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ATA President Marian S. Greenfield talks about ATA with Margaret Powell-Joss, a member of the Swiss Association of Translators, Terminologists and Interpreters.

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I Must be Myself: Accompanying Orhan Pamuk
By Tuula Kojo, Translated by Jill G. Timbers
A literary translator bears powerful witness to how one author changed her life.

Glossary Mining Part 4: Making It Legal
By Lee Wright
Read on for a list of sites for legal terminology and related sources.

Quality Assurance for In-House Translation: Tips and Tricks
By Dierk Seeburg
Using a systematic approach to translation can help achieve better results. Abiding by a few key principles will lead to translators with better skills who can produce higher quality translations, which will lead to higher customer satisfaction and higher rates of return.
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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 | February 2007

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Tuula Kojo has been translating Turkish and Swedish literature into Finnish since 1995. She also compiled and translated an anthology about Istanbul. In 2005, she received Finland’s State Prize for Literature for her Finnish translation of Orhan Pamuk’s works Snow and Istanbul. This year, Pamuk won the 2006 Nobel Prize for Literature, and Kojo was among the guests he invited to the celebrations in Stockholm. Contact: tuula.kojo@kolumbus.fi.

Margaret Powell-Joss has operated Powell-Joss Translations in Bern, Switzerland, since 1986. She is a member of the Swiss Association of Translators, Terminologists and Interpreters, and a occasional contributor to the association’s journal, Hieronymus. Contact: info@powelltrans.ch.

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ATA’s Quality Crusade

From the President
Marian S. Greenfield
President@atanet.org

Much is planned for 2007 to continue ATA’s “quality crusade,” and I hope that you will not only find it exciting, but that you will also contribute.

We are continuing the “spread the word on quality campaign,” promoting Translation: Getting It Right, seeking out opportunities to speak about the importance and how-to of buying quality translation, and working with ATA’s Public Relations Committee to develop a template for presentations on this promotion, including a DVD summarizing the PR Committee’s successes and an audio version of Translation: Getting It Right. The debut presentation based on the template is planned for the Israel Translators Association Conference in February, and we hope to also present it, along with the new DVD, to the Association of Translation Companies in London and to our own Translation Company Division this year. Work is also continuing on Interpreting: Getting It Right.

ATA will be exhibiting at the National Association for Bilingual Education Annual Conference in February, hoping to educate buyers of school system translation and interpreting about ATA, our online Directory of Translation and Interpreting Services, and how to buy quality translation. Of course, we expect to distribute lots of copies of Translation: Getting It Right at the event, which generally attracts some 8,000 attendees.

ATA will once again be a key sponsor of the Translation Summit in Salt Lake City, Utah, on March 12, 2007. We will gather information at the summit from direct clients as well as language services companies, and “sell” them on the truism that you get what you pay for in translation and interpreting, and that it takes an educated buyer to procure good language services.

Now here is how you can contribute...

Reach out to the community by signing up for ATA’s Red Cross volunteer interpreter corps (www.atanet.org/red_cross). Take a look at the School Outreach website (www.atanet.org/careers/school_outreach.php) and offer to do a presentation at a local school or university. Distribute Translation: Getting It Right or the online link to it (www.atanet.org/docs/getting_it_right.pdf) to clients and potential clients. The more visible we are, the better for the industry in general.

Support our quality drive by signing up for professional development activities, including the following:

The Business of Translating and Interpreting Seminar (February 24, Atlanta, Georgia)

While you are at it, engage in a little enlightened self-interest and sign up for the Mentoring Training offered on Sunday, February 25. This is an opportunity for you to give back while participating in a very rewarding activity (I can vouch for this...I have had several ATA mentees and countless unofficial mentees, and the relationships are almost always mutually beneficial and have resulted in several cherished friendships and fruitful business relationships).

Energy Conference (May 4-6, Houston, Texas)

Watch your e-mail and ATA’s website for details, particularly for opportunities for related activities, including a possible discount on fees for the 2007 Offshore Technology Conference, to be held April 30 – May 3 at the Reliant Center in Houston.

