph Series. His current projects include an edited volume on project management in the language industry and a textbook on the translation of digital content. Contact: kdunne@kent.edu.

Darci Graves is the cultural competence training manager at NetworkOmni Multilingual Communications, and serves as an expert advisor on topics related to cultural competence. She has nearly 10 years of professional and academic experience in the fields of cultural competence and medical education. She is currently a doctoral student in public policy, completing her dissertation on cultural competence legislation. Contact: dgraves@networkomni.com.

Inga Michaeli is the deputy chair of the Israel Translators Association, and serves as co-editor of the association’s e-journal, Targima. She blends three of her (many) passions in her work—books, cinema, and travel. For the past 10 years she has been translating mainly literature, travel books, television shows, and movies. She has translated almost 60 books, including Skinny by Ibi Kaslik (Yanshuf, 2006), The Historian by Elizabeth Kostova (Modan, 2006), The World is Flat by Thomas Friedman (Arie Nir, 2005), and The Known World by Edward P. Jones (in print).

Jiri Stejskal is the ATA president-elect and conference organizer. He is also the treasurer of the American Foundation for Translation and Interpretation and chairs the International Federation of Translators Status Committee. He has a Ph.D. in Slavic languages and literatures and an executive MBA in general business. An active translator, he joined ATA in 1991 and founded a translation company, CETRA, Inc. (formerly Central European Translations, Inc.) in 1997. In addition to his duties as a translator, company owner, and volunteer for translator and interpreter organizations, he teaches graduate language courses at the University of Pennsylvania. Contact: jiri@cetra.com.


New England Translators Association
11th Annual Conference

May 5, 2007
Best Western Royal Plaza Hotel
Marlborough, Massachusetts
Looking for the right word?

We offer language tools and electronic dictionaries in 11 different languages.

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The WordFinder Dictionary System gives you access to more than 100 different dictionaries in 11 different languages. Just one mouse click gives you ideas for translations, phrases and synonyms that can be easily pasted into your document. We can also provide you with grammar and style check software for English content.

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This three-day conference is targeted at translators and interpreters, currently working in the field of energy, who are seeking advanced-level continuing education. Sessions will cover topics such as oil and gas: exploration, production, and refining; chemical engineering and processes; renewable energy sources such as wind power; nuclear power; and ethics and standards relating to energy.

The conference will feature a mix of language-specific and non-language-specific sessions presented in English. Attendees will earn up to 10 ATA Continuing Education Points.

Attendees can also take advantage of networking opportunities provided throughout the conference. Enjoy an evening of socializing at the Welcome Reception, market your skills at the Job Marketplace, and don't forget to visit the exhibits in the Exhibit Hall.

Registration Form

First Name: ___________________________ Middle Initial: ______ Last Name: ___________________________ ATA Member#: ___________________________

Employer/School (only list employer or school if you want it to appear on your badge): __________________________________________________________

Street Address: __________________________________________________________

City: ___________________________ State/Province: ___________________________ Zip/Postal Code: ___________________________ Country: ___________________________

Telephone: ___________________________ Email: ___________________________

Important: Please indicate the primary and secondary language pairs you are interested in to assist us in planning this conference.

Primary Language Pair: ___________________________________________ (source) to ___________________________________________ (target)

Secondary Language Pair: ___________________________________________ (source) to ___________________________________________ (target)

Conference Registration Fees: ATA Member: $305 Nonmember: $425 Payment: $_________ Total: $_________

Onsite Registration (after April 27): ATA Member: $380 Nonmember: $530 Payment: $_________ Total: $_________

☐ YES! Sign me up for the Oil Rig Tour that takes place Saturday, May 5. Learn more at www.atanet.org/pd/energy/tour.

☐ YES! I would like to receive a free pass to the Offshore Technology Conference. Learn more at www.atanet.org/pd/energy/otcpass.


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

To learn more about the ATA Energy Conference, visit www.atanet.org/pd/energy.
Corrections

When I was in journalism

school at the University of Missouri,
I never thought I would be writing for
writers. As a student member of the
Society of Professional Journalists, I
would read its magazine and think
what a difficult job it must be to write
for writers and editors. Now, 26 years
later, I am writing for writers and edi-
tors who find and fix typos—in mul-
tiple languages. With that being said,
you all know how painful it is to see
a typo or grammatical error in your
finished work. My initial response is
usually, "@#!%! How did that get
past me/us?" My follow-up is, "What
do we do to keep this from happening
again?"

This is all a preface to what hap-
pened with the "From the Treasurer’s
Report" column in the February issue
of The ATA Chronicle. ATA Member
Andrew Allison was good enough to
alert us to some errors in the column.
First, the corrections: the figures for
the Certification Program expenses
without overhead costs should read
$143,471, and the overhead expenses
are $156,680. In addition, the same
article referred to a breakout of the
budget, which was published in The
ATA Chronicle...just happened to be a
month later. This was my mistake as I
was trying to spread into two issues
the excellent work that ATA Treasurer
Peter Krawutschke and ATA
Accountant Kirk Lawson had done.

These errors were introduced after
Peter and our dedicated proofreader ATA
Member Sandra Burns Thomson signed
off on the column. I specifically mention
this because Sandra has done an out-
standing job of working with Jeff
Sanfacon, editor of The ATA Chronicle,
and our designer Ellen Banker to improve
the quality and consistency of the copy.
Finally, I would like to thank the authors
who, as part of our review process, take
the extra step of re-reading their articles
and columns before they are published.
Can we improve? Absolutely—and we
will continue to do so.

Call for Nominations: Are you willing
to serve on the ATA Board of Directors?
The ATA Nominating Committee is put-
ting together the slate of candidates for
this year’s elections for president-elect,
secretary, treasurer, and three directors’
positions. If you are interested, please
contact Nominating Committee Chair
Tuomas Kostiainen at tuomas@jps.net.

One administrative note, Connie
Prener was recently approved by the
ATA Board to serve on the ATA
Nominating Committee with Tuomas,
Nora Favorov, Jean Leblon, and Odile
Legeay.

New Additions to the ATA Energy
Conference. Two new options have
been added to the ATA Energy
Conference in Houston, Texas, May 4-
6. The Rowan Companies have offered
to give Energy Conference attendees
complimentary exhibit hall passes to
the Offshore Technology Conference
that takes place in Houston the same
week. In addition, the Rowan
Companies will take attendees to an
optional complimentary offsite tour of
an oil rig. Don’t miss these two hands-
on experiences along with the
advanced level educational sessions
that run the gamut from oil and gas to
wind and solar energy. If you work in
these fields or are thinking about it,
you need to be there. Please register
today.

Upcoming ATA Professional Devel-
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Please check out ATA’s website
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tion and register today.
SDL Trados 2007 Freelance

is the newest version of the world’s leading translation memory software, delivering the requested critical features to accelerate project creation, time scheduling, translation and reviewing. Jobs can now be completed faster and earn you more business.

What is SDL Trados 2007 Freelance?
SDL Trados 2007 is the world’s most popular Computer Aided Translation (CAT) and translation project management solution for the translation professional.

CAT is a form of translation where a human translator translates texts using computer software designed to support and facilitate the translation process.

Higher quality, less preparation
SDL Trados 2007 significantly cuts file and project preparation with a newly redesigned, flexible, and easy-to-use interface, allowing translation professionals to automate the creation of translation projects and manage them in one central location. This means that users can concentrate on the translation and let SDL Trados do the rest.

Key features:
- Revolutionary new user interface that enables greater productivity to meet increasing workloads
- Automated project creation drastically cuts the set-up and coordination of multiple-language projects
- Powerful new batch-mode automated quality assurance checks dramatically cuts your review time, leading to higher consistency and quality
- Introduction of the SDL Package concept, allowing you to add reference, translation memory and translation files into a single package that can be sent up and down the translation supply chain for greater consistency and leveraging
- Re-use previously translated text to avoid ever having to translate the same sentence twice
- Sequencing multiple Translation Memories to increase flexibility, performance and quality of your translation projects
- Support for Windows® Vista® and Microsoft® Office® 2007 including support for the new DOCX/PPTX/XLSX file formats ensures that you are fully prepared for the latest Microsoft technology
- Install or upgrade in just minutes—one click setup and straightforward licensing activation
- Powerful integrated terminology management with SDL MultiTerm 2007 technology
- Full support for the latest TMX standards enabling you to exchange translation memories efficiently
- Plus, many more!

How SDL Trados 2007 Freelance Works
SDL Trados 2007 Freelance combines the latest versions of SDL TRADOS applications, and includes:
- SDL Trados Synergy 2007 Client
- SDL Trados Translator’s Workbench 8.0 and SDLX 2007, sentence and phrase based translation memory applications
- SDL MultiTerm 2007—the terminology management database
- SDL Trados WinAlign
- SDL Trados TagEditor and file format filters

Solutions for the Translation Supply Chain
With SDL Trados 2007 the ability to work seamlessly within the Translation Supply Chain has become easier than ever before. The new release has full support for SDL’s translation project management software, SDL Trados Synergy, allowing users to work with and share project packages adding context and reference around translation projects for the first time ever. Additionally, full support for SDL TMS also guarantees compatibility with the Translation Supply Chain of over 130,000 users.

SDL Trados Synergy Interface
With the new SDL Trados Synergy interface you can manage all your projects, languages, files, and deadlines in one centralized location. The comprehensive dashboard displays information on projects, including key milestones and current project status information, allowing project managers and translators to keep their projects on track without making their lives more complicated.

SDL Trados 2007 is a powerful application that enables you to dramatically improve your translation project preparation, file review and project scheduling. For ease of use, the interface has been designed to be familiar to users of Microsoft® Office™ applications, with a simple yet informative dashboard-type layout and easy point-and-click functionality.

Key features that will empower you to work faster, smarter and more efficiently include:
The automated preparation of projects with multiple files and languages processed simultaneously via a quick and easy to use wizard to drastically cut the time it takes to set-up new projects.

A comprehensive dashboard displaying up-to-the-minute information on customer projects, including key milestones and current project status information, allowing you to keep your projects on track without making your life more complicated.

**TRANSLATOR’S WORKBENCH—Recognizing Your Time is Important**

Translator’s Workbench compiles the translation memory or “TM” that captures your translations as you work. As a result, the same sentence never needs to be translated again and you can re-use what you have translated as often as you want.

**SDLX—Recognized for its easy-to-learn and intuitive user interface**

SDLX is recognized for its easy-to-learn and intuitive user interface. SDLX reduces translation time of help, documentation, office, publishing and website projects, dramatically improving productivity. SDLX allows the user to process many different types of files, from simple text files to complex desktop publishing documents.

**MultiTerm—When words matter**

As you know, ensuring terminology accuracy and consistency are critical to producing high quality translations. MultiTerm is a versatile electronic dictionary and powerful term management tool. Using MultiTerm, you can create monolingual, bilingual or multilingual glossaries. Plus, direct integration into Translator’s Workbench and SDLX allows you to look up terms by providing the context in which they were previously used.

**WinAlign—Get Immediate Value from Your Existing Translations**

WinAlign allows you to leverage your previously translated material and enables you to quickly build a new translation memory by “aligning” your old translated files with their equivalent source files.

**TagEditor—Desktop Publishing, Office and Web Translations Made Easy**

TagEditor enhances productivity when translating tagged file types as diverse as Office formats (Microsoft PowerPoint, Excel and Word, including the new Office 2007 file formats DOCX/XLSX/PPTX), DTP files, web formats such as XML, HTML and even software resource (RC), Java Properties, Windows executable files, OpenOffice/StarOffice, InDesign CS2. The files can be quickly and conveniently opened and processed directly in TagEditor, which separates the formatting from the text and protects the tags so you can focus on the words.

**Guaranteed translation quality**

A word processor would not be complete without sophisticated spelling and language checks. The new Quality Assurance functionality of SDL Trados 2007 is set to change the quality checking standards within the translation memory arena. Can you imagine using your word processor technology without the spellchecking functionality? If not, why would you use Translation Memory without Quality Assurance checking?

Existing and new translations can be more easily reviewed and cleansed using the enhanced batch-mode QA checking in SDL Trados 2007. New built-in translation and terminology checks have been added and any number of user-defined checks can be set up to search for particular quality criteria. With changes occurring constantly to Corporate terminology and their preferred translations, these checks substantially reduce the time and cost of maintaining high-quality, consistent translation memories.

For more information, please visit www.translationzone.com.
The Israel Translators Association 2007 Conference

Haifa, my birthplace, is a beautiful port city on the Mediterranean coast. The Dan Carmel Hotel, site of this year’s Israel Translators Association (ITA) International Conference, is located at the top of Mount Carmel, which offers a breathtaking view of Haifa Bay.

This was my first ITA conference, and I was one of only a few U.S.-based ATA members who attended.

The conference lasted three days (February 6-8), hosting about 150 members, which is a relatively large attendance considering ITA’s overall membership roster of about 500 (www.ita.org.il).

The theme of the conference was “A Professional State of Mind.” The program chosen to express this theme was thoughtful and well structured, echoing on a smaller scale ATA’s conference.

The first day was entirely dedicated to workshops in Hebrew for both professionals and students or beginners. The next two days included lectures in English, French, or Hebrew. Presentations covered topics such as online glossaries, dictionaries and terminology management, punctuation, globalization/localization, norms and ethical rules among interpreters in military courts, translation economics and pricing, copyrighting, search engine optimization principles, medical interpreting, and accounting management. ATA member Rina Ne’eman provided attendees with a review of ATA’s public relations initiative.

The conference also featured notable Israeli writers such as Sami Michael (“The Translator as a Creator”), Michael Handelzalts (“Translating the Word of God”), and Etgar Keret (“So Where is YOUR Tattoo?”).

Just like the ATA conferences I had attended in the U.S., this conference in my native country provided a wonderful opportunity to learn, network, and meet familiar and potential business and professional partners.

In conversing with participants, I was asked repeatedly whether joining ATA would be a good idea or “worth it.” Wanting to be honest in expressing my own perspective, I typically responded that mere membership would not suffice. In other words, while being included in ATA’s directory can be beneficial, networking at ATA conferences is vital in order to stay informed and in touch, and is well worth the cost.

I salute the organizers of ITA’s conference for a job well done, in particular ITA Chair Micaela Ziv, Conference Organizer Pascale Amozig-Bukczspan, and ITA Deputy Chair Inga Michaeli for their energy in making sure everything worked as planned, and for facilitating a successful gathering.

Zion Avdi, Freelance Hebrew translator and interpreter, Bellevue, Washington

School Outreach Does Work

I would like to thank Marica P. Angelides, a certified member of ATA since 1993, for her outreach presentation on September 26, 2006 at Saint Joseph’s University (SJU). The presentation, organized by the Italian Program and the Italian Club at SJU, attracted about 30 attentive and eager students. Two of them told us that Marica’s presentation had persuaded them to explore the advantages of a career as a translator. This might also inspire our department to offer classes in translating for our majors.

Thank you very much again!

Dr. Paola Giuli
Associate Professor of Italian
Director, Italian Program
Saint Joseph’s University
Philadelphia, Pennsylvania

Nisei Linguists During WWII

Thank you so much for sending us a copy of the January issue of The ATA Chronicle with the article by Kayoko Takeda about the Military Intelligence Service (MIS). It’s fantastic! The first person to read the article was a docent here who was in the MIS, and he was very pleased with it. Thanks so much!

Jane Nakasako
Hirasaki National Resource Center
Japanese American National Museum
Los Angeles, California

Guide to ATA

Continuing Education Points

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Understanding the world and its many languages is what helps NSA solve the Nation’s most difficult challenges.

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Translation Tools Seminar
Grand Hyatt Denver    Denver, Colorado    June 16, 2007

Jost Zetzsche, translator and tech expert, will help you recover from your technical paralysis in this positive and fun-filled seminar that is a necessary investment in your business as a translator.

Get an insider’s look at CAT tools with no-nonsense assessments of their strengths and weaknesses. Understand the practical and impractical sides of desktop publishing software. Learn about the free software programs that can help you work more efficiently and what programs to avoid at any price. All attendees will receive a FREE copy of the latest edition of Jost’s 200-page e-book, Translator’s Toolbox: A Computer Primer for Translators.