We are also tentatively planning the following:

- Legal Seminar (March, Philadelphia, Pennsylvania)
- Translation Tools Seminar (June, Denver, Colorado)
- Medical Seminar (August, Boston, Massachusetts)

And, of course, the ultimate professional development opportunity, ATA’s 48th Annual Conference, October 31 – November 3, in San Francisco, California.

Pursue other opportunities to develop your professional skills and business acumen. Please let us know of any opportunities to spread the word (send an e-mail to walter@atanet.org).

Looking forward to a great year and to seeing you at many of the above events.

The more visible we are, the better for the industry in general.
Among the duties of the president-elect is to supervise the organization of two annual conferences. I deliberately use the word “supervise” rather than “organize,” as the organization of an event of such magnitude requires an extensive team effort. With the New Orleans conference behind us and the 2007 San Francisco conference ahead, I would like to share some information on how the conference cities and hotels are selected.

Over the past few years ATA conferences have drawn anywhere from 1,200 to 1,600 attendees, depending on a variety of factors, such as the number of ATA members in the area, the city’s popularity as a tourist destination, flight connections, and the economy. This size group is too small for a conference center, but too big for most hotels, which limits us to a select group of Hiltons, Hyatts, Marriotts, and Sheratons that can accommodate our needs. As an example, at the 2006 conference we used 16 breakout rooms for 16 concurrent sessions, an 11,000-square foot exhibit hall that was able to accommodate 61 exhibitors (plus the space needed for the BodyWorks massage station and the Cyber Café), and a ballroom big enough for the opening reception, which is typically attended by all.

When selecting a particular city and hotel, ATA’s Board relies on the recommendations of a company called Experient (formerly Conferon), which assists businesses and associations with conference site selection, hotel contract analysis and negotiation, meeting planning, on-site expertise, attendee management, supplier negotiations, and a host of other services. With a given set of parameters, such as those described above, the company provides us with a list of potential cities and hotels within each of the cities.

The Board typically decides first on the geographical location, trying to alternate between east and west, south and north, and all the places in between. This decision is typically made five years in advance, with the notable exception being the 2009 conference, to be held in New York City to celebrate the Association’s 50th anniversary in the city of its inception. In order to secure the hotel space and lock in reasonable rates for this conference, the Board started the negotiation process in 2002, seven years in advance.

Once a city is selected, the Board generally schedules its quarterly meeting in one of the city’s hotels recommended by Experient, and tours another hotel or two to get as much information as possible before making a decision. The room rate is a very important consideration, but a number of other questions need to be answered, including: Is the meeting space adequate for our needs? Are the walls between the breakout rooms soundproof? Is the exhibit hall large enough? Are there other events scheduled concurrently with ours? Is the neighborhood safe? Are there enough restaurants, shops, and facilities, such as fitness rooms and business centers? Is the hotel easy to get to? Does the hotel offer good opportunities for socializing and networking? This is just a sampling of the many variables the Board has to consider when selecting a venue that brings the best value to our members.

Many of you voiced complaints about the fees for Internet access charged by the hotels. The Board is listening. Internet connectivity and fees are high on the list of negotiated items because we know that a translator without e-mail is like a bird without wings. The tricky part is that the planning and negotiating of the contract takes place four to five years in advance. I will leave it up to you to imagine the kind of cyberspace that will be available in five years and at what cost. Or think back to what Internet services were available five years ago and compare that to today’s online connec-

I deliberately use the word “supervise” rather than “organize,” as the organization of an event of such magnitude requires an extensive team effort.

I hope the above sheds some light on what needs to be taken into consideration when planning for the annual conference, and why we use a particular hotel tier rather than inexpensive hotels or university campuses. The Board works hard to learn and implement the best practices in conference planning. And as I said at the beginning, putting on an annual conference requires the close cooperation of many people. I would like to thank the entire ATA staff and our contacts at Experient. Most importantly, I would like to thank all the volunteers. Without their dedicated work, there would be no conference. I look forward to working with many of you to make the 2007 San Francisco conference a great success!
The following report from ATA Treasurer Peter Krawutschke was given at the Meeting of All Members in New Orleans, Louisiana, November 3, 2007.

It has been a pleasure to serve our Association as its treasurer during the past year, and I am able to report to you that our finances are in good shape.

We finished the 2005-2006 fiscal year (July 1, 2005 – June 30, 2006) with a slight surplus of $35,792. The table shows the distribution of our 2005/2006 income and expenses of major accounting categories. (The actual income/expense statement contains 340 line items.)

All the information I am furnishing you with is subject to audit by an independent auditing firm. This firm has just conducted its audit, and I will report to you again in the ATA Chronicle as soon as we have received the results.

As of June 30, 2006, ATA’s investments (mutual funds and securities) amounted to $606,385 (compared with $552,946 as of June 30, 2005). We invest the Association’s reserve funds conservatively. Based on our auditor’s recommendations and with the Board’s support, we are attempting to reach reserves covering six months of operating expenses.

On August 11, 2006, the Board approved the 2006-2007 budget in the amount of $2,338,402. The table below shows the distribution of our budgeted income and expenses. As you can see, it is a zero-surplus budget that will demand considerable efforts by the Board, staff, and the treasurer in order to stay within the authorized expenditures. I, for one, am looking forward to meeting this challenge.

This year, for the first time, we present to the membership cost analyses of three ATA programs: The ATA Chronicle, the Certification Program, and ATA’s Annual Conference. I am very pleased that the Board supported me in this effort to show the membership how its dues are used.

The ATA Chronicle: As you can see from the table, The ATA Chronicle cost the association $525,352 in 2006. The Board believes that the quality of ATA’s flagship publication gives our profession the kind of visibility in the marketplace that makes this cost acceptable. I agree with this assessment. However, this does not mean that we should not make considerable efforts to improve the revenue side of The ATA Chronicle.

ATA’s Annual Conference: ATA’s Annual Conference performed as it should, yielding a surplus of...
$71,215 for the 2005 conference. This surplus gave us the financial assurance that we could carry the New Orleans conference this year. It is the Board’s and my position that ATA’s Annual Conference should be budgeted to yield a surplus, or at least be self-supporting.

**ATA’s Certification Program:** ATA’s Certification Program incurred a loss of $131,531 in 2005-2006, i.e., $14 of every ATA member’s dues went to support this program. The questions that ATA’s Board and the membership will need to discuss are the following: Do we want ATA’s Certification Program to be self-supporting, or do we wish to distribute the program losses across the membership? Your participation in this discussion is encouraged, and will be valued by the Board and by your treasurer.

The excellent quality of our financial operation is essentially the product of the fine work of our accounting manager, Kirk Lawson, and the solid leadership of ATA’s executive director, Walter Bacak.

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**On August 11, 2006, the Board approved the 2006-2007 budget in the amount of $2,338,402.**

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The Brigham Young University Center for Language Studies announces the second annual national Translation Summit, Monday, March 12, 2007, in Salt Lake City, Utah. Sponsors include ATA and other national and international organizations concerned with translation, localization, interpreting, or more generally with language. The Summit covers both translation and interpreting. ATA members who attend will earn six points toward certification maintenance.

The Translation Summit brings together leading players from every major sector: academia, government, and industry. Cooperation among these entities is crucial to improving the translation process, building efficiencies, reducing costs, raising the visibility of the translation and interpreting professions, and establishing standards that are key to the future.

The focus of this event will be on cooperation, rather than sales presentations by vendors. By working together, stakeholders can both influence the future and provide service to society through means such as scholarships and internships. The structure of the conference is intended to encourage cross-sector interaction, with each organization improving its global reach through multilingual communication that is appropriate for the intended audience. Such appropriate global communication includes translations produced in the most efficient manner and at the best value, without sacrificing effectiveness.

**Featured presenters include:** ATA President Marian S. Greenfield (topic: translation supply); Everett Jordan, founding director of the National Virtual Translation Center (topic: government demand); Joseph Mazza, Translation Division chief for the U.S. Department of State; and Stephen Sekel, head of Translation Services for the United Nations.