Saturday, June 16
ATA will provide a full-day training seminar, including a continental breakfast, a Job Marketplace, and a Networking Session.

Continuing Education
Earn up to 6 CEPs for the ATA Certification Program.

To learn more about this seminar, please visit www.atanet.org/pd/tools or contact ATA at (703) 683-6100 or ata@atanet.org.

Registration Form

First Name     Middle Initial     Last Name     ATA Member#  

Employer/School (only list employer or school if you want it to appear on your badge)  CTA Member#  

Street Address  

City     State/Province     Zip/Postal Code     Country  

Telephone     Email  

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<table>
<thead>
<tr>
<th>ATA/CTA* Member</th>
<th>Nonmember</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-Bird (by June 8):</td>
<td>$145</td>
<td>$260</td>
</tr>
<tr>
<td>After June 8 &amp; Onsite:</td>
<td>$215</td>
<td>$330</td>
</tr>
<tr>
<td>Total:</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

*Colorado Translators Association (CTA) members can register at the ATA member rate.

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Card No. / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / / Expiration Date:________

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

To learn more about the ATA Translation Tools Seminar, visit www.atanet.org/pd/tools
ATA certification is one of the oldest credentials for translators in the world. ATA’s Certification Program was launched in 1973 with two concurrent sittings in New York City and Camden, New Jersey, for 30 candidates translating from German into English. Since then, the program has undergone a number of significant changes.

In 2000, ATA’s Board of Directors commissioned an outside expert on certification programs to analyze and evaluate the credential offered by ATA. Based on the recommendations and further research, ATA’s Certification Program received a facelift in 2004. The most visible recommendation that was implemented was to change the program’s name from “accreditation” to “certification.” This change was necessitated by the fact that the term “accreditation” is typically used as a credential bestowed upon organizations, institutions, programs, or systems, whereas “certification” is a process by which an organization bestows a credential on an individual. Thus, individual ATA members can be certified through ATA’s Certification Program, while the program itself can be accredited by a national or international body, such as the American National Standards Institute or the National Organization for Competency Assurance. Other significant changes to the program included the introduction of eligibility and continuing education.

Without a doubt, ATA certification is a key program offered by our Association. Today, more than 2,100 ATA members in 40 countries are certified.

Table 1: Use of Certification as a Criterion for the Selection of Translators

<table>
<thead>
<tr>
<th>How often do you send an assignment to a translator who has not previously worked for you based only on the fact that he/she holds ATA certification in the relevant language pair?</th>
<th>Response</th>
<th>Percent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td></td>
<td>3.9%</td>
<td>3</td>
</tr>
<tr>
<td>Often</td>
<td></td>
<td>27.6%</td>
<td>21</td>
</tr>
<tr>
<td>Sometimes</td>
<td></td>
<td>36.8%</td>
<td>28</td>
</tr>
<tr>
<td>Seldom</td>
<td></td>
<td>11.8%</td>
<td>9</td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td>19.7%</td>
<td>15</td>
</tr>
<tr>
<td>Total Respondents</td>
<td></td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>(skipped this question)</td>
<td></td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
(CE) requirements, as well as an overhaul of the grading process and improved grader training.

Without a doubt, ATA certification is a key program offered by our Association. Today, more than 2,100 ATA members in 40 countries are certified. The program offers certification in 27 language combinations and serves as proof of translator competence for government and corporate entities in the U.S. and abroad. Yet, based on my observations as a participant at many gatherings of ATA’s Translation Company Division (TCD), many users of translation services, particularly translation companies that work with freelance translators, apparently think that ATA’s Certification Program is of little or no value. Such a perception can be quite damaging to the program, and it is in ATA’s best interest not only to improve the program continuously, but also to educate the users of translation services about ATA certification and to improve its image in the public arena. To establish a baseline for how best to go about doing this, we asked ATA corporate members what they thought about the value of ATA’s Certification Program.

I had the pleasure of serving as a sounding board to a group of dedicated volunteers who prepared the ATA Certification Value Survey. In particular, I would like to thank Nicholas Hartmann, Dorothee Racette, Vigdis Eriksen, Kim Vitray, Lilian Novas Van Vranken, and ATA President Marian S. Greenfield, who designed the survey that was distributed to ATA corporate members in July 2006. Of the 518 surveyed members, 76 responded. I would like to make it clear that the fairly low response rate of 15% provides room for error, and that the results presented here do not necessarily represent the opinion of ATA corporate members as a whole. My comments below should therefore be viewed as an exploratory pulse-taking of ATA corporate members with my subjective evaluation, rather than as a statistically valid instrument.

The collected demographic data show that most companies responding to this survey have been working with freelance translators for more than 10 years, have 1-10 employees, send work to more than 50 freelancers in a typical year, and have project managers with 3-5 years of experience on average. Here is a review of the questions asked and a summary of the survey responses with analysis.

Table 1 is quite self-explanatory. It shows that ATA certification only rarely serves as the sole basis for selecting new translators, and that other criteria are considered as well.

Table 2: Criteria for Translator Recruitment

| 1. Which of the following criteria matter most when you have to select a translator who has not previously worked for you? Please select your top five criteria only and rank them in order of importance (1=most important, 5=least important). |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | Response Average |
| ATA membership | 7% (1) | 14% (2) | 7% (1) | 43% (6) | 29% (4) | 3.71 |
| ATA certification | 25% (12) | 12% (4) | 19% (9) | 17% (8) | 27% (13) | 3.08 |
| Samples submitted by the translator | 14% (2) | 29% (4) | 21% (3) | 14% (2) | 21% (3) | 3.00 |
| Translation test that you provide | 60% (18) | 3% (1) | 13% (4) | 13% (4) | 10% (3) | 2.10 |
| Academic qualifications | 3% (1) | 32% (11) | 32% (11) | 21% (7) | 12% (4) | 3.06 |
| Years of experience | 5% (2) | 41% (17) | 29% (12) | 22% (9) | 2% (1) | 2.76 |
| References or referrals | 24% (10) | 17% (7) | 17% (7) | 22% (9) | 20% (8) | 2.95 |
| Subject-matter expertise | 20% (11) | 22% (9) | 25% (10) | 12% (5) | 12% (5) | 2.60 |
| Price | 16% (6) | 14% (5) | 16% (6) | 24% (9) | 30% (11) | 3.38 |
| CAT tools | 11% (2) | 11% (2) | 6% (1) | 22% (4) | 50% (9) | 3.89 |
| Total Respondents | 66 | (skipped this question) 10 |

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Table 1 is quite self-explanatory. It shows that ATA certification only rarely serves as the sole basis for selecting new translators, and that other criteria are considered as well. The next question in Table 2 shows what these criteria are.

Table 2 is not easy to interpret. You will note that each row has one percentage figure in boldface type (the exception being row 5, with a tie of 32% for columns 2 and 3). This figure is the one that has been selected most often for the particular variable. Thus,
for example, using ATA membership (row 1) as a criterion for hiring a translator, most respondents (43%) who selected this criterion ranked its importance as 4 on a scale from 1 to 5 (i.e., somewhat unimportant).

In ranking the variables, the top criterion cited is “Translation test that you provide” (row 4), and the least cited criterion is “CAT tools,” following close on the heels of “Price” (freelancers, take heed!). To see which criteria are most important to survey respondents, one has to look at the “Response Average” in the rightmost column. The lower the score, the more important the criterion. With this in mind, the top five criteria in order of importance are:

1. Translation test that you provide
2. Subject-matter expertise
3. Years of experience
4. References or referrals
5. Samples submitted by the translator

However, when we look at which criteria were selected by the respondents as the top five, we get quite a different picture. To determine which criteria were selected most often, one has to add the number of respondents for each row (these are the numbers in parentheses following the percentages). The ranking is then as follows:

1. ATA certification
2. Years of experience
3. References or referrals (a tie with the criterion above)
4. Subject matter expertise
5. Price

Thus when choosing the criteria, only 30 respondents selected “Translation test that you provide,” which means that this variable does not make it in the top five (it ranks as number seven). However, those who selected this criterion feel really strongly about it, and a full 60% (18 out of 30) selected this criterion as “most important.” On the other hand, 48 respondents selected “ATA certification,” which makes it the most frequently selected criterion. This presents us with a mixed message, because while ATA certification ranks number one as a selection criterion, it also ranks as the “least important.” Interestingly, it has the most uneven rating of all variables, with “most important” and “least important” rankings nearly identical, the difference being in a single vote.

The collected data in Table 3 indicates that the addition of a subject-specific exam would greatly enhance the value of ATA’s credential in the eyes of the users, whereas administration of ATA’s Certification Program by a third party other than ATA would add little to the credential’s value. This is quite interesting because according to certification experts, program administration by an independent body is quite desirable in terms of enhancing the program’s credibility outside of the organization. However, given the fact that this survey was distributed to ATA members only, it does not necessarily reflect the priorities of translation users outside ATA.

Value of Retaining Certification

When respondents were asked if they intended to check regularly whether their ATA-certified translators had enough CE points to retain their certification, a majority (52%) answered “No.” In a follow-up question, namely asking why the respondents did not intend to check CE points, a majority (again 52%) answered that the retention of certification was not important to them. When asked if they would continue to work with a translator whose ATA certification has lapsed for lack of CE points, 49% of respondents selected “It would depend,” 48% answered in the affirmative, and only 3% in the negative.

Clearly, translation companies have no desire to police their translators in order to make sure that certification is maintained after a successful working relationship is established. It would seem that the CE component of...
ATA certification is more important in initiating the relationship with new clients and with translation users outside of the Association (who might not be as good at judging the translator’s competence as ATA corporate members) who are looking for an assurance that the translator keeps active in his or her field.

**What Does All This Mean?**

Looking at the survey results, it is evident that while ATA certification was chosen by most respondents as a criterion for the selection of new vendors, there is no consensus as to its importance. It would be advisable to get an internal “buy-in”—wide acceptance by ATA corporate members—before we turn to the outside users of translation services. The complicating factor is that the recent enhancements to the program, such as the introduction of eligibility and CE requirements, were directed outward, for the benefit of users of translation services outside of ATA, rather than toward our own members. Going forward, it would seem beneficial for the Board and for the Certification Committee to work with the TCD and other ATA corporate members and solicit their feedback and support. Once the program gains solid support across the entire spectrum of ATA members, we will be able to present the program with confidence to the outside world.

The survey respondents indicated that a subject-specific certification would greatly enhance the value of the credential. This is an area with great potential for fruitful cooperation between ATA corporate members, the Board, and the Certification Committee. As the users of translation services, ATA corporate members could provide valuable insights regarding what subjects are in greatest demand and how subject-specific certification could be structured. The introduction of subject-specific certification would certainly increase the value of the credential, but would likely increase the demands on the volunteer graders, language chairs, and the Certification Committee members to unsustainable levels. Before we can entertain the idea of subject-specific certification, we will need to figure out where to get the manpower to administer it. It is very likely that such a development would mean a shift from a volunteer-based program to a paid consultant-based program, which, in turn, would lead to a substantial increase in the cost of the credential.

The survey respondents also made it clear that ATA certification should not be used as the sole criterion for the selection of vendors. What is needed is a better understanding of the certification process and its value to the translators, the users of their services, and the translation industry in general. ATA corporate members who work with freelance translators are major stakeholders in this process, but so far their involvement in the Certification Program has been marginal. Greater involvement of translation companies in the program will lead to an improved image of the program internally. Once this is achieved, it will be much easier to boost the program’s image outside of ATA. ATA leadership is already exploring the possibility of having ATA’s Certification Program accredited in order to enhance its credibility and quality further. Such accreditation would serve as a basis for future mutual recognition of translator credentials on the international level, and provide a chance for ATA to become the global leader in this area.

As I indicated in my opening remarks, the conclusions drawn and suggestions made here are based on my own interpretations of the survey results as well as on interviews with a number of corporate members, and should not be viewed as hard data with rock-solid evidence. Once again, this was but a first step in exploring the opinions of corporate members regarding ATA’s Certification Program, and it has provided us with valuable clues and helped us to identify areas that merit further investigation.
Team collaboration is important for the success of all translation and interpretation projects. Despite this fact, there are many linguists out there who do not understand what it means to work as part of a collaborative effort, and, as a result, risk jeopardizing the hard work of everyone involved in the production flow. This is why it is imperative for project managers to make sure that all linguists they assign to a project team have the skills and the personality necessary to work together to achieve optimal results.

Here are a few key principles of team collaboration to keep in mind:

**Define Responsibilities:** Your team needs to know what role each person is responsible for handling.

**Own Your Work:** Each linguist needs to realize that the quality of their work not only affects how people regard them as professionals, but also has the potential to help or hinder the reputation of the entire group. Thus, it is important for everyone to take responsibility for the success of a project.

**Communicate:** Being responsive and communicating in a clear manner gives your teammates an informative advantage.

**Give (and Take) Constructive Criticism:** Some people can dish it out, but cannot handle it when others challenge their expertise. This can be dangerous when a teammate is unwilling to budge and accept what others have to offer. Therefore, using constructive criticism rather than emotionally charged discourse helps to maintain a positive atmosphere among team members.

**Plan Ahead:** Devising a schedule requires the team to be responsive in order to meet the deadline. It also will not hurt to have a contingency plan to prepare for the unknown.

**Assembling Your Team**

Putting together a group of team players can be tough. The most difficult aspect of team collaboration is getting everyone on the same page. In many instances, the project manager is selecting team members from a pool of freelance linguists who have never worked together before. Thus, each team member has a different approach to their work and brings to the table various levels of experience. Some receive professional training at frequent intervals, while others have minimal training, but possess many years of on-the-job experience. The project manager must work with these diversified individuals to ensure that they understand the parameters of the project and that there is consensus regarding the
desired outcome. The following are two ways to make this happen:

Decentralize Decision-Making: Whatever variables are involved, developing a spirit of collaboration calls for leadership, people skills, business acumen, realistic expectations, and the ability to establish trust among team members. An excellent way to build trust in a group is to decentralize decision-making, thus making the process more objective. If the entire burden for a decision is placed on one individual, he or she is likely to be overwhelmed. If each team member is given equal input regarding a particular course of action, problem solving becomes an opportunity to focus on the issues, not on who has the most clout in the group. Along with this team-guided approach to decision-making, it is important for the project manager to encourage constructive criticism among the team, and to recognize those contributions that lead to the resolution of issues. Individuals on the team will function effectively when their contributions are appreciated.

Establish a Sense of Belonging: Aside from the charisma of a good leader, teammates will likely desire to feel a sense of belonging, which will give them the motivation and passion to accomplish the job at hand. A team player without a sense of belonging is destined to fail. He or she will lack the commitment and integrity, and will likely just be doing the task to collect the paycheck at the end of the day. On the other hand, those who feel like they belong to a team exert the extra effort, work the late night hours to meet deadlines, accept responsibility for their mistakes, and endeavor to improve themselves through experience.

A Well-Oiled Machine
A former racecar driver I know, and now translator, Luis Fernando Moreno, described to me how each team member is equally important. This is how he looks at a team:

“I remember from my racing days all the lessons I learned about team work. The spectators always saw the pilot as the star, but you have to realize all the team effort behind having that car and pilot out on the track: engineers, mechanics, designers, and so forth. Many would consider that the most menial job on the team was the one performed by the guy who wipes your windshield with a squeegee when you make a pit stop. Well, let me tell you, when you are taking part in an endurance race lasting 6, 8, sometimes 12 hours, the sun eventually goes down and the artificial lighting goes on, and you depend on your headlights. The last thing you want is a smeared, glaring, greasy windshield at over 180 miles per hour. Then you discover that this guy’s little job can make a huge difference.”

Team management is all about keeping the wheels of the project turning toward the finish line. The translation team must work together with the project manager to make sure that all the elements involved come together to achieve the best possible result. Successful team collaboration is more essential now than ever in this shrinking and competitive world.
The past decade has witnessed a radical transformation of international communications. Thanks to the digital revolution, people on different continents can interact as easily as if they were across town, and thanks to mobile devices and wireless access, they can do so from nearly anywhere. At the core of this increasingly “flat world” is the networked computer, which has revolutionized the ways in which we work, obtain information, communicate, shop, manage our finances, pay our bills and taxes, and spend our leisure time.