**Registration (nonmembers):** $175  
ATA members: $150

For more information: www.translationsummit.org.
Most of the Internet scams to date affecting ATA members have been directed toward interpreters. Now, it appears translators need to be more vigilant.

ATA member Lisa Siegel-Cruz of Orlando, Florida, shared the new scam and her experience with me. This veteran translator (and former U.S. Food and Drug Administration spokesperson specializing in fraud) inadvertently let her guard down. The following is a summary of the incident as reported to the Federal Bureau of Investigation (FBI).

“I received an inquiry from Dr. Jane Spencer stating that she had some translation work. She provided it to me and insisted that she would need basic information from me, which is customary in this line of business.”

“Due to the amount, I provided her with the information, which, again, was very basic and included my complete name, full address, and e-mail address. Once the work was complete, I invoiced her appropriately. She then told me that the check was in the mail. I gave up waiting for the check to arrive and, due to the slightly insignificant amount involved, proceeded to disregard the invoice and the whole situation. Several weeks later, however, Dr. Spencer popped up again and excused herself profusely, stating that the payment had been sent via DHL. She told me that I could deposit it and then take out any fees I deemed necessary, as the check was coming directly from the client. She then provided me with her address in London so that I could send her the difference.”

“A couple weeks later, I still had not received a check. Again, I just dropped the matter and figured I would learn from the experience. Finally, on December 6, I received an e-mail from Dr. Spencer stating that the check had been sent via DHL, and she even provided a tracking number. The next day I received a cashier’s check (from Bank of America), which bounced and caused me numerous bank fees. I contacted Bank of America a couple of weeks later, and they confirmed that the check was fraudulent.”

Lisa was relatively lucky to be out less than $200. Regardless, keep your guard up—if it is too good to be true, it probably is—particularly if you receive unsolicited business online from an unknown organization or individual. Do not accept payment for an amount higher than what was agreed upon. This may be counter to what you want to do, but this is the crux of this particular scam. The scammers are relying on potential victims to do the “right thing” by having the victims send a check for the difference between what was paid and what was owed. If you are unsure about whether a check received for payment is good, your bank can usually let you know in three to five days.

Finally, I would like to thank Lisa for stepping forward. She did a great service to her colleagues by sharing what happened so it does not happen to others, and by filing a claim with the FBI’s online Internet crime reporting site.

Online Fraud

www.ic3.gov
The FBI’s online Internet crime reporting site.

www.OnGuardOnline.gov
The Federal Trade Commission’s educational site about cross-border online fraud, offering information on common scams and tips on how to avoid them.

www.tuesdayswithmantu.com
Contains information on Rich Siegel’s book, Tuesdays With Mantu: My Adventures With a Nigerian Con Artist.

You might also want to read Jill Sommer’s article, “A Little Paranoia Can Go a Long Way,” on page 13 of the May 2005 issue of The ATA Chronicle.

Final Reminder for ATA Membership Renewal:
If you have not renewed your membership, please do. You may renew online at www.atanet.org/membership/renew.php. Thank you for your past support and for renewing for 2007.
The language market is rife with books and dictionaries that are published in a hurry to meet the urgent need for easy-to-use Arabic references, and to fill the gap “between English-speaking and Arabic-speaking business partners.” The (ROM) Arabic Business Dictionary (Schreiber Publishing, 2006) is an obvious example of the dictionaries that fall into this category.

The new 172-page dictionary, which contains “Business terms for banking, accounting, insurance, real estate, …and more,” has many Arabic terms that are difficult for users to interpret (even Arabic native speakers). On page 20, for example, the dictionary gives the meaning of the English word “bill” as , which is an old term that has been replaced by other modern, easy equivalents. The dictionary also contains inaccurate Arabic words, such as as a translation of the English word “uncollectible.” The dictionary also lists “bill of landing,” but readers will be more familiar with the well-known English term “bill of lading.”

In his review of the Arabic Business Dictionary in the November/December issue, Jeff Hayes mentioned some of the errors contained in this dictionary. He argues that the term “clause” is translated throughout the dictionary as فقرة (condition) rather than ( which is translated as شروط). In this respect, I would like to state that the term “clause” is usually used in insurance policies as شروط (conditions) rather than فقرة. These clauses are embedded in insurance policies or attached to them as ملحقات. One would also expect to find a key term used in banking, “letter of credit” (ألفاميرال السندتي), to be translated into Arabic. Readers would also expect to see an explanation of the distinct differences between certain insurance and shipping terms, such as risk, peril, and hazard.

One positive point about the Arabic Business Dictionary is that, unlike the Al-Mawrid, which has its own shortcomings, it contains key legal Arabic words. For example, the English word “adhesion” is translated as دفعية in the term “adhesion contract,” which is translated as دفعية.

Finally, as a native speaker of the language with a related background, I sincerely request that the editors of this dictionary try to rectify many of the terms in their dictionary, especially since it is a recent publication. They should also consider working on a references page, because their publication has many English and Arabic terms that are identical to other terms in similar dictionaries.

Nayef Tarawneh
Birmingham, Alabama

DynCorp International and McNeil Technologies Awarded $4.6 Billion Army Linguistic Services Contract

The U.S. Army has awarded a contract for management of translation and interpretation services in Iraq to Global Linguistic Solutions LLC (GLS), a joint venture formed by DynCorp International and McNeil Technologies. The five-year contract, with a maximum value of $4.65 billion, was awarded by the Intelligence and Security Command.

Under the contract, GLS will provide translating and interpreting services to the U.S. Army and other U.S. government agencies, including embedded Iraqi translators and interpreters who will operate with U.S. forces. GLS will employ up to 6,000 locally hired translators and interpreters and up to 1,000 U.S. citizens with security clearances who are native speakers of languages spoken in Iraq.

At press time, L-3 Communications, a contender for the same contract, had filed a protest with the Government Accountability Office over the loss of the contract.

Contracts to provide linguists in Afghanistan and at the U.S. detention facility in Guantanamo Bay, Cuba, were also awarded to Thomas Computer Solutions and Calnet. Thomas’s contract in Afghanistan is worth up to $703 million. Calnet’s contract is worth up to $66 million.
In late September 2006, ATA President Marian S. Greenfield represented ATA at the 40th anniversary conference of the Swiss Association of Translators, Terminologists and Interpreters (ASTTI, www.astti.ch) in Bern, Switzerland. Marian was among several association presidents interviewed for the December issue of ASTTI’s journal, Hieronymus. The following is reprinted with the permission of ASTTI.

ASTTI: Welcome to Bern, Marian Greenfield, and thank you for answering some questions.

MG: Thank you.

ASTTI: May I jump in straight away? How many members does ATA have?

MG: We have nearly 10,000 in more than 70 countries.

ASTTI: When was ATA established?

MG: Nearly 50 years ago. We will celebrate our 50th anniversary at our 2009 Annual Conference in New York City at the Marriott Marquis Hotel, October 28-31, 2009.

ASTTI: Great! We look forward to celebrating that event with you. What kinds of activities does ATA pursue?

MG: We have 15 divisions, which are special interest groups designated either by language or subject specialty (i.e., literary, medical, interpreters, etc.). Our two most recent divisions are the Korean Language Division and the Language Technology Division.

I am the chair of ATA’s Professional Development Committee and organize seminars all around the country. Pretty much every two years we have been organizing three-day, subject-specific mini-conferences. We have done two financial translation conferences and one legal translation conference. We also do one-day seminars around the country on subjects like court interpreting, legal translation, technical translation, and very specific subjects in advanced-level seminars where we bring in specialists. We have 18 committees that also have special interests. For example, our Certification Committee administers our translator certification program and the Translation and Computers Committee disseminates information about technology. We are involved in translation standards with the American Society for Testing and Materials, and we have observer...
status with the European Committee for Standardization. We have an annual conference with around 1,200 to 1,600 participants.