However, the digital revolution is a two-edged sword. Computers and the Internet offer unparalleled opportunities not only to those who use them, but also to those who abuse them. Consequently, our increasing reliance on computers and information technologies in both our professional and personal lives represents a potentially significant source of cyber risks. If we fail to identify, understand, and mitigate these risks, we leave ourselves vulnerable to a variety of online threats whose consequences can range from annoyance and inconvenience to devastating disasters such as identity theft, credit card fraud, and catastrophic data loss.

In order to mitigate cyber risks, it is necessary to identify and understand both the threats and the vulnerabilities. This sounds straightforward enough in the abstract. However, the Internet differs in fundamental ways from traditional large-scale distributed services, such as gas, water, or electricity. As Scott McNealy, chairman of the board of Sun Microsystems, has observed:

“In the past we’ve had all kinds of utilities—water, electricity, dial tone—that have been distributed through large servicing and client models. A large water reservoir connected with pipes to a water tap. It’s a very easy on/off kind of use at the client’s site. You don’t need a manual to take a shower. Or you have a large telephone switch connected to wires or wireless and connected to a very easy to use device called a telephone. Do you know how you boot a telephone? You pick it up and you’ve now booted the most incredible system on the planet—dial tone. The same is true with electricity. You have this huge nuclear power plant or Hoover Dam connected with wires to a thin client. That thin client is a hairdryer or a light switch. Do you have manuals for light switches? It’s up or down, on or off.”

The relationship of users to the Internet is fundamentally different, and therein lies a conundrum: the responsibility for cyber security rests largely on the shoulders of the individual, but most individuals are not in a position to address information technology issues of this scope, scale, and complexity. Because ignorance is most certainly not bliss where cyber security is concerned, this will be the first in a series of articles in The ATA Chronicle that will explore some of the most prevalent online threats facing users today, namely spam, phishing, spyware, adware, viruses, and survival time. Examining each in turn, we will discuss the nature of these threats as well as tools and strategies for detecting and preventing them. This first article will focus...
The ABCs of Cyber Security: Spam—It Isn’t Just for Breakfast Any More Continued

In order to mitigate cyber risks, it is necessary to identify and understand both the threats and the vulnerabilities.

Spam: From Processed Meat Product to Electronic Annoyance

Spam® is a canned processed meat product made by the Hormel Foods Corporation. Until recently, such was the primary—and for most people, the only—meaning of the word. However, over the past decade or so, “spam” has also come to connote a scourge of modern life—unsolicited bulk electronic communications. Although there are many different types of electronic spam, we will confine our discussion to e-mail spam, i.e., “unsolicited commercial e-mail from someone without a pre-existing business relationship.” A given spam message is typically sent en masse to hundreds of thousands or even millions of e-mail addresses. Typical e-mail spam includes offers for discounted medications, mortgages, and software or watches; invitations to fill prescriptions online; announcements of job opportunities; and hot stock tips (to cite just a few examples).

Spam is first and foremost an annoyance. A recent Pew Internet study of spam and e-mail habits found that:

- 67% of e-mail users say spam has made being online unpleasant or annoying.
- 53% of e-mail users say spam has made them less trusting of e-mail.
- 52% of Internet users consider spam a big problem.
- 22% of e-mail users say spam has reduced their overall e-mail use.

According to Postini, spam currently accounts for a whopping 90.9% of e-mails. The prevalence of spam translates into an enormous waste of bandwidth, disk space, and time. The problem is of such magnitude that ignoring spam is not a viable option for most people. Indeed, if left undeleted, incoming spam can rapidly cause e-mail account quotas to be reached or exceeded, at which point all new incoming messages will be rejected. If left undeleted, incoming spam will also bump legitimate e-mail down the list of incoming messages in one’s inbox. Depending on the user’s page settings and the volume of spam received, legitimate messages may be quickly displaced from the first page of new messages onto subsequent pages where they run the risk of remaining unseen. Consequently, the more quickly spam accumulates, the more often it must be deleted.

How Did They Get My Address?

Such problems lead us to ask where spam comes from and what we can do to minimize it. To answer these questions, we must begin by examining how...
spammers get our e-mail addresses in the first place. One of the main ways that spammers compile mailing lists is to harvest publicly available e-mail addresses from the web. Spammers create special programs called “spam bots” (short for “spam robots”) to scour the web looking for e-mail addresses, which they harvest and compile for future spam mailings. One of the easiest ways for spam bots to harvest e-mail addresses is to pull them from e-mail hyperlinks within webpages.

For example, let us imagine that we create a website to advertise our translation services. As part of our site, we author a “Contact” page with an e-mail hyperlink that prospective clients can use to contact us. Let us imagine that our imaginary contact page includes an e-mail link as shown here in bold:

**Contact Me: Click here to contact me**

The underlined text is a hyperlink that points to our e-mail address. If someone clicks on the hyperlink, his or her e-mail program will open a new message addressed to “translator@company.com.” The HTML source code of our e-mail link is shown in Figure 1.

The snippet of code in bold specifies a hyperlink to an e-mail address. E-mail hyperlinks take the generic form shown in Figure 2. In an e-mail hyperlink, the syntax, “mailto:user@domain.com” means “clicking on this link will open an e-mail message to user@domain.com.” The text that is enclosed within tags (i.e., located inside angle brackets) remains hidden from users and is only used behind the scenes, as it were, to specify the recipient of the new e-mail message that will open when a visitor clicks on the link. In an e-mail hyperlink, the browser only displays text that is located between or outside pairs of tags—in this case, the phrase “Hyperlink text,” or in the case of our imaginary “Contact” page, the phrase “Click here to contact me.”

Although it remains hidden from humans who browse the page, the e-mail address inside the hyperlink is clearly visible in the code—and thus entirely exposed—to anyone who wants to look for it. Consequently, spam bots can locate e-mail addresses automatically by scanning webpages until they find an occurrence of the syntax “mailto:” that characterizes an e-mail hyperlink. Once the spam bot has found an e-mail link, harvesting the address is a relatively simple matter of reading from “mailto:” until it reaches either the closing quotation mark ("), or a question mark (?), ampersand (&), or any other character that is illegal within an e-mail address, as shown in Figure 3. In this example, the spam bot would read from “mailto:” until the question mark, thus identifying “user@domain.com” as the e-mail address, which it would store for later use.

**Encryption, Please**

Because spam bots regularly visit webpages looking for “mailto:” links, it is imperative that we encrypt or otherwise obfuscate our e-mail hyperlink so as to render the address invisible to spam bots. If we do not, we...
might as well invite the world to spam us. A few days after we publish the page containing the e-mail link, we will notice a dramatic increase in the number of spam messages that we are receiving. Once our e-mail address has been added to a spam list, there is a good chance that it will be bought and sold as part of that list (and/or other spam lists), which will in turn further increase the volume of spam that we receive.

This imaginary scenario need not become reality. If we author web materials, or even if we contract with a designer or developer to have such materials authored for us, we can encrypt or otherwise “hide” our e-mail address so that spam bots cannot find and harvest it. We can use Automatic Labs’ free Enkoder10 or some other encryption tool to obfuscate the source code of the hyperlink. Here’s how:

- First, we copy the source code:
  \[\text{\textless a href=\textquoterightmailto:translator@company.com\textgreater} Click here to contact me\textless/a\]

- We then paste the source code into the Advanced Form textbox on the Enkoder page and click the “Enkode it >>” button. The Enkoder converts our hyperlink code into what appears to be gibberish.

- We copy and paste the results back into the source code of our webpage, overwriting the original hyperlink source code. After doing so, the code of our e-mail link looks like Figure 4.

At this point, our e-mail address has been effectively obfuscated. Henceforth, the e-mail address will be invisible to spam bots looking at the code, but not to people who browse the page. Like a disguise, the Enkoder changes the appearance of the code, but not the information it contains.

Unfortunately, spam bots are not the only means by which our e-mail addresses can be compromised. Spammers are extremely clever, and they also compile mailing lists by means of algorithms that combine large numbers of common first names, last names, and/or digits to randomly generate massive numbers of e-mail user IDs. These user IDs are then tacked on to the names of popular e-mail providers such as Gmail.com, Hotmail.com, and Yahoo.com. In this way, the first name “John” and the last name “Doe” might give rise to the following e-mail addresses (among many others):

- johndoe@gmail.com,
- johndoe@hotmail.com,
- johndoe@yahoo.com,
- john.doe@gmail.com,
- john.doe@hotmail.com,
- john.doe@yahoo.com,
- jdoe@gmail.com,
- jdoe@hotmail.com,
- jdoe@yahoo.com,
- jdoe1@gmail.com,
- jdoe1@hotmail.com,
- jdoe1@yahoo.com, etc.

This technique is known as a “dictionary attack.” 11 The more common the first and last names, the greater the chances that some of these randomly generated addresses will actually be in use.

**Practical Strategies for Limiting Exposure to Spam**

The spam/anti-spam battle is a large-scale game of cat and mouse. Given the profit motive—“some 6% of e-mail users say they have ordered a product or service offered in an unsolicited email”12—experts predict that “[spam] will be with us in one form or another for the foreseeable future.”13

All is not lost, however. Consistently following a few simple rules can help reduce and prevent spam:

- Never post your personal or work e-mail address on the Internet. Spam bots search every possible online source of e-mail addresses, including webpages, blogs, forums, guest books, chat rooms, and news groups to name just a few. If the publication of your address is unavoidable for one reason or another, obfuscate your e-mail address as described above, if possible; otherwise, create a new e-mail account specifically for this purpose using a free e-mail provider.

- Another cardinal rule of spam mitigation is that you should...
never reply to spam messages. Doing so identifies you as someone who reads spam, and only serves to guarantee that you will receive even more of it.

- Likewise, it is critical to never open spam if your e-mail client displays images by default. If possible, configure your e-mail client to turn off images or to allow you to decide on a per-message basis whether to display images. Spam often includes links to graphics and images. These graphics and images are not sent as part of the message, but are stored on the spammer’s server. In order to display the images, your e-mail client must “request” them from the spammer’s server, which will be only too happy to comply. The transfer of the graphic files to your machine will be noted, and you will be identified as someone who reads spam, thereby ensuring that you will receive more of it.

- Follow e-mail Netiquette. If you send e-mail to multiple recipients, either send the message individually to each recipient, or enter the addresses of the multiple recipients in the “BCC:” (blind carbon copy) field. Never enter multiple addresses in the “CC:” (carbon copy) field. If a forwarded copy of your message falls into the wrong hands or your e-mail address book is compromised by a virus, those contacts will likely be stripped at each step of the journey.

- Given the sheer volume of spam, which as noted above comprises over 90% of all e-mail messages, it is essential to use a spam filter to diminish the volume of unsolicited and undesired junk e-mail that ends up in your inbox.14 Many Internet service providers offer spam filtering as part of their packages, as do commercial e-mail providers such as Gmail, Hotmail, and Yahoo!. Stand-alone anti-spam software is also available from companies such as Firetrust and Cloudmark.15 Although this article is written for a target audience of e-mail end-users, it is important to note that spam can have serious unintended consequences for server administrators as well. Today, e-mail servers must be configured properly so that they do not act as anonymous “open relays” that will allow anyone on the Internet to forward e-mail. Spammers love open relays, which help them avoid detection. If spam is relayed through your server, it is your server that will be identified as the source of the spam and added to spam block lists compiled by Brightmail, SpamCop, Spamhaus, and others. If your server is blacklisted, the messages you send will be rejected by anyone whose e-mail is filtered using such lists.

- A final technique that can help reduce spam is to create dedicated e-mail accounts for public use and/or any application that places your e-mail address at risk of being harvested by spammers, and then configure these accounts to forward incoming mail to your personal, non-public e-mail address. The advantage to forwarding e-mail in this way is that spam will be stripped at each step of the journey.

Notes


3. This connotation can ultimately be traced to a 1970 Monty Python sketch, “set in a café where nearly every item on the menu includes SPAM luncheon meat. As the server recites the SPAM-filled menu, a chorus of Viking patrons drowns out all conversations with a

Conclusion

Spam is a bane of modern life by which unscrupulous individuals and companies send vast quantities of unsolicited and unwanted e-mail to unsuspecting innocent victims, most of whom have no idea why they receive spam or what they can do to prevent it. Indeed, a 2005 Pew Internet study of e-mail habits noted that “e-mail users have changed their spam avoidance behavior very little in the last year and a half. If anything, they have been a little less likely to practice good habits.” The study concluded that when it comes to spam, “users are not helping themselves.” It is hoped that the information in this article will help ATA members reduce their exposure to spam. While no single tool or technique can guarantee total immunity from the sophisticated and ever-evolving methods employed by spammers, following a few simple steps can help reduce vulnerability to spam, and thus limit the volume of junk e-mail received. It is incumbent upon individual users to take every possible precaution to protect themselves and others against spam, because when all is said and done, you can ignore spam, but it will not ignore you.

4. Forms of electronic spam include blog spam (“blam” or “splogs”), instant messaging spam (“spim”), short message service (SMS) and text-messaging spam (“SpaSMS”), search engine index spam (“spam-dexing”), plus their venerable predecessor, junk mail faxes. Some of these media suffer an even higher proportion of spam than e-mail. Real-time statistics published by Askimet, for example, indicate that no less than 94% of all blog comments are spam. Askimet. “Live Spam Zeitgeist.” Askimet Frequently Asked Questions. http://akismet.com/faq (February 20, 2007).


6. See, for example, the October 20, 2006 SecuriTeam blog posting in which an anonymous information technology security professional announces his recent inadvertent acquisition of a spam list containing 23.5 million addresses. Prozacgod. “Very Big Spam List.” SecuriTeam Blogs (October 20, 2006). http://blogs.securiteam.com/index.php/archives/691 (February 28, 2007).


9. One can view the source code of a webpage by choosing View > Source in Internet Explorer, for example.


14. Because legitimate mail is occasionally misidentified as spam, it is important to periodically check your spam folder to ensure that it contains no legitimate messages.


Knowing that John Irving himself delights in obscure word plays, I am sure he will not mind this echo of his most famous title. Besides, it just seems too appropriate when talking about machine translation (MT) and the rest of the (translation) world. For this is a story of gaps, some of which are shockingly wide, and just like the story of Garp, Irving’s protagonist, it is a rather bizarre tale.

Though it is not (always) their own fault, the MT community is faced with a number of seemingly unbridgeable gaps with pretty much every group out there:

- The translators who feel threatened by MT and love to ridicule it;
- The multi-language vendors who use it to drive traffic to their websites, but have not really seen much of a positive return on this strategy;
- Translation memory (TM) developers and users who view their systems as vastly superior, but forget that they are a mere sibling of the same base technology; and
- Members of the general public who start off with unrealistic expectations; when they are inevitably disappointed, they continue to use MT, but disparage it passionately.

And, of course, there are the governmental agencies that constantly expect much more from MT technology for their research grants, the mid-sized businesses that often misuse MT technology because they do not truly understand it, and so on.

In this article, I want to look at two of these gaps—between the MT community and translators and between the MT and TM communities—and see what can be done to bridge those.

The Translation Community

I am a translator myself, and while I am not sure that I can speak for the translation community as a whole, let me try to work through some of the conceptions that we may have.
First of all, the perception of MT as a threat to job security seems only too natural. This is not helped by some of the marketing promises of the MT community. And there is no need to look far. The most well-known provider of MT systems, Systran, promises this for several of its products: “Dependable and proven, it translates documents, e-mails, web content, chat, and more—at a substantial savings over traditional translation services” (see www.systransoft.com). This is not really a marketing strategy that endears it to the heart of the translator.

Still, I can overcome that fear once I become more familiar with the limitations of MT technology. I can then see that MT produces quality that is usually not publication-ready when it works in an uncontrolled language environment such as one of the many web-based machine translation engines (this, of course, is where I get all the great examples that I can ridicule).