ASTTI: This is on a slightly different scale from the activities conducted by ASTTI.

MG: A bit, yes, but as I said, we have nearly 10,000 members.

ASTTI: What about your admission procedures? What does it take to become a member of ATA?

MG: You pay your money and you get your membership.

ASTTI: It cannot be that easy!

MG: It is, actually. We are very much an umbrella organization. We do not turn away members. If you have any kind of interest in translation and/or interpreting and you pay your dues, you become a member.

We accept all members, but only people who are certified or provide proof that they are active members can vote. To get voting rights you have to pass our translation certification test—we do not certify interpreters at this point, but this is something that is being examined. If you choose not to take the exam—because your language pair is not offered, or because you interpret rather than translate, or you have been in the business a long time and do not feel the need to be certified—you can get voting rights by an alternate route through our active membership review process. The active membership review process involves proving that you are really actively involved in the industry. More detailed information on this process can be found on our website at www.atanet.org/membership/memberviewprocess_overview.php.

ASTTI: A little while ago you said ATA has nearly 10,000 members in over 70 countries. However, you are the American Translators Association. How do you explain this?

MG: It is an ongoing debate about who we are and what we want to focus on. Our activities—with the exception of our 2004 Annual Conference, which we held in Toronto, Canada—are based in the U.S. However, we have members from all over, which is actually very much a boon for those of us who live in our target-language country. Members also come from abroad to speak at our conferences. Having members all over really stimulates intellectual exchange, which, of course, we cannot do our job without.

ASTTI: You also mentioned your standards committee. Let’s talk about translation standards and ATA’s code of conduct.

MG: We do have a code of business practices, which is currently under revision. That really is something separate from translation standards. We are involved with ASTM International, a standards development organization that serves as an open forum for the development of international standards (www.astm.org).

ASTTI: I would like to focus on the way in which your members address the diversity of languages.

MG: Diversity of target languages is more of an issue as I see it. If somebody asks me to do a translation into British English, I tell them I do not do that. At most, I can do a British spell check for them. I also tell them they need someone local to go over the text for them.

One of the things ATA sells is specialists. In order to be successful, you need to specialize. For example, I’m a Spanish/Portuguese/French to English financial/legal translator. Because I work in the very limited field of financial English, the difference between American and British English is not as much of a problem. If you get into other subjects, it is different, especially in literary translation. But most of our clients will want American English because their end users are going to be in the U.S.

Our translators going into Spanish, Portuguese also, have much more of a problem because there is a big debate about whether there is a neutral Spanish. But in financial terminology, for instance, you can find some-
thing that is very bland but that people will understand. It doesn’t sound natural but it is understandable. The really knowledgeable clients who are in marketing or who need really snappy text will be smart enough to have their translations localized for each country that they are going to. This is very important, and it is a huge issue for our members.

**ASTTI:** Do you have any idea, roughly, of the ratio of language pairs among your membership?

**MG:** By far the largest language pair is Spanish↔English. French is fairly big, so is German. I think those are probably the biggest.

**ASTTI:** How about Chinese, Japanese, or Arabic?

**MG:** There is a pretty good contingent of Chinese and Japanese translators, but they are not the biggest at all. We have a much smaller group of Arabic translators, not very small, but much smaller than in the other languages. Certainly the U.S. has a great need for Arabic translators—actually, I think the world has a great need for them. We’ve been advising the government in this area.

We actually have become the go-to group for the U.S. government on language and interpreting issues. This is a really good place for us to be because the government recognizes that we know how to do it right and that we can help them learn how to do it right, or do it better than they are already doing it. We can be a resource for finding people.

We have, for instance, been consulted by the National Virtual Translation Center, through which various government agencies outsource their work over the Internet. This is a major breakthrough because, for security reasons, these agencies were not allowed to outsource before. We have had such agencies come to us when they go to recruit. As they discovered, we are nearly 10,000 translators, and we are a pretty self-selected group, so we are a good place for them to source translators.

**ASTTI:** How do you view the perennial issue of competition versus collegiality? Is that an issue?

**MG:** From what I hear, I think it is less of an issue in the U.S. than elsewhere. I have been told at our conferences that people in the U.S. are more collegial and much more willing to share their experience with one another. For instance, my friends in the business and I are constantly in touch with each other with terminology questions, and we constantly refer jobs to each other.

**ASTTI:** What about Internet competition? I have found people offering online translation virtually free of charge.

**MG:** That is a huge issue, and is part of our client education initiative. We are extremely active in client education, getting the message out there that buying cheap is going to buy you garbage and it is going to cost you money in the end, that you need to hire qualified translators and interpreters, and that, if you do not, you are going to get burned.

It is very much a part of ATA’s mission to educate our clients. We have a very active public relations committee that is in charge of educating clients, and the public in general, about the profession—what we do, how we do it—and trying to sell the idea of buying good translation. Under my presidency, ATA has also been tasked with communicating with our own members to spread our message in order to professionalize the profession. We have a client education brochure entitled *Translation: Getting It Right,* that is directed toward the translation buyer. Members can get up to 100 copies of this brochure free of charge to send to their clients.

ATA is also involved in the Translation Summit, which brings together industry, academia, and the translation and interpreting community, so that we can all talk to one another and make sure our clients get it right, and so that we can provide what our clients need and can educate translators and interpreters to meet those needs. That is a huge part of what we do. We spend a lot of money on public relations, and a lot of that effort is going into client education. And that’s the only way.

I give a lot of keynote addresses, and I also teach translation at the university level. My message is always: to be successful in this business, you need to be the best at what you do, and you need to specialize. I also talk to clients about what to look for in translators. I tell them to look for somebody who does a limited number of languages, in a very limited scope of topics, and sticks to what they know.

**ASTTI:** Marian Greenfield, thank you very much!
It seems a trivial concept—Survivor—a reality TV program that celebrates self-absorption and social maladaptation, and which has no place in my living room (although I did spend 30 minutes with the denizens on one occasion, just to see what the conversation was about). However, the core theme, which includes overcoming inertia, abandoning the status quo, and rethinking “how we do things around here,” seems compelling.

While project management is a relatively new profession, the activities associated with it have been practiced for centuries. An endeavor requiring planning, execution, oversight, and completion is not an uncommon part of life, and, the management of such activities has been undertaken as a fact of life, with variable success.

Project management is often regarded as a profession that anyone with some common sense can master—and that may be true, if cost, quality, and time are not a factor. While there may well be some “naturals” among us, getting something done is not necessarily the same as mastering a task in a timely, cost-effective fashion. And it bears mentioning that “managing” and “doing” are not necessarily the same thing.

All too often, particularly in our industry, project managers have been tasked with everything from administrative work to accounting, and have few tools or techniques at their disposal to forestall the inevitable burnout—the prevailing wisdom states that the answer is to hire additional project managers. This pattern is not surprising, given that many agencies grow from a “Mom and Pop” shop into a larger concern—the lead person has always handled everything and the status quo prevails.

There is a path up and out, however, and it involves three simple concepts: education, empowerment, and analysis. While it seems to be such a common-sense construct and so self-evident, it is our nature to overlook the obvious and soldier on as we have always done. But let’s take a new look at our work and our profession.

What is a Project?

According to the Project Management Institute (PMI), a project is characterized as an activity that is unique and temporary. It is distinguished in that regard from a program, which involves repetition of processes that are performed on a routine basis.
What is Project Management?

Project management is the application of specific tools and techniques (e.g., work breakdown structure, critical path planning, earned value management, etc.) for application within defined process areas:

- Communications management
- Cost management
- Human resources management
- Integration management
- Procurement management
- Quality management
- Risk management
- Scope management
- Time management

...and integrated into the following activities:

- Initiation
- Planning
- Executing
- Controlling
- Closing.

Traditional Project Management

Project managers served as technical experts first and as project managers second (e.g., aerospace engineers, software developers). Since they provided most of the technical direction, project managers held maximum authority (power) and accountability, competed for resources, and held and controlled information (project data, correspondence, budgets, scheduling tools).