I can see that the level of success of MT in controlled environments is much higher, but I may still find it objectionable because it is stylistically inferior. After all, I may have the same dilemma that many of my fellow translators have: I value my work—translation—so much that no matter what I translate, be it a marketing text, legal disclaimers, news releases, or user manuals, I try to apply the same kind of excellence. In fact, I may even frown at e-mails from clients that tell me to “really spend every effort” to make a certain translation impeccable because it is part of a bid or some other high-level job. I do not like to be told that because it obviously implies the assumption that I am not always working on that level.

As honorable as this may be, it creates a problem when I forget to distinguish the purposes of the different texts, what audience they are intended for, and what the respective quality requirements are.

Marketing content or literature lose their very purpose and meaning if they are not translated in a way that impacts the user (the reader) far beyond the actual information. In fact, the language in these kinds of text has to be so powerful that it manipulates the user beyond the point which he can control (be it through emotions, value propositions, or shopping behavior). Compare that to a legal text. In this case, information in all its detailed nuances is of the utmost importance. Readability is of secondary concern, but ambiguities have to be avoided.

For user guides, information is also very important, but readability or stylistic concerns differ, depending on the user type. If it is for engineers or developers, there is less concern about style than there would be if it were intended for an end-user. After all, any communication with end-users also carries some marketing message that could be thwarted by terrible writing.

And if there are different kinds of expectations by human users, there are also computers. For instance, most of the vast amounts of translated intelligence material is being processed by computers. Who wants to be a translator in that kind of scenario? Apply high quality standards for the translation of something that no one but a computer will ever “read”?

If I, as a translator, have come this far in my thought process, I will probably conclude that it makes no sense to have materials translated by highly qualified human translators when it can be done by computers as well.

But Can It Be Done by Computers?

The answer is that often it cannot, but sometimes it can. In a unique project, Microsoft created MT versions of tens of thousands of knowledgebase articles into several languages. For an example, go to http://support.microsoft.com/kb/281925/en-us and then click on one of the translation links on the right side. You will see an MT version of the article in the respective language, preceded by a disclaimer informing the user of possible pitfalls of the translation. The translation is not pretty, but it communicates (most of the time) what otherwise would not have been communicated at all.

So now I, as a translator, may realize that what we need is to develop usage criteria for translation. For the majority of usage criteria, human translation is of the utmost importance. For others it may be computerized translation with human post-editing, and for still others it may be MT only.

And would I really want this as a translator? Sure. Who wants to waste talent on stuff that a computer can do? I also know that computers will not take away my job security. They may at some point take away certain kinds of jobs, but there is plenty of
interesting material that currently is not being translated because it would be too expensive. That is what I would like to do. Hey, that was not so hard after all! Maybe there can be peace between the translators and the MT community!

(And maybe it would help if MT providers tweaked their marketing message just a bit....)

The Translation Memory Community

It would be futile to restate what Jaap van der Meer said when he eloquently summarized the state of the gap between the different branches of computer-aided translation technology in MultiLingual Computing’s issue 71 (Volume 16, Issue 3) from 2005.

“Disdain on the side of the professional translators for the hilarious and stupid MT mistakes gave birth to a new variant of MT called translation memory (TM). TM started off as a lower-level feature of commercial MT systems such as ALPS AutoTerm. But the success of TM came with dedicated products such as IBM TM/2 and TRADOS. The marketing message was tuned in to what the professional translation industry wanted to hear: ‘Forget about MT; it doesn’t work. Instead, use our TM product because it leaves you in full control of the process.’

“The message worked well. Within a period of 10 to 15 years, TM products have found their way to the workstations of more than 50,000 translators in the world. But the message has also caused a sort of ‘cognitive disorder’ in the translation industry, namely that TM is good and MT is evil, foregoing the fact that TM is just a new variant of MT, closely related to the school of thought around EBMT [example-based machine translation]. The damage is done, however, and it will take years to convince the community of business translators that post-editing fuzzy matches from TM databases is, in fact, not different from post-editing fuzzy matches from any other MT system.”

Van der Meer very pointedly describes the gap that was artificially created between the two siblings as a result of the TM side’s marketing message. (He does not mention that the MT side also played a part in creating the schism by either looking down on or, at best, ignoring its TM relation.) Regardless of fault, however, the key question comes down to this: Is there a way to reconcile these two groups? Or, put differently, is a reconciliation even desirable?

I would argue that there are two ways where it is desirable and, in fact, inevitable.

For the pure rules-based approach, bilingual data was not necessary (aside from dictionaries), but it is at the very core of the data-driven systems. This is because the much-shunned community of TM users has assembled huge repositories of bilingual data, arguably the largest collections of readily available bilingual data anywhere. And rather than investing massive amounts of resources to produce that data, it was produced nearly accidentally as a by-product of translation with the help of the many available TM tools. Owners of that data have previously treated this data as just that—a by-product. However, awareness of translation processes and technologies have changed, and the data is typically now centrally controlled by the translation buyer rather than the service providers.
In this area of almost ironic convergence, it is the rebellious and shunned prodigal son who comes home with a large treasure chest, just waiting to be employed by the slightly pompous parent. (And you say there is no drama in the world of translation!)

A second area of gap-bridging lies in the way that the TM market has developed since the two siblings separated. Tools that started off as low-level TM tools have developed into full-fledged translation environment tools. These tools not only use TM technology, but typically have very sophisticated terminology management facilities, file conversion utilities, project management components, and quality assurance processes—many features that MT tools have neglected to develop.

At the same time, the translation environment tool market is still rather crowded (and becoming increasingly so with new tools appearing left and right), providing a glut of competitors to chase after the market-leading spot now occupied by SDL TRADOS.

To me this seems like a phenomenal opportunity for a merger between one of the many TM contenders and an MT vendor. Though this was attempted with limited success when SDL purchased ALPNET’s and Transparent Language’s technologies, the stakes are different today. Data is not only the key to the TM engine, but also to the data-based MT engine. A new and very attractive tool proposition could be offered to the translation industry with all the bells and whistles that existing translation environment tools offer.

But why a merger of these technologies? Here’s why. The bare-bones operation of TM technology with database-lookup procedures for fuzzy and perfect matches is really quite simple, but the results are strikingly good. A perfect match in a well-controlled environment is as good as it gets, and even the very best MT technology will not make this any better. The only problem with TM technology is that there is only a finite number of matches, and this is where an MT engine that is continuously trained by the same database the TM relies on can perform what it can do best: translate for post-editing.

The publisher of Irving’s The World According to Garp introduced the book with a now-famous dust jacket description: “This is the story of T.S. Garp, the bastard son of Jenny Fields…” While it is tempting to play on our topic’s similar paternity issues, I will gladly refrain. After all, Garp suffers a rather violent death in the novel, and none of the stakeholders discussed in this article are likely to suffer the same fate. Translators, TM, and MT are here to stay. What will change is that the gaps between them will dissolve.

Notes

Attention Exibitors
ATA’s 48th Annual Conference • San Francisco, California • October 31-November 3, 2007

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Over 600 like-minded individuals dedicated to improving health outcomes gathered for this biannual four-day event filled with networking and educational opportunities. Coming from nearly 40 states and 8 countries, including Japan, Australia, New Zealand, and Canada, participants included a broad array of clinicians, health care administrators, advocates, government officials, community representatives, foundation officers, and academic scholars.

The diverse array of workshop panels, roundtable discussions, and “peer-to-peer” sessions focused on the importance of integrating issues concerning culture and language to improve the overall quality of patient care. Topics included cultural competence training and curriculum development, building community and institutional partnerships, emergency preparedness, the certification of medical interpreters, funding for language assistance programs, and models of culturally competent care. Preconference sessions offered intensive skill building during three-hour workshops. Other activities included a resource center featuring poster presentations, a technology salon, and formal exhibits, along with a film festival showcasing educational videos and films on cross-cultural health topics (filmmakers were present to describe their work, receive feedback, and answer questions). Attendees were also treated to a performance by Tony Award winner Sarah Jones of her W.K. Kellogg Foundation-commissioned show, “A Right to Care,” which explores how ethnic, racial, and economic health disparities have an impact on people’s daily lives.

While all of the presentations offered something valuable, there were a number of talks that highlighted new initiatives, creative interventions, and model programs that can be implemented to help improve health outcomes through the provision of culturally and linguistically relevant care. Attendees left the conference with an increased awareness of the challenges facing culturally diverse populations and the strategies needed to address these challenges effectively.
appropriate services. One unique aspect of the conference was the “peer-to-peer” practice and advancement workshops. Introduced in 2004, these workshops offer the opportunity to participate in small, intensive training sessions. Workshops are team-taught by experts from around the country, and participants learn specific techniques and receive information to use in their own work settings. The session proceedings are also documented and summarized for distribution.

The following will provide an overview of some of the many excellent workshops and sessions at the 2006 conference that may be of interest to interpreters and translators working in the health care field.

**Promising Practice for Patient-Centered Communication**

Sally LeBeau (University of Virginia Health Systems), Carla Fogaren (Caritas Good Samaritan Medical Center), Hali Hammer (San Francisco General Hospital), Cristina Krasny (WakeMed Health & Hospitals), Martine Pierre-Louis (Harborview Medical Center), and Matthew Wynia (Institute for Ethics, American Medical Association) all participated in this panel. The Ethical Force Program is engaged in a project to find out how health care organizations can make communication practices more effective and patient-centered. In this session, representatives from four hospitals partnering on this project shared the work they have done to improve communication with patients, across languages, and across cultures and health literacy levels. Some important lessons these hospitals have learned about their structure and work include having:

- A mission that focuses on providing high quality care to diverse populations;
- The ability to document the demographic profile of the local community and assess their needs with regard to health communication;
- A commitment to community outreach and to patient-centered care for individuals;
- Recruiting and training strategies aimed at developing a diverse staff; and
- Ways to evaluate program performance, including cost and benefit calculations.

For more information on the project’s findings, see www.ethicalforce.org.

**Certification: Where We Are and Where We Want to Go**

Members of the National Council on Interpreting in Health Care (NCIHC) who contributed to this session included Shiva Bidar-Sielaff (University of Wisconsin Hospitals and Clinics), Karin Ruschke (International Language Services, Inc.), and Cynthia Roat (consultant and trainer on language access in health). Wilma Alvarado-Little (Center for the Elimination of Minority Health Disparities) moderated the first part of the discussion, and Maria-Paz Beltran Avery (Education Development Center, Inc.) moderated the second half. NCIHC is a multidisciplinary national organization that promotes culturally competent professional health care interpreting as a means to support equal access to health care for individuals with limited English proficiency. In October 2005, NCIHC’s Standards, Training, and Certification Committee released the *National Standards of Practice for Interpreters in Health Care*. These standards are meant to lay a strong foundation for the interpreting profession. The panel also discussed whether it is time to start considering national certification for interpreters, and provided an overview of the current state of certification for health care interpreters in the U.S.

**Hospital Performance on Linguistic and Cultural Competence**

This panel included Amy Wilson-Stronks (Joint Commission on the Accreditation of Healthcare Organizations) and Romana Hasnain-Wynia (American Hospital Association). The panel highlighted three programs that can be utilized as models for care. The findings from the Joint Commission’s study, *Hospitals, Language, and Culture: A Snapshot of the Nation*, were discussed. This three-year study was designed to provide an understanding of the varied and unique needs of diverse patient populations. Also discussed was *Speaking Together: National Language Services Network*, a new national program focused on improving the quality and availability of language services for limited-English-speaking patients in hospital settings. The session also included an update on the research agenda of the Health Research &
Educational Trust of New Jersey and other large grant-funded programs that involve the collection and use of race, ethnicity, and primary language data.

**Difficult Issues**

Participants on this panel included Liliana Ballesteros (Cincinnati Children’s Hospital Medical Center), Gerhardt Smith (Cincinnati Children’s Hospital Medical Center), Christine Westphal (Oakwood Healthcare System), Crista Johnson (University of Michigan Medical School), and Julie Burns (Cross Cultural Health Care Program). Topics discussed included:

- The work being done at Cincinnati Children’s Hospital Medical Center, the largest pediatric research center in the Midwest that ranks second in the U.S. in National Institutes of Health grants for pediatric research;
- Oakwood Healthcare System’s Transcultural Strategic Task Force; and
- The services provided by Clinical Ethics Center/Family Matters Support Service, Spiritual Support Services.

**Quality Improvement Partnerships and Organizational Success**

Contributors to this session included Cambridge Health Alliance’s Izabel Arocha, Laurie Bausk, and Dr. Loretta Saint-Louis. Established in the late 1970s, the Multilingual Interpreting Department is now a “mature system,” with over 100 per diem interpreters providing more than 11,000 interpreted encounters per month in 40 languages to three hospitals and more than 20 ambulatory care clinics. The discussion focused on two partnerships that developed from an awareness that some patients were still experiencing disparities in care due to linguistic gaps.

The goal of the first partnership was to undertake collaborative quality improvement work that addressed the specific communication needs of inpatients to facilitate patient-centered care. The second partnership was designed to improve services for culturally and linguistically diverse...
patients in the emergency department. Each step of the patient’s point of service experience was carefully studied by a multidisciplinary group, and improvements were considered and implemented. For example, the standardization of data gathering was considered optimal only when the needs of culturally and linguistically diverse patients were taken into consideration.

Clinical and linguistic linked data are currently being used as a quality measure for continuous improvement of patient care. Interdepartmental partnerships that share responsibility for improving care for linguistically diverse patients are the key to sustainable quality improvement.

**Should Bilingual Staff Interpret?**

Panelists included Andrea Henry (Children’s Healthcare of Atlanta), Lisa Morris (Massachusetts Area Health Education Center), Linda Coronado (DuPage Federation on Human Services Reform), and Doreen Rambke (Kaiser Permanente). Panel moderators Marjory Bancroft (Cross-Cultural Communications) and Barbara Rayes (Medical Interpreter Project, Phoenix Children’s Hospital) brought together creative experts to stage this first-of-its-kind session. Cast and crew brought high drama and big laughs to the audience in an interactive role-playing experience showing the everyday dramas of bilingual hospital employees. The panelists highlighted programs that address the challenges illustrated in the role-playing situations. They concluded that trained and tested bilingual employees can interpret, but that they require ongoing support.

**Using Race, Ethnicity, and Language Data to Address Disparities**

Anne Beal (The Commonwealth Fund), Jane Deane Clark (Center for Health Care Strategies, Inc.), Susan Mathew (Seattle Indian Health Board, Urban Indian Health Institute), and moderator Romana Hasnain-Wynia (American Hospital Association) participated in this panel addressing research data and health disparities. The discussion focused on public hospitals and their role in quality care and disparities reduction. The difficulties faced by managed care organizations in obtaining race and ethnicity data to reduce disparities in quality and access to care were also presented. Attendees were also given an overview of the Urban Indian Health Institute and the support it provides to urban Indian health organizations. Each panelist shared important insights into the critical nature that quantitative data and research plays in disparity reduction.

**“The Words to Say It”: Seeking Shared Understanding and Meaning**

Panelists included Leon Reines (Harborview Medical Center), Laura Collins (Harborview Medical Center), Kiran Malii (Provincial Language Service), Angela Sasso (Provincial Language Service), Sompasong Keohavong (Asian Counseling and Referral Service), Sanjan Rungruangkonkit (Asian Counseling and Referral Service), and moderator Robert Putsch (Cross Cultural Health Care Program). This session brought together a number of individuals to discuss the issue of interpreting in mental health settings. The underlying theme dealt with seeking shared understanding and meaning in mental health care across language barriers. The session also presented case-based illustrations of clinical and ethical fundamentals in providing culturally competent care in mental health settings.

**Designing and Implementing Organizational Assessments**

Participants included Loudi Rivamonte (Center for Cross-Cultural Health), Sandra Eliaison (Center for Cross-Cultural Health), Katharine Allen (California Health Care Interpreting Association), Karen Anderson (Family Planning Advocates of New York State, Inc.), Dennis Evans (Molina Healthcare, Inc.), Stergios Roussos (San Diego State University), Don Schinske (California Healthcare Interpreting Association), Dinah Surh (Brooklyn Hospital Center), David Campa (Northeast Valley Health Corporation), and moderator Felicia Batts (Alliance for Community Research and Development). This session focused primarily on the importance of assessment in...
the provision of culturally and linguistically appropriate services. One of the topics discussed was measuring and implementing the U.S. Department of Health and Human Services Office of Minority Health’s National Standards on Culturally and Linguistically Appropriate Services (CLAS) by using a statistically based instrument to measure organizational cultural competence and adherence to the standards. An examination of organizational assessment to guide the improvement of CLAS in direct and auxiliary health care services was also discussed.