Modern Project Management

Most technical direction is supplied by managers/vendors (e.g., production expertise, web/software expertise, technical editing expertise), and accountability and authority is shared with managers/vendors. Project managers now negotiate for deliverables rather than personnel.

While project management is a relatively new profession, the activities associated with it have been practiced for centuries.

Access to information is shared, as is responsibility for reporting, scheduling, and tracking. Most importantly, the principles and practices of project management are now incorporated into all areas of the workplace.

It is clear that the activities identified as part and parcel of project management impact many aspects of your organization, and that the cultivation of such activities and the principles of project management, applied throughout your organization, would benefit every department and defuse much of the pressure and responsibility on individual project managers.

First Step: Education

Providing your project managers with the world-class tools and techniques to do their jobs most efficiently is of primary importance. While there are numerous educational vehicles, the PMI’s Project Management Professional certification program is truly without parallel, both in terms of content and practicality from a time and cost perspective.

PMI’s Project Management Professional (PMP) certification is a preeminent professional credential for individuals in project management. PMI is dedicated to developing and maintaining a rigorous, examination-based professional certification program to advance the project management profession. Currently, there are over 200,000 PMPs practicing worldwide.

PMI’s Project Management Body of Knowledge (PMBOK) comprises, in my opinion, the most comprehensive, globally accepted, and technique-focused definition and application of project management principles and knowledge.

Holding a PMP certification assures clients that you have a solid experiential and educational grasp of project management principles and practices. While the tools and techniques are not employed the same way in all organizations, they provide a common language and a starting point for project managers working together across all industries.

PMP training and study will provide you with both the critical thinking techniques and the hands-on tools that will allow you to provide a leadership role, not just within your organization, but also for your clients and your vendors.

Requirements

- If you hold a baccalaureate degree (or equivalent), you are required to have 4,500 hours leading and directing specific tasks, in addition to 36 months of project management experience.

- If you do not hold a baccalaureate degree, you are required to have
7,500 hours in a position of responsibility leading and directing specific tasks, in addition to 60 months of project management experience.

- You must have earned 35 continuing education units/professional development units related to project management education before applying to sit for the examination.

**Examination Application**

- You must document, either online or in paper format, the hours of project management experience you are claiming, including the process areas involved in each.

- Applications are subject to audit—be sure your documentation includes accurate contact information to confirm your experience if your application is audited.

- Once your application has been processed, if eligible, you will receive an eligibility letter (via e-mail) containing detailed scheduling instructions.

**The Examination**

- Test candidates have one year from the date their application is approved and processed to take the examination.

- Candidates have a maximum of three attempts to receive a passing score on the PMP examination within the one-year eligibility period. After the third unsuccessful attempt, candidates will have to wait one year before reapplying for the credential and attempting to test again.

- Questions are multiple choice and are designed to test your knowledge of project management principles as well as your experience. The questions are situational and there may be more than one correct answer. You are required to select the answer that most accurately takes into account the principles presented in the PMBOK.

**Sharing the Knowledge: Cultivating a Project Management Culture**

- Share the content of your classes with others in your organization as you progress through the training (most courses last five to eight weeks). This will help reinforce the training in your own mind and provide the opportunity for others to understand and begin to absorb project management principles and techniques.

- Consider making your reading material available to all in a company library; publish/distribute educational “leads” (online resources, articles of interest in journals, etc.).

- Ask staff members to share their own training experiences with you and the rest of the staff.

- Use the language of project management and demonstrate the use of and effectiveness of project management techniques in day to day work settings.

- Make sure training in specific process areas is available (e.g., procurement, risk management).

**Second Step: Empowerment**

Empowering your project managers with appropriate tools and techniques is a powerful first step, and part of that process should be providing information about those tools to all staff members. However, knowledge without access to meaningful information and data will do little to balance the load on your internal resources.

**Data**

Is your tracking and scheduling information available to everyone on staff, preferably via intranet or Internet? Is the project manager responsible for the recording/updating of this information, or are employees empowered to update the master data?

- Universal access to pipeline