Overall Evaluation

In summary, this conference is an extremely important event for individuals working to provide interpreting and translation services, as well as individuals seeking to enhance culturally and linguistically appropriate health care. In 2008, it will be exciting to see continued representation at the event from members of the translation and interpreting communities.

The author wishes to acknowledge each of the presenters and panelists named here for kindly granting their permission to include their sessions in this summary and providing their review to ensure accurate representation.

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The Transparent Translator: Is There Such a Beast?

By Inga Michaeli

Translation, especially literary translation, has often been described in harsh and unflattering terms. Take, for example, the Italian proverb “Traduttore, traditore!” (“Translator, Traitor!”). Miguel de Cervantes, author of *Don Quixote*, said that “translation is the other side of a tapestry,” and compared it to the “ugly” side of creation, the side which shows us the frayed threads and all the blunders. Umberto Eco even publicly stated what Cervantes only implied: “Translation is the art of failure.”

But is translation really the art of failure or the “ugly” side of a tapestry? Are we as translators bound to fail? Are we damned if we do and damned if we don’t? Before I even attempt to answer these questions, I will just point out that besides belittling the act, Cervantes and Eco also compared translation to an art. So, whether good or bad, beautiful or ugly, successful or unsuccessful, translation is still an art form, or at least a craft. But if this is so, why is this craft often regarded as an act of treason?

What is a Good Translation?

Today, at least in Israel, two different schools of thought concerning literary translation can be seen emerging from the many debates on this issue. On the one hand, there are those who say that good translators are those who are faithful to the source text and leave out their values, politics, and personal feelings. In other words, a good translator is transparent. On the other hand, there are those who claim that total adequacy and faithfulness to the text is unattainable, and that the spirit of the translator will always be present in the translation, not just in terms of style, but in every choice we make as translators, due to the knowledge we have (or lack), our egos, or the ideology that motivates us. But is it such a clear-cut dichotomy? Are we either transparent or visible? Is there no middle ground?

It seems to me that there is no unequivocal answer, just numerous questions, but let me give you some examples.

**Transparency**

When translating travel guides, one would assume that faithfulness to the original is paramount. But what could I do when I encountered a description of a Middle-Eastern restaurant in Beijing in a guide by Lonely Planet? Here is the original text:

“There’s a choice selection of *merguez* (spicy sausage) dishes as well as vegetarian fare, like falafel and tabouleh. The restaurant is a touch too cavernous during the day, but it leaves plenty of room for the nightly belly dancers to shimmy between the tables. There’s a small bakery in the entrance where you...”
can buy pastries with nuts, honey, and rose water.”

Most people in Israel know what mer-guez is, so there is no need for the parenthetical explanation. More importantly, most people in Israel know the “nuts and honey pastries” as baklava, and there is definitely no need to give readers a full recipe.

When translating a travel guide where faithfulness to the source text (in description, detail, and transliteration) is very important, the translator must actually “localize” the text and adapt the translation to serve the needs of the target audience. By doing this are we traitors or cultural liaisons? I guess the answer to this is in the eyes of the beholder.

What about translating fantasy and science fiction? It is well known that here, more than in any other literary genre, translators are allowed, and sometimes even required, to express their creativity and inventiveness, and, in so doing, to stray from the original. This genre is a breeding ground for neologisms that somehow always sound better in the source language and almost always forced and stilted in the target language.

An example of the above would be lobstrosities, the name for the lobster-like creatures in Stephen King’s Dark Tower series. To me, the original word sounded much more natural than my Hebrew translation מותאונות (zva-ta-nim), a cross between horror, atrocity and crustaceans. There was obviously a shift here, since I did not use the word lobster (lechem), but was I being unfaithful to the original? And if I had chosen to be absolutely faithful to the original, would I, as the translator, have been more transparent? While some might consider my neologism to be “the other side of the tapestry,” others might view it as a great solution. At any rate, this was my conscious and personal choice as the translator, and it was what set me apart—essentially, what made this my translation.

Let us take a look at another example from the Dark Tower series. King plays a lot with the word “char,” which, in King’s novel, means death in a parallel world to ours. King introduces Charlie the Choo-Choo, which is a harmless children’s book in our world, but a real and homicidal monorail engine in King’s parallel world. Later, King introduces the char-you tree, the “death for you” tree (its branches are used to build a stake to burn people). In Hebrew, I transliterated the first word as רֵי (char), and the name of the monorail became בחיל הלתי-י-侁-ץ (Char-lee ha-choo-choo). The syllable ל (lee) also means “to/for me” in Hebrew, thus creating the phrase “char/death for me.” I called the tree רֵי-ל-ך (char-lach, i.e., “char/death for you”). I maintained semantic faithfulness to the original, but not stylistic faithfulness. I created an alliteration that did not exist in the original text. I could have chosen to transliterate “char-you” the same way I transliterated the others, but instead chose to translate the word “you,” because this seemed to add a dimension that did not exist in the original.

So did this translation represent the other side of the tapestry? I guess so. Was it the ugly side? I do not think so. Was it a faithful translation? Yes. Was it equivalent? Not entirely. So was I transparent or visible? That is indeed a good question, and one which is open to debate.

Explanatory Notes

Much more obvious is the question of notes. There are different ways of clarifying things, and none makes the translator more visible than a footnote or endnote. In The Known World by Edward P. Jones, for example, the word “abolitionist” appears numerous times. When I tried to Google the word in its Hebrew form, the only hits I got were sites that talked about Darwin and the theory of evolution. Since this word does not exist in Hebrew, for every occurrence of the word, I had to write something like מחלוצי התנועה בכיסו העבידות (mi-tom-cheri ha-av-dut), meaning “a supporter of the movement to abolish slavery.” This long-winded explanation would have rendered the Hebrew translation very awkward indeed if I had to write it out every time the word appeared. Instead, I decided to transliterate the word as...
Dialects

Speaking of awkwardness, my last example also comes from *The Known World*, and pertains to dialects. Translating dialects is never easy, but translating them into Hebrew is something akin to modern torture. *The Known World* is full of dialect from the antebellum South (another lexical void). For example:

“You gotta meet that mule in the mornin’.”

“I know,” Elias said. Moses had not stopped walking. “I ain’t hurtin’ a soul here,” Elias said… Moses said, “I ain’t but two minutes off you, fella, and you seem to wanna keep forgettin’ that.”

Such dialect was (and, to some extent, still is) very prevalent and natural-sounding. Even in writing, it flows in the original. Hebrew, however, is a language without dialects. There is slang and there is substandard Hebrew, but there are no regional dialects. Any attempt to create dialect, therefore, seems artificial. Even if one tries to be faithful to the original, nothing in Hebrew will sound as natural as the English. Moreover, the translator has to be very careful not to overdue it and make the characters sound ridiculous or awkward in the translation. My translation:

In the translation above, I tried to make the substandard Hebrew sound as natural as possible: slurring the words the way Hebrew speakers tend to do, making the grammatical mistakes that Hebrew speakers tend to make, and so forth. I even read every sentence aloud just to be sure of the sound in Hebrew.

So was I being faithful to the original throughout the novel? Yes and no. I was trying to re-create dialect in the target language and thus convey to the readers the distinction between masters and slaves, and white trash and land owners. However, I was fully aware of the fact that whatever choice I made, the Hebrew would never sound as natural as the original.

So was my translation the art of failure? It seems so. Does the translation flow like the original? I guess not. Am I, the translator, more visible because of these futile attempts to create dialect in Hebrew? Yes, definitely. Should I have given up even before I started and declared the text untranslatable? I do not think so. If all Hebrew translators did that, Hebrew readers would not be able to enjoy world literature. For me, that would be the greatest failure of all.

Notes


Anyone who has spent much time translating documents from one language into another has encountered idiomatic expressions that cause irritation, puzzlement, or outright confusion. Why are idiomatic expressions so difficult to translate? Four specific reasons come to mind:

- Literal translation is impossible.
- Background knowledge is necessary.
- Understanding must precede translation.
- We cannot translate words; we must translate meaning.

Translators are always supposed to translate meaning, but we may fall into the habit of simply translating words when working with a less challenging text. Idiomatic expressions remind us of our real task and force us to extend ourselves by using all of the resources at our disposal.

In this article, I will examine several specific Japanese idiomatic expressions, present at least one unsuccessful attempt to translate each expression, and then offer what I believe to be an acceptable English translation. All of the example sentences appeared in texts used in the Japanese courses I teach at the University of Wisconsin-Madison. Translations that appear within quotation marks were prepared by students in those courses, and translations in boldface are my own. The original Japanese sentences are presented in Japanese only. However, in the discussion of specific words and expressions, the pronunciation (in Roman letters) and the English meaning are provided for each Japanese word discussed. (Native Japanese readings appear in lower case; Chinese-derived readings appear in upper case.) Thus, even the reader with no previous experience with Japanese will be able to follow the analysis of each idiom. Both the basic issues that arise from translating idiomatic expressions and the approaches that are taken to resolve these challenges are common to many languages, and are not unique to Japanese.

**Example 1: Idiom That Contains Proper Nouns**

A paper appearing in a Japanese electrical engineering journal contained the following sentence, which deals with clean rooms:

「例えば、クラス10の洗浄度レベルは、部屋の中のごみが極めて少なく、山手線内に仁丹が10個ある程度のクリーン度である。」
Two students offered the following translations:

“For example, for a cleaning level of class ten, the trash in the room becomes extremely small; the critical lines of the Jintan Company are extremely clean to the extent of ten.”

“For instance, a class 10 clean room contains so few extraneous particles that it would be like having only 10 McDonalds restaurants in all of New York City.”

The original sentence contains an analogy, which is not in itself a problem. The difficulty lies primarily with two proper nouns: 山手線 (“yama-no-te-SEN”) and 仁丹 (“JINTAN”). The 山手線 is a circular train line in Tokyo. The word 仁丹 is the name of a brand of small silver-coated pills that contain an herbal medicine for freshening one’s breath. Both 山手線 and 仁丹 are well known to people who have spent time in Tokyo, but may not mean anything to readers who have never visited Japan.

The translator must first understand the meaning associated with each proper noun. Then, they must decide how to express the intended analogy for the intended audience—in this case, English-speaking electrical engineers. In the translations above, the first student did not recognize the proper noun 山手線, so he parsed 山手線 as 山手 線, thus producing “critical lines.” He also confused the brand name 仁丹 with the name of the company that manufactures the pills: 華下仁丹 (“morishita-JINTAN”). As a result, the point of the intended analogy was completely lost.

The second student understood the content of the analogy, but decided to use a thoroughly Western analogy that would make sense to almost any reader. The second translation conveys the intended meaning, but the Japanese context was completely lost. One way to convey the meaning and still maintain a Japanese context would be the following:

“For example, the level of cleanliness of a class 10 clean room is so high that finding dust or other particles in such a room is analogous to finding 10 small pills in all of central Tokyo.”

In this translation, the proper nouns have been removed, but the essence of the analogy is preserved. If for some reason it becomes absolutely necessary to retain the proper nouns, the following alternative is also possible:

“For example, the level of cleanliness of a class 10 clean room is so high that finding dust or other particles in such a room is analogous to finding 10 small Jintan pills in the portion of Tokyo that is surrounded by the Yama-no-Te train line.”

If the translation were to be used for legal purposes, the second of these two alternatives would be preferable, but for the publication of an English translation of the article in the U.S., the first alternative would be sufficient.

Both the basic issues that arise from translating idiomatic expressions and the approaches that are taken to resolve these challenges are common to many languages, and are not unique to Japanese.

Example 2: Idiom That Includes a Metaphor

Near the end of the same Japanese technical paper the same two students were confronted with these sentences, which deal with the future of computer chips:

我々の身の回りのあらゆるものにLSIが浸れ込んで、1,000個以上のLSIが意識しない間に能動的に動作し、有機的に結びついてユピテリス社会が実現されることとなる。その意味でLSIは産業の米といわれた時代から、情報の米といわれる社会に移る。

In Japanese, the term “LSI” often carries the broad meaning of “computer chip” or simply “chip,” rather than the narrow meaning of “large-scale integrated circuit.” (The author of the paper actually stated this fact in the introduction.) The first sentence is included here simply to provide context. We will focus our attention on the second sentence. In this sentence the author indicates that we will move from a 時代 (“JI-DAI”; era, period of time) in which chips are seen as 産業の米 (“SAN-GYOU no kome”) to a 社会 (“SHA-KAI”; society) in which chips will be regarded as 情報の米 (“JOU-HOU no kome”).
The word 精力 literally means “rice,” but this is only one of several Japanese words that map into the English word “rice.” 精力 usually signifies rice as a grain that is harvested from the fields and is then used for various purposes, most notably for food. (The image of rice as a “staple crop” comes to mind.) The word 産業 means “industry,” so the phrase 産業の米 is a figure of speech that could be translated as “staple of industry” or perhaps “mainstay of industry.” (In this instance, a literal translation — “the rice of industry” — would not be acceptable, but it could serve as a starting point that might eventually lead us to a better expression.) This figure of speech has been used in the past to refer to steel, but in recent times it has frequently been used to describe semiconductors or computer chips.

The image of steel or semiconductor-based chips as a staple or mainstay of modern industry certainly makes sense. The word 情報 means “information,” but the phrase 情報の米 can be used to describe something that serves as the “medium” or “lifeblood” in providing information. (Unfortunately, a literal translation — “the rice of information” — leads nowhere.) Thus, in the first half of the metaphor (産業の米), 米 represents something that is produced and consumed, just as a staple crop is produced and consumed, and 産業 is the producer and/or consumer. In the second half of the metaphor (情報の米), 米 represents the conduit, and 情報 is provided through the conduit.

The two students produced the following translations:

“Chips in this sense enter society from the era of the leader of industry to the era referred to as the leader of information.”

“The first translation correctly identifies chips as the topic, but it fails to capture the intended meaning of 米 in each half of the metaphor. The second translation contains a statement that is essentially true, but this translation drifts too far from what the author actually wrote. If we combine the various pieces of the metaphor described above, the translation might read like this:

“In that sense, we are moving from an era in which chips were regarded as an essential commodity for the operation of industry to a society in which chips serve as essential elements for delivering information.”

Example 3: Idiom That Contains Unexpected Word Usage

A paper in an automotive engineering journal contained these sentences in the description of a new five-speed automatic transmission developed by the authors:

シャフトドライブビニオンは軽量化のため、中空軸ジャイロ化した。構造は、4分割したパーツをそれぞれ鍛造抜き、あるいはパイプ材に置き換え、摩擦材接続にて一体化。

The first sentence is a simple one dealing with the structure of the hollow drive pinion shaft that is used in the transmission. We learn that in order to reduce the weight of the...
vehicle, a hollow shaft was used to replace the solid shaft that had been employed previously. At the end of the first clause in the second sentence we encounter the verb 造抜き (“TAN-ZOU-nu-ki”). The noun 造抜き refers to “forging” a metal part, but the verb 拾抜き has many meanings. Among these meanings we find “to pull up,” “to pull out,” “to extract,” “to pilfer,” “to remove,” “to omit,” “to overtake,” and “to cut out.” The use of the word 拾抜き as a verb may be unexpected, but we may assume from the context that the authors are combining the actions indicated by 拾抜き and 拾抜き. The task now is to determine exactly what combination of meanings is intended. To do so, we need to understand the rest of the sentence.

The noun パーツ (“pa-a-tsu”; parts, components) is the direct object of the verb 拾抜き, and this noun is modified by the phrase “4分割した” (“yon-BUN-KATSU-shi-ta”), which tells us that the finished shaft is composed of four pieces. The adverb それぞれ (“so-re-zo-re”) tells us that the action represented by the verb 拾抜き is applied to the four pieces “separately” or “individually.” The conjunction あるいは (“a-ru-i-wa”) indicates that an alternative to carrying out the action represented by 拾抜き would be toパイプ材に置き換えし (“pa-i-pu-ZAI ni o-ki-e-shi”), which means “to replace (something) with pipe.”

At this point, we may assume that both actions are ways to obtain hollow pieces of metal for use in the shaft. The second sentence—which is actually a fragment because the verb has been omitted—ends with the noun 一体化 (“I-T-TAI-KA”), which refers to the process of taking separate objects and making them into a single entity. From the context we may now assume that the intended verb is actually一体化した, using the same past affirmative form of the verb する (“su-ru”) that appeared in the first sentence.

Thus, the remaining portion of the sentence—摩擦圧接溶接にて一体化 (“MA-SATSU-A-S-SETSU-YOU-SETSU ni-te I-T-TAI-KA”)—can be understood to mean that the four pieces are friction welded together to form a single part. Returning to the verb 造抜き, we realize from the context that抜き probably conveys some kind of outward motion, rather than indicating that some processing step has been omitted. We could say that the parts are “forged out of a piece of steel,” or we could simply say that they are “forged.”

Two different students offered these translations for the second sentence:

1. In execution, forty percent of the assembly was not made by forging; instead, the components were off-the-shelf pipe materials and were friction welded together.

2. The structure is made up of 4 pieces, each without forging, the pipe material was changed and the parts are friction welded together to form the part.

Both students mistakenly thought that the verb 拾抜き indicated that some action—in this case, forging—had been omitted in the process of preparing the pieces. In addition, the first student misread 4分割した as 4割 (“yon-wari”), which means “40%.” The second student misunderstoodパイプ材に置き換えし to mean “the pipe material was changed,” instead of “the material was changed (from...

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**10 points to keep in mind when translating an idiomatic expression:**

1. Analyze the expression for grammatical information.
2. Determine how the expression fits into the overall sentence structure.
3. Consider both the short-range context (e.g., preceding sentence and following sentence) and the long-range context (e.g., type and purpose of the document and the intended audience).
4. Incorporate real-world information and knowledge of the subject matter.
5. Generate several translations.
6. Evaluate each alternative in light of points 1-4.
7. Determine if the translation reflects the writer’s intent.
8. Determine if the translation preserves the writer’s linguistic tools and style.
9. Determine if the translation produces the desired impact on the reader.
10. Modify the best alternative in light of points 7-9.
The use of the word “assembly” reinforces the idea that the four components were designed to be used together. Two alternatives for forming the components are presented, and the final clause of the original Japanese sentence—rendered as a separate sentence in the English translation—specifies how the individual components are joined to make the actual shaft.

Example 4: Idiom That Includes Contrasting Symbols

One chapter in a trade book about the Japanese economy (“NI-HON-KEI-ZAI-NYUU-MON” Introduction to the Japanese Economy)—contains this section heading:

金融政策の光と影

Translating a title or heading without context is a risky business. To provide some sense of what the author has in mind in this section, here are the subheadings that appear under the section heading in question:

プラザ合意以降の金融政策
(Monetary Policy Since the Plaza Accord)

政策のふれあいバブルからデフレへ
(A Shift in Policy: From Breaking the Bubble to Fighting Deflation)

The term 金融政策 (“KIN-YUU-SEI-SAKU”) means “monetary policy,” and the phrase 光と影 (“hikari to kage”) literally means “light and shadow,” but this phrase is sometimes used to convey a sense of change over time. It is clear that the author envisions some form of contrast related to 金融政策, but what kind of contrast does he have in mind?

Several students offered the following translations for the section heading:

“The Light and Shadow of Monetary Policy”

“The Light and Dark of Monetary Policy”

“The Good and Bad of Monetary Policy”

The first of these translations is the most literal, and as we move down the list we can see that the translations gradually become more interpretive. However, none of these translations is really consistent with the theme suggested by the subheadings. From the subheadings we gather that the author is actually retracing the path of Japanese monetary policy over a period of several decades to show how the Japanese government and the Bank of Japan arrived at the monetary policy that is currently in place. Given this information, one of the following choices might be acceptable:

“The Evolution of Japanese Monetary Policy”

“Changes in Japanese Monetary Policy”

There is nothing in the heading or any of the subheadings to indicate that the focus is strictly on Japan. However, we know from the title of the book that this is true, and without the addition of the word “Japanese,” the translation becomes excessively broad in scope. After all, this book is not a treatise on economic theory or a history of global economic policy, but a book that deals specifically with the economy of Japan over the past few decades. For this reason, the addition of the word “Japanese” is necessary in order to tell the reader what the section is actually about. Although the explicit dialectic that is inherent in the phrase 光と影 is lost in the latter two options, one of these translations would probably best match the author’s intended message. In this instance, we are confronted with the need to translate the phrase 光と影 into an English expression that captures the intended meaning and context.

The key to successful translation is understanding the cultural context in which the text was written. In this case, the Japanese idiom 光と影 is closely tied to the history of Japanese monetary policy. Translators must first understand the meaning associated with each proper noun. Then, they must decide how to express the intended analogy for the intended audience.
Moving Beyond the Literal: Translating Japanese Idiomatic Expressions Continued

with a choice between expressing the intended meaning and preserving the vehicle that was used to express that meaning in the source language. In such instances, expressing the intended meaning must take priority.

**Conclusion**

I have just presented four examples of idiomatic expressions or figures of speech that should not be translated literally. In each case we analyzed the specific expression, taking into account grammar and sentence structure, and then we incorporated context. In this step we took note of both the short-range context—the text that preceded or followed the sentence in question—and the long-range context—factors such as the type of document, the purpose of the document, and the intended audience. Next, we included additional relevant information, such as technical, geographical, or historical background, in order to better understand the original writer’s intent. After generating several possible alternatives, we evaluated all of them and chose the one that best reflected the original writer’s intent and still preserved—to the greatest extent possible—the linguistic tools that the writer used to convey the desired message and produce the desired impact.

Figures of speech such as these may test our skills as translators, but when idiomatic expressions are translated properly, they also provide the opportunity to showcase our abilities as language professionals.

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**Third Annual School Outreach Contest**

Join ATA’s School Outreach movement and start educating clients one classroom at a time. It’s easy • It’s fun • It’s free • and ... it could win you free registration to ATA’s 48th Annual Conference in San Francisco, California (October 31–November 3, 2007).


2. Pick the age level and click on it.

3. Download a presentation and deliver it at your local school or university.

4. Get someone to take a picture of you in the classroom.

5. Send it to ATA’s Public Relations Committee at pr@atanet.org (subject line: School Outreach Contest) or to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include your name and contact information, the date, the school’s name and location, and a brief description of the class.

Submission deadline: July 23, 2007

The best photograph wins free registration to ATA’s 48th Annual Conference in San Francisco, California (October 31–November 3, 2007)! The winner will be contacted no later than August 20, 2007. You may submit multiple entries, and any member of ATA or of any ATA-affiliated organization is eligible to enter.

Any questions? Contact: Lillian Clementi, lillian@lingualegal.com.
The Upper Midwest Translators and Interpreters Association (UMTIA) is a nonprofit professional membership association that was established in 1998 to promote the quality, professionalism, and prestige of the translation and interpreting professions in the Upper Midwest region of the U.S. UMTIA became an official ATA chapter in 2002. Most of its activities are centered in Minnesota, but its members also come from Wisconsin, Iowa, the Dakotas, and other regions of the country. Last year a group of interpreters and translators organized the Southern Division of UMTIA to advance the profession in the area and to partner with other organizations to provide seminars and presentations in southern Minnesota.

**Benefits and Activities**

**Annual Conference:** UMTIA holds a general meeting for members to get together, share news, and voice questions and concerns. Members of UMTIA enjoy steep discounts on the annual conference fee. The 2007 conference, scheduled for June 15-16 at the Radisson Hotel and Conference Center in Minneapolis, is co-sponsored by Hennepin County Medical Center. Look for details coming soon at www.umtia.com.

**Certification Opportunities:** UMTIA regularly schedules ATA certification exam sittings and examination preparation courses.

**Committees:** Members have the opportunity to work together to shape the content of our newsletter and website and to steer the organization forward.

**E-mail Notifications:** UMTIA uses its Yahoo! e-mail list to distribute information on job opportunities and meeting notices to members and nonmembers.

**Go to** http://groups.yahoo.com/group/uppermidwestata and sign up.

**Newsletter:** *Turning Point* is published and distributed electronically several times a year, and features information on local, national, and international industry events, job vacancies, member recognition, reference materials, and much more.

**Online Forum:** UMTIA offers an online group forum to network with other local language professionals.

**Professional Development:** UMTIA works with ATA, the University of Minnesota’s Program in Translation and Interpreting, and other local organizations to provide networking, training, and development opportunities for local language professionals. In many cases, UMTIA members receive discounts when they register for events such as seminars, workshops, and the UMTIA annual conference.

**Divisions:**

**Interpreting Stakeholders Group (ISG):** This offshoot of UMTIA was formed in 2003 to improve quality and service delivery of spoken language interpreting, especially in medical settings. Through a dynamic partnership of educational and governmental institutions, corporate agencies, hospitals, and health plans, the ISG has received grant funding to develop new training programs in several areas of Minnesota. The ISG has also been funded to convene a national expert panel on interpreter certification, slated for June 13-15 in Minneapolis.

**UMTIA Southern Division:** Formed in 2005 by members in Rochester, Austin, and other communities in southern Minnesota.

**Website:** UMTIA’s website, www.umtia.com, contains general information on the association and how to become a member, links to join the association’s committees, an events calendar, meeting minutes, and links to professional resources and job vacancies. Plans are underway to include both a membership directory and a professional services directory, grouped by language and type of service, in addition to other features.

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**ATA chapters, affiliates, and local groups serve translators and interpreters in specific geographic areas. They provide industry information, networking opportunities, and support services to members at the local level and act as liaisons with the national association. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the Association and the profession as a whole.**
You have all heard the news—the new versions of Microsoft Windows and Office have been released. And since my secondary computer had just given up the ghost, it was a good opportunity to take the plunge and get a Vista and Office 2007 computer.

Clearly I am not going to write a review of these programs—there are plenty of those out there. However, I would like to focus on a couple of things that are important for translators, such as multilingual and statistical abilities. For the (poor) record on compatibility with translation environment programs, you can read the posting on ATA’s Language Technology Division’s website at www.ata-divisions.org/LTD.

When you start working with Office 2007 programs, you will need to get used to a whole new work environment. The traditional menus have been replaced with the so-called “ribbons,” which give everything a different look and place the commands in new locations. This can be annoying at first, but it is something you will get used to quickly. Here is what I figured out as I tried to orient myself quickly in Word 2007: the most important ribbon for us translators is probably Review. Here you can find the spelling, language, and review options. All of the commands that used to be in the File menu (Open, Save, Save as, Print, etc.) are now available when you click on the Office Button in the upper left corner. And the all-important Options dialog can be accessed from wherever you see an Advanced or More button, but most easily under the Office Button and “Word Options.”

The good news is that there are some improvements that make Word just a little bit easier for us to work with. For instance, the real-time word count that the Mac version of Word has had forever has now been integrated. A little field down on the status bar shows you how many words your current document has, and the number is updated as you type. And—ta-da!—words in text boxes are finally counted (if you check that option in the Word Count dialog). This is a long overdue feature and certainly a welcome addition. Words in WordArt, hidden text, headers, and footers are still not counted, but typically there is a lot less to worry about.

Now on to Windows Vista. It is very pretty when you have the new “Aero” view enabled, but I would not advise you to upgrade until you buy a new computer, or you have assurances from the manufacturer of your present computer that your (recently purchased) computer is compatible. Remember last month’s column: “If it ain’t broke, don’t fix it.”

Of course, there is the Microsoft Upgrade Advisor under www.microsoft.com/windowsvista/upgradeadvisor that supposedly tells you what parts of your computer have to be replaced to work with Vista, but it is simply not worth it to spend several days hunting for new drivers and replacing video cards just because the new Windows is pretty.

Well, naturally there is a little more to it. The big thing about the new version is accessibility. When you click on the Start icon or press the Windows key, your cursor is automatically located in a little text box that allows you to search for all kinds of things, even text within documents. This is a bit like what the desktop index tools from Google and others have been doing for a while, only it is more integrated into the system. (And this to Mac users: There is no reason to write that your Mac computer has been doing this for years. I know, but Mac did not exactly invent indexing, either.)

But on to language-related things. Setting up foreign language keyboards has not changed since Windows XP (see my article in the April 2006 issue of this magazine, “Switching Keyboards on a Windows System”), but you do not have to enable support for “complex” languages anymore. This was always an unnecessary stumbling block and I am glad it is gone. What is very helpful is that you can now have Windows with a Multilingual User Interface (MUI), meaning you can switch the languages and the locale that Windows runs under. This was previously only possible for members of the Microsoft Developer Network. Unfortunately, you do have to buy the more expensive Vista Ultimate version, but this is a real treat for folks who deal with more than two languages.

Back to Office 2007. The last few versions of Office all came with a number of proofing tools for different languages. For instance, if you bought a U.S.-English version of Office, you received English, Spanish, and French spell checkers and grammar checkers. This has not changed with Office 2007. What has changed is the availability of additional languages beyond the ones that come with the normal installation. In short, there are none at this point (February 2007).

Here is how and when they will be available. Unlike past versions of MS Office, the earlier versions of the proofing tools are not compatible, so you will have to purchase a completely new product if you need additional proofing tools. And unlike the earlier versions, the product not only includes the proofing tools, but also a complete multilingual user interface (MUI) for the respective language. This means that you can run your English version of

Continued on p.47
GeekSpeak Continued from p. 46

Office in Dutch, Swedish, or Latvian if you buy the “language pack(s)” for these languages. Of course, this is very helpful and goes along the lines of what Microsoft is offering for the Windows version of Vista Ultimate (see previous page).

Microsoft says that the first “Single Language Pack” will be available sometime in March, and that all 37 covered languages will be available in June of this year. By that point you can also buy the “Multi-Language Pack” that includes all languages. You can also find all this information at http://office.microsoft.com/en-us/suites/HA102113691033.aspx.

To be honest, it baffles me why Microsoft would release a product with such fanfare, but delay the release of a very relevant component until months later. Here is what I would strongly encourage Microsoft to do. Though I understand that there may be actual technical limitations to using some of the old proofing tools in the new version of Office, there is no reason not to honor former users of earlier proofing tools with a substantially reduced upgrade price (and maybe then we would not be quite so frustrated about the fact that a half-finished product was released in the first place…). And last but not least, for those who translate products related to the new versions of Windows and Office, the latest version of the Microsoft glossary now contains Vista and Office 2007 terms at www.microsoft.com/globaldev/tools/MILSGlossary.mspx.

The GeekSpeak column has two goals: to inform the community about technological advances and at the same time encourage the use and appreciation of technology among translation professionals. Jost also publishes a free technical newsletter for translators (www.internationalwriters.com/toolkit).
This month an alert reader drew our attention to flawed bilingual labels on a new line of bedding from specialty retailer Eddie Bauer.

The American company has built its reputation for high-end “authentic” casual apparel and household accessories into a nationally recognized brand, with products sold through some 380 stores in the U.S. and Canada, as well as online. Operations in Japan and Germany give it a presence worldwide.

Over-reliance on translation software is the obvious explanation for this particular language glitch, which appears on labels sporting a “French” text for customers in Canada. A comforter is touted as a consolateur (“one who consoles/comforts”) and “Queen sheet set” is rendered La série de reine de feuille (roughly “the queen series of (one) sheet/leaf”). Curiously, the line’s “King sheet set” sticks with English syntax: Le roi feuille série.

When we called, company representatives identified the products immediately—in fact, Eddie Bauer was already aware of the errors and had taken steps to replace the labels, they said. This was confirmed by our reader, who noted correct labels on a return trip to the same store.

Whodunit? “It’s a new product, produced under a licensing agreement,” explained director of public relations Lisa Erickson, who confirmed that the language errors were introduced on the manufacturing side. Unlike textile quality, which Eddie Bauer buyers can and do assess immediately and ruthlessly, the vendor’s corner-cutting on language quality was not immediately apparent to English-speakers at the U.S. firm.

“It was a customer who pointed out the problem,” says Erickson. Yet more proof that consumers do notice—and that customer-oriented businesses take customer comments into account in positioning their products.

With operations outside the U.S., Eddie Bauer is no newcomer to the international scene. But its businesses in Japan and Germany are joint ventures with local partners who handle marketing and merchandising directly, each in its own language. Without that safety net, a professional translation supplier is the best guarantee of authentic quality in multilingual labelling.

Ding Dong

The same software may be responsible for the “bilingual” packaging of another household accessory—wooden napkin rings found on the shelves of a West Coast retailer, helpfully labelled La serviette sonne for sale in Quebec.

La serviette means “the napkin.” But in French, sonner is a verb meaning “to ring,” like a telephone or a doorbell. This is another example of the line ‘em up, shoot ‘em down school of translation by machine, and a reminder that translation is not about words, but the meaning behind the words.

With thanks to Bob Blake, Sylvie Roder, and Elke Ronan.
Superior Court of California, Sacramento County
Comprehensive Legal Glossaries in 11 Languages
www.saccourt.com/geninfo/legal_glossaries/legal_glossaries.asp

Arabic, Armenian (Western), Hmong, Mien, Mong, Punjabi, Romanian, Russian, Spanish, Urdu, and Vietnamese. Hindi and Mandarin (Traditional Chinese) translations available in the near future. Comments: jeanielhome@sactocapital.org.

Translation Bureau of the Government of Canada
The Pavel Terminology Tutorial
English, French, Spanish, and Portuguese
www.translationbureau.gc.ca/pavel_e.htm

Contains roughly 300 pages of text designed to teach the fundamental principles of terminology research. Over 75 interactive exercises with answers and explanations, in addition to over 25 charts and explanatory graphic elements. Includes a glossary of the terms used in terminology, an extensive bibliography, and a list of websites.

Free Online Resources
Dear Business Smarts:

What is your advice about providing free samples to translation agencies? I have just been contacted by an agency that wants me to translate two texts of 400 words each so they can evaluate “my style.” I would like to work with more agency clients and accommodate their needs. How common are requests for free sample translations?

Sampled in Georgia

Dear Sampled:

The practice of soliciting sample translations from new freelancers is quite common. A serious agency should immediately forward your translation samples to their in-house editors or to established translators, who will evaluate your understanding of the source language, familiarity with a specific field, and writing style. This preliminary translator review is particularly important for larger projects.

In less-than-ideal cases, however, samples disappear into databases and computer hard drives without ever actually leading to paid work. You are also well advised to check the reputation of the requesting company through appropriate channels before doing work for free.

The purpose and specific handling of your sample translations should therefore be clearly defined before you begin. It may be useful to establish an overall “sample policy” for your business that you can implement consistently. First, determine whether you are, in principle, willing to supply free samples. If so, set firm limits regarding the length of such texts, turnaround time, and other circumstances (such as your availability) and politely communicate this policy to the requester. Think about the time you are willing to invest in what is essentially a job application process. Translation samples are typically quite short—generally no longer than 200-300 words—and should take no longer than 30 minutes to an hour to complete.

If you are willing as a general rule to provide sample translations, agree to a deadline and delivery terms for each instance and stick to them, since your professional handling of the work will also make a positive impression. To be considered for paid assignments, it is particularly important to follow all instructions very carefully, for example with regard to file names. In return, the requester should give you the courtesy of several days’ lead time and a detailed description of the way in which your work will be analyzed. If you have not heard from the requester within a few days, get in touch and ask about the results of your evaluation. While a negative assessment of your work may sting at first, it is also a great opportunity to learn from your own mistakes.

Some translators have a policy of not providing unpaid samples, and instead offer to provide excerpts of past translations they have done for other clients. They prepare a “portfolio” document that contains short, representative paragraphs of their work (in both the source and target language) and send this document to requesters for evaluation. Of course, all confidential and identifying information must be carefully removed from such texts. The advantage of this approach is that the document is ready to send out immediately, leaving you with more time to dedicate to your paid work. If you are relatively new to the field and do not have an extensive track record, you can also construct a portfolio by translating short news items or similar texts.

Comments?

ATA members can discuss business issues online at the following Yahoo! group: http://finance.groups.yahoo.com/group/ata_business_practices. You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

The information in this column was compiled by members of ATA’s Business Practices Education Committee for the benefit of ATA members. This column 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. Send your questions about the business of translation and interpretation to The ATA Chronicle—BPEC Q&A; 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Fax: (703) 683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.
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www.japanpacific.com
• The board of directors of the National Association of Judiciary Interpreters and Translators (NAJIT) has hired T. Andris Ozols as NAJIT’s new executive director. Ozols replaces outgoing NAJIT Executive Director Ann G. Macfarlane, who also served as president of ATA from 1999-2001. More information: www.najit.org.

• The Salt Lake Chamber recently chose U.S. Translation Company as the Minority Small Business of the year.


• Barbara Guggemos and Stafford Hemmer have published their English translation of Magic Moon (Märchenmond, by Wolfgang and Heike Hohlbein). Volume Two, Magic Moon’s Children (Märchenmonds Kinder) has been translated and is expected to be published in mid-2007. Publication information is available at amazon.com.

Member News

Upcoming Events

May 5, 2007
Delaware Valley Translators Association
Spring Interpreting Seminar
Temple University
Philadelphia, Pennsylvania
www.dvta.org

May 5, 2007
New England Translators Association
11th Annual Conference
Marlborough, Massachusetts
www.netaweb.org

May 18-20, 2007
National Association of Judiciary Interpreters and Translators
28th Annual Conference
Portland, Oregon
www.najit.org

May 26-28, 2007
Canadian Association for Translation Studies
20th Annual Congress
Saskatoon, Saskatchewan, Canada
www.uottawa.ca/associations/act-cats/Eng/congress/congress.htm

May 31-June 3, 2007
ATA Medical Division
First Mid-Year Conference
Cleveland, Ohio
www.ata-divisions.org/MD/2007

June 16, 2007
ATA Translation Tools Seminar
Denver, Colorado
www.atanet.org/pd/tools

June 22-24, 2007
Japanese Association of Translators
18th Annual International Japanese English Translation Conference
Bath, England
http://ijet.jat.org/ijet-18

July 26-29, 2007
ATA Translation Company Division
8th Annual Conference
San Antonio, Texas
www.ata-divisions.org/TCD

August 2-4, 2007
Nebraska Association for Translators & Interpreters
8th Annual Regional Conference
Bellevue University
Bellevue, Nebraska
www.natihq.org

August 4-7, 2008
International Federation of Translators
18th FIT World Congress
Shanghai, China
www.fit-ift.org

October 31-November 3, 2007
American Translators Association
48th Annual Conference
San Francisco, California
www.atanet.org
The background information provided on Dr. Hilda M. Zayas indicates that she certainly has the hands-on experience required to prepare this type of glossary. She received a Doctor of Pharmacy degree from the University of Havana in 1948. She worked as a registered pharmacist, a pharmacy owner, and as a research assistant at a pharmaceutical manufacturer’s physical chemistry department. She also specialized in international product registration for the International Regulatory Affairs Department, where she translated scientific documents. Dr. Zayas is presently a freelance scientific and chemical translator.

In this review, for purposes of clarity, this reviewer has added an equal sign (=) between the source word(s) and the target word(s). Thus, if page 22 of the glossary indicates that the translation of antigens is antígenos, then this review will show this as (22) antigens = antígenos. This review will keep the source word(s) in bold letters and the target word(s) in regular type. Sometimes a Spanish word is underlined for easier reading.

Strengths
1. This paperback dictionary has a nice, glossy cover. The type and quality of the binding appear to be excellent, and the paper quality is good.

2. The format is good, with appropriate use of bold type for source word(s) and regular type for the translation.

3. Convenience of look-up is also good, with the translation indented below the source word(s).

4. The glossary contains many words and groups from the chemical and pharmaceutical fields.

5. There are not too many filler words, but words like (279) water = agua and (37) black = negro belong more appropriately in a general dictionary.

6. Of the 20 English chemical/pharmaceutical terms the reviewer looked up, 18 appeared in this glossary (the words in bold were not found): amino alcohol; butanol; carbamic acid; carbazole; ether; furfuran; glycerine; heptanol; isocyanide; mineral spirits; monomer (although the glossary spelled it monoger); oxirane; perylene; quinacridone; sodium; sulfur; thiol; titration; uranyl benzoate; and zinc chloride.

7. With a few exceptions, some of which are highlighted below, the information displayed in this glossary is generally correct.

Weaknesses
1. The typeface style is adequate, but the font size could be a little larger.

2. Typographical errors were found in Spanish, such as (194) nalmefene hydrochloride = clorhirato de nalmefeno (missing the “d” in clorhidrato), and (194) naloxone hydrochloride = clorhirato de naloxona (missing the “d”).

3. Typographical errors were found in English, such as missing hyphens in the “self” words, for example (242) self exclusion = autoexclusión.

4. Another error, perhaps typographical, was (231) pulsatilla = pulsatilla. I have seen several spellings for this word in Spanish (pulsatila, pulsátilla, and even pulsalita), but the word
Dictionary Reviews Continued

accepted by the Royal Academy Dictionary is pulsatila.

5. An example of an entry that could be improved is (274) ultramarino = azul de ultramar, azul ultramarine, where the equivalent English should have included the word blue.

6. Sometimes too many translations are given, such as (71) constituent = componente, elemento constituyente. Perhaps only constituyente should have been included in this glossary, particularly when another entry shows (70) component = componente.

7. An example of an entry that may be confusing to some people is (18) ammonium phosphate di-, hemi-, monobasic = fosfato de amonio di, hemi, monobásico. It might have been better to have three separate entries (dibasic, hemibasic, and monobasic).

8. It may have been helpful to some less experienced translators to include a note at the beginning of the glossary indicating that, in Spanish, a term like sódico is often used interchangeably with de sodio, and carbónico is often used interchangeably with de carbono, etc.

9. The proofreader should have caught (169) lucensomycin = lucensomicina lutein. The English term lutein appears somewhere else.

10. Other errors occurred in Spanish double letters, such as (156) isooctane = isocetano (should have been isoctano) and (223) polyisobutylene = polisobutileno (should have been poliisobutileno).

11. The proofreader should have also caught: (194) nalbuphine hydrochloride = cloruro de nalbufina; (194) naltrexone hydrochloride = cloruro de naltrexona; and (228) procainamide hydrochloride = cloruro de procainamida (Hydrochloride means clorhidrato, not cloruro, which means chloride).

Overall Evaluation
My general rating of this work is good. The value of this glossary is that it offers an extensive compilation of chemical and pharmaceutical terms. It is obvious that the author has been compiling information for many years, and the fruits of her labor are commendable. The weaknesses found were often relatively minor, considering the subject matter of this glossary and its magnitude, and were more frequently due to errors that should have been caught by the proofreader. If used with caution, the glossary should be quite helpful to an English-Spanish translator working on chemical and pharmaceutical translations.

Arnoldo Higuero is a freelance translator/interpreter specializing in the technical, business, legal, medical, and scientific fields. He translates from English into Spanish, Spanish into English, and from French, Italian, and Portuguese into English and Spanish. He has a number of engineering degrees, including hydraulics, civil engineering, and hydraulic engineering. He has worked as an engineer on civil and hydraulic engineering projects, including dams for waterpower, flood control, and/or irrigation projects located in a number of countries. He also published a Dictionary of Panamanian Terms (in Spanish) and prepared an English into Spanish dictionary for business travelers.
Le Petit Larousse multimédia 2006

Publisher:
Larousse
www.larousse.fr

Publication date:
August 2005

ISBN:
537112649X

Price:
€39.90 (about $52.00)

Available from:
www.amazon.fr
www.larousse.fr (Downloadable version)

Reviewed by:
Françoise Herrmann

The French monolingual and encyclopedic dictionary Le Petit Larousse is 101 years old! The second electronic edition of this French institutional giant is completely revamped. This edition sports a brand new animated and intuitive user interface, stellar search and exploration functions that slice through every angle of the dictionary and encyclopedia, high-definition audio and visual media, and its very own web search engine called Copilote.

Le Petit Larousse multimédia 2006 includes the complete hardcopy word listings of Le Petit Larousse Illustré 2006: 59,000 common words (including a new words section); 28,000 proper nouns; 60 tables and charts; the famous Pink section with proverbs; and a 32-page grammar. Le Petit Larousse multimédia 2006 also includes a fabulous multimedia component consisting of 2,100 remarkably crisp and high-definition pictures and photos, 313 interactive maps, 200 sound files, and 100 audio-videos, all of which abundantly and vibrantly transforms the magnificent illustrations of the hardcopy edition.

As the editor points out in the preface to the CD-ROM edition: “Il Le Petit Larousse has changed across time, it is because the words that are collected and explained in it have changed, as well as the world that it describes and captures.” Not the least of these innovations, one might add, is the dictionary’s medium of delivery, which in this edition serves to augment and simplify access further, and to magnify, enliven, and enlighten the fabulous content and its century-old, part-dictionary/part-encyclopedia format. Le Petit Larousse is a great encyclopedic dictionary of French, and the new 2006 multimedia and electronic version is a beautiful tool that is more than worthy of this reputation.

Installation Requirements
You may obtain a copy of Le Petit Larousse multimédia 2006 via Amazon.com, or you can also buy a downloadable copy directly from www.larousse.fr, with an option to receive a back-up CD copy in the mail for an extra small fee of €10 (about
Dictionary Reviews Continued

S13). In both cases, you will need a PC with a Pentium™ III, 500 mHz processor, 128 MB RAM, 118 MB of space on your hard drive, Windows® 98/2000/NT 4.0/XP, a 4X CD-ROM drive, a 1MB graphic card, and a sound card compatible with Soundblaster™. The InstallWizard handles installation and offers two standard installation options: minimum or complete. The minimum installation option requires less than 30 MB on your hard drive and the use of the CD in your computer drive. The complete installation option requires 650 MB of space on your hard drive and frees the CD drive on your computer for use with other programs. The succinct 11-page user guide (as well as the backup CD copy you may order with the downloadable version) is copy-protected. This means that every six months you will be prompted to reinsert it briefly, so do not lose it!

Intuitive Use

The interface of the Le Petit Larousse multimédia 2006 opening Index screen sports an animated scroll bar on the lower portion of the screen. (See Figure 1.) This scroll bar displays, in a continuous motion, the images of the articles or entries preceding and following the article or entry that is currently being consulted. The animation stops when you mouse over an image, and it resets when the entry or article changes since it is designed to supply surrounding visual information. However, beyond supplying you with an immediate link to the surrounding visual context of the listing, this animated scroll bar functions as a wonderful intuitive introduction to the tool. The images traveling along the lower portion of the screen are strikingly high-definition and inviting. Thus, even without a particular targeted search in mind, you may immediately click yourself into the dictionary to discover some of its contents in a perusal, flip-page mode.

Once you have emerged from the intuitive mode of discovery and are ready to target your navigation, you will find Le Petit Larousse multimédia 2006 up to the challenge.

Features

Basic Search and Multimedia Hits:
The splash Index screen (Figure 1) may be set to either one or both of the two main sections of Le Petit Larousse: the Noms communs (common nouns) dictionary section and/or the Noms propres (proper nouns) encyclopedia section. Then, you may select a term in the Index column on the right of the screen or type your search word in the field above it. Results are displayed in the window to the right above the animated scroll bar. For a search on the term “téléphone” (telephone), for example, the illuminating set of results (Figure 1) include a dictionary entry, an encyclopedic article, four related video files appearing as large thumbnails (cellular telephony, mobile telephony, satellite telephony, and “How the telephone works”), as well as a satellite map of mobile telephony, appearing in the upper right corner. A frozen printscreen of these results, however, falls short of conveying the wonderful didactic power of the animated audiovisual explanations and the comprehensive multimedia definitions. (You must see sound waves traveling or transformed into electrical impulses to understand!) And for translators without electrical engineering backgrounds, these short video definitions are invaluable. When results include sound files and charts, these appear as iconic symbols below the article or entry, while conjugations appear as a large “C,” and articles as an “A,” in the upper right corner, each enabling you to toggle in and out of the related information effortlessly.

Interactive Hyperlinks: Furthermore, the full contents of the results are hyperlinked interactively. This means that a small dialog box pops up to parse and field your hyperlink request when there are several options. For example, the hyperlinked dialog box for the term “forme” (form) will prompt you with hyperlinked choices according to grammatical category: verb, adjective, or noun. Similarly, hyperlink dialog boxes prompt you with the several choices invoked in polysemy, compounds, or homonymy. This will no doubt be the most sophisticated design of hyperlinks you have used to date, and you will wonder how hyperlinks ever worked before.

Simple and Advanced Search Modes:

Beyond the basic Index search, there are two additional search modes (simple and advanced) and an exploration mode. The simple search mode enables you to search for a term, including dates, anywhere in Le Petit Larousse, and to have results returned in the order of their importance, according to the sublists that were searched (the Dictionary, Media Files, or Annexes). Thus, for example, you may want to target the media files exclusively (videos, pictures, or drawings) for terms such as “anatomie” (anatomy), “coeur” (heart), or insecte (insect). The advanced search mode enables you to filter searches in
the encyclopedia section and to search for prefixes and suffixes in the dictionary section. For example, you could do an advanced search on “French film makers of the 21st century” using the various filters or options in the time, place, domain, and category fields, which could be further combined with a search on words beginning “le,” thus returning such results as “Lelouch, Claude” (a French film maker).

**Exploration Mode:** The exploration tool (see Figure 2), accessible everywhere you see an “eye” icon, offers a way of examining the segmented contents of the dictionary indexed according to media types (photos, maps, charts, drawings, animations, flags), as well as the Pink Section (containing proverbs and idioms), the grammar, and a novel section called “New Words.” For each of these sections, an alphabetical index pad appears on the left, while a clickable list of the contents, as thumbnails or links, appears on the right. This exploration mode is particularly useful for bird’s eye access and dissection of the contents. The New Words section is particularly useful. In it you will find such terms as “blog,” “Bluetooth,” “déremboursement,” “facadisme,” “grignotine,” and the verb “formater.”

**Copilote Web Search Engine:** Finally, Le Petit Larousse multimédia 2006 also includes its very own web search engine, a research assistant tool called Copilote. The @ sign and link to the Copilote appears at the top right corner of the Index interface. (See Figure 1.) The Copilote directly front ends web searches to make sure that only one meaning of a polysemic term is searched. Results are returned using a default search engine you have selected (Yahoo!, Google, or Evalead). Design and use of the Larousse Copilote addresses all of the issues associated with the lightning speed of change on the web (obsolete URLs and domain names, new gateways and sites, etc.), while extending the boundaries of searches and the scope of information available. It is both clever and immensely useful.

**Word Game Tool:** For all the Des chiffres et des lettres (French Wheel of Fortune!) buffs, as well as Scrabble, Boggle! and crossword puzzle fans, there is also a Jeu de lettres (Word Game) tool that will help you to impress even the most skeptical of your acquaintances. Just type in the sequence of letters and hit Search. You are guaranteed to win every time.

**Overall Evaluation**
Consistent with a 101-year tradition of excellent lexicography, marvelous illustration, and famed didactics, Le Petit Larousse multimédia 2006 brings all this and much more. Sounds of musical instruments, compositions, and animals; national anthems linked to flags; photos, images, and drawings of the highest resolution; and motion picture animation with crystal clear audio commentary—these new and vibrant dimensions serve both to transform and extend the traditional definitions of this dictionary and encyclopedia. The redesign of Le Petit Larousse multimédia 2006, with a brand new intuitive and animated interface, new search and explore functions, interactive hyperlinks, the Copilote web search engine, high-definition audio and video, and a word play tool will both facilitate and illuminate your searches. When you need to understand quickly how technical and scientific innovations work, see an identifying picture of a sparrow or a praying mantis, or hear the differences between a trombone and a trumpet, Le Petit Larousse multimédia 2006 is truly irreplaceable. Get it and enjoy!
**Spanglish is the third of**

the translation- and interpretation-related movies that I watched, and I wish to report that, although very entertaining, it is not about the linguistic phenomenon of Spanglish, but about three topics: 1) dealing, as an immigrant, with a Spanish-English language barrier in southern California; 2) the ups and downs of being neurotic and manipulative, with all the psychobabble that is accessory to that, on the West Coast; and 3) dealing with middle-school-age problems of adjustment to life and adult expectations. It is well acted, with performers who convincingly portray the language barrier under one residential roof. The screenplay writer really has a sensitive way of writing lines for the performers that convey the difficulty of learning another language as an adult. Also, prepare to see a 12-year-old’s astounding skill in interpreting for her mom—apart from one sentence that she deliberately did not translate, she could be a template for the entire interpreting industry!

### New Queries

**E-I 4-07/1** Use calculation triggers (Y/N) is a puzzling part of a string in some biomedical software a ProZ member was dealing with, attempting to provide good Italian for it. Instinctively, the Translation Inquirer senses this is more a computer matter than a medical matter, but who can assist us?

**E-Sp 4-07/2** In the field of contouring earth and moving it from place to place, a ProZer was stumped by *bladed and track walked* in the following context: PAG waste rock will be placed in the Tailings Storage Facility in 6-m-high lifts with the material *bladed and track walked* by dozers to produce an even running surface that the hauling trucks will use to advance to the next dumping point. What on earth is this action, and what would be a reasonable Spanish equivalent?

**F-E 4-07/3** A ProZ user is attempting to find something in English that will have the same strength as the French “transcender les cloisons entre disciplines,” as applied to a technical and engineering assignment.

**F-E 4-07/4** In a manual for a microwave humidity-measurement system, a ProZ user stumbled a bit over “faire une poêle,” and here’s enough context, I assume, to get the job done: “Lorsque l’indicateur affiche ce pictogramme sur une case agrégat cela signifie que la valeur affichée est en dehors de la plage étalonnée de la sonde. Il est donc impératif de faire en poêle afin de contrôler la mesure du système, si il s’avère que la mesure est juste il est alors nécessaire de rentrer un nouveau point correspondant à cette nouvelle valeur.” A specific term in English is needed.

**F-G [E] 4-07/5** Other than the fact that it is an item of bathroom furniture, no context, unfortunately, is available for this query about a “coiffe robinetterie.”

**G-E 4-07/6** A Lantra-L member needed good and concise English for the German medical term “Verum-Verum-Vergleichsstudie,” already knowing that in the target language it is a *study involving two active ingredients (as opposed to a placebo).*

**G-Po [E] 4-07/7** A seat-of-the-pants feel for what the problem word means in this query is not good enough. We need a real definition of “Exekutivlastigkeit,” as found in the following two context sentences, and then some Polish, or at least English, for it: “Die zunehmende Exekutivlastigkeit der europäischen Rechtssetzung führt zu Legitimationsdefiziten.” And: “Die Einführung des semi-präsidientiellen Systems 1977 hat zu einer erheblichen Zentralisierung der Macht und Exekutivlastigkeit geführt.”

**Po-E 4-07/8** The Translation Inquirer does not know Polish, but can feel the emotion dripping from this little bit of literary text for which a ProZ user sought the English: “mówić o swoich pierwszych porywach serca, pierwszych spotkaniach…” Dry the tears, please, and submit a response if you can.

**Pt-G [E] 4-07/9** In the field of applying powder coatings, a ProZ member had difficulty with the term “control de planta” in a list of items that were part of what is to be delivered to make up a spraying chamber. Other items in the list were: “Cabine de Pintura a Pó” and “Estufa de Cura.” The full entry with the problem item was “Painel
Elétrico e Control de Planta por CLP.”

(Sw-E 4-07/10) Obviously translation had already begun on this text when this Lantra-L member got puzzled enough to submit it to her colleagues: “XXX shalt be ansvarig för slutlig sekretessprövning…” This translator realized that the final word meant something like confidentiality, but maybe ATA members can do better.

(Sw-F [-E] 4-07/11) Either French or English will do for the difficult phrase “blottade de dem snart på roddare” in this context sentence about a medieval naval conflict: “De anföllo skeppen, och i höfdingarnas frånvaro knevelade de dem snart på roddare, men de blev ofta nedsnagna…” Anyone have any ideas?

Replies to Old Queries

(Cr-E 1-07/1) (uvodzenie u posjed): Kathleen Davis says that the term bypass trust might apply, although a bypass trust deals with all sorts of property, not just real estate.

(E-Sp 10-06/3) (firing dryers): Renato Calderon prefers “secadora de ignición,” and offers this for the entire original English sentence found on page 46 of the October 2006 issue: “El proceso consiste de un gas principal de escape, expulsado por una secadora de ignición mediante un intercambiador de calor para colectar una solución acuosa.”

(E-Sp 10-06/4) (post out): Also from Renato, “Podremos manejar todo por correo o recorrir a otras divisiones o locales?”

(F-Ro 2-07/4) (taux global de prélèvements obligatoires): Bob Killingsworth says that the spirit of the key term here is compulsory contributions, which is why you do not see “impôts” or “taxes.” By economic definition these are taxes, as in payroll taxes, but politicians do not like to call them that, and national income accountants prefer to distinguish them from other taxes because ostensibly they support transfer payments rather than expenditures. He offers aggregate social security receipts as a percentage of GDP or ratio of aggregate social security receipts to GDP. In Romanian, the translator can probably get away with the cognates of “taux” and “prélèvements obligatoires” to an extent that would not work in English.

(G-I [-E] 11-06/8) (VV RVG): Alessandra Fioravanti, a legal translator, says that VV is “Vergütungsverzeichnis,” while RVG is “Rechtsanwaltsvergütungsgesetz.”

(G-I 2-07/5) (Hubendschaltergewicht): Sabine Michael says that the problem word can be dissected into “Hubende” (stroke end) and “Schaltergewicht,” which in English would be limit switch. If this is from a text regarding cranes, she would go with upper-limit switch or tripping weight limit switch. The device seems to be a tripping weight that does not allow a hook block or hook block hoist (“Hakenflasche”) to go past a certain limit, as a tripping weight has been installed to prevent it from going further up. Someone else will have to deal with the Italian for this.

(R-E 1-07/9) (…что и пришло к занижению в воспитательных их оценке): Kathleen Davis suggests which also resulted in a lower evaluation (or estimate) as to educational goals.

(R-E 1-07/10) (ордена трудового красного знамени): Various government agencies Kathleen Davis knows of prefer Order of the Red Flag (or Banner) of Labor.

(R-G 2-07/8) (ΜΤΕ υλικών): Paul Hopper checked with a source at the National Institutes of Health and concluded that in English it is metastatic nodules, and in German, based on Bunjes, “Metastasenknoten.”

April may be the cruellest month, but not for the Translation Inquirer. There was a good crop of replies this time, and yours truly thus completes 14 years of being the moderator for this column. Everything considered, I do believe the very youngest ATA member whose memory goes back to when someone other than Decker was running this show, would have to be at least 31, 32 years of age.

This column is solely intended as a means of facilitating a general discussion regarding terminology choices. For feedback regarding pressing terminology questions, please try one of these online forums: Lantra-L (www.geocities.com/athens/7110/lantra.html), ProZ.com (www.proz.com), or Translators Café (http://translatorscafe.com).

Address your queries and responses to The Translation Inquirer, 112 Ardmore Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. E-mail address: jdecker@uplink.net. Please make your submissions by the first of each month to be included in the next issue. Generous assistance from Per Dahlke, proofreader, is gratefully acknowledged.
Going 1 on 1, the hero’s solid 1-2 with his 5 of clubs beat the villain’s 45.
He progressed from a 1-lunger to a 4-banger to 4 on the floor, then hit on all 6.
To 2-timers, love is a 1-way street.
The 2-bit comic threw out 1-liners in 1-night stands in 1-horse towns.
The ad said 2-fer, but it was 99.
Don’t touch social security, the 3rd rail of politics!
Every 4 and 1, he wound up 3 sheets to the wind.
The 4-flusher, trying to 1-up Joe 6-pack, claimed membership in the 400.
There are no 4-baggers in 1 o’cat, even when played in plus-4’s.
Insomniacs, always at 6’s and 7’s, try to catch 40 winks 40 ways to Sunday.
The 7-11 was not open 24/7 the week of 9/11.

For definitions of some of the obscure expressions above, see the box on page 62.

English is not the only language to have such expressions. Below are some expressions in French, German, and Russian, from both slang and non-slang dictionaries. The expressions are followed by their actual meanings and then by their literal translations in square brackets.

à la une: on the front page (of a newspaper) [on the 1]
en moins ddeux: very soon [in less than 2]
à deux doigts de: very near to [2 fingers from]
trois-six: brandy [3-6]
entre quatre z’yeux: intimately [between 4 eyes]
cinquante-pour-cent: wife [50%]
huit jours: 1 week [8 days]
être au septième ciel: to be on cloud 9 [to be in 7th heaven]
dritte Zähne: false teeth [3rd teeth]
fünf gerade sein lassen: to not be too particular, to bend the rules [5 directly to leave alone]
fünf Minuten vor zwölf: the last minute [5 minutes to 12]
fünfte Rad: 5th wheel [5th wheel]
пятка: a marijuana cigarette butt [5th]
семь на восемь: very large [7 x 8]
девять грамм: a bullet [9 grams]
There have been some changes to the Certification Exam Review process. In the past, candidates had an entire year from the date of their exam sitting to submit a request for a review. This policy will still be in effect for candidates who took exams in 2006. Starting with exams in 2007, candidates will have six months from the date that exam results are sent to them to submit a request for a review.

The rationale is that six months is sufficient time to decide whether or not a candidate wants to challenge the exam grade. This also makes the policy consistent with the appeal of an exam review, which already has a six-month request period.

Fees for both the exam review and the appeal of an exam review will increase for any exams taken after January 1, 2007. The exam review fee is now $250. The fee for an appeal of a review is now $200. Policies and forms to request both of these procedures are on ATA’s website, or you can request them from Headquarters.

**Review Procedure**
www.atanet.org/certification/about
review_procedure.php

**Review Form**
www.atanet.org/certification/about
review_request_form.php

**Review Appeal Procedure**
www.atanet.org/certification/about
review_appeal.php

**Review Appeal Form**
www.atanet.org/certification/about
review_appeal_form.php

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### ATA Certification Exam Information

#### Upcoming Exams

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<td>Arizona</td>
<td>Phoenix</td>
<td>September 30, 2007</td>
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<td>California</td>
<td>San Diego</td>
<td>September 8, 2007</td>
<td>August 24, 2007</td>
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<td>San Francisco</td>
<td>November 3, 2007</td>
<td>Registration Deadline: October 19, 2007</td>
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<tr>
<td>Georgia</td>
<td>Atlanta</td>
<td>August 11, 2007</td>
<td>July 27, 2007</td>
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<tr>
<td>Indiana</td>
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<td>June 16, 2007</td>
<td>June 1, 2007</td>
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<td>Albuquerque</td>
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<td>Portland</td>
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<td>Houston</td>
<td>August 11, 2007</td>
<td>Registration Deadline: July 27, 2007</td>
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<td>Brazil</td>
<td>São Paulo</td>
<td>June 16, 2007</td>
<td>Registration Deadline: June 1, 2007</td>
</tr>
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</table>

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 ATA’s website or from Headquarters.
Obscure Definitions from Humor and Translation

1-lunger: a one-cylinder engine, or a vehicle with a one-cylinder engine
1 o’cat: a variant of baseball with only one base instead of the usual three
Track 1: a red-light district
Track 2: a gay ghetto
4 and 1: Friday, payday
4-baggers: home runs
4-banger: a four-cylinder engine, or a vehicle with a four-cylinder engine
5 of clubs: fist
5² (five squared): well understood, loud and clear
Deep 6: to discard, jettison, throw overboard
File 17 (or 13): circular file, a wastebasket
25: LSD
44: a prostitute
56: compensatory time off for police who work weekends
86: to eject or even kill
99: obsolete or damaged goods that rate an extra commission to a salesperson
The 400: the social elite

ATA Member Benefits

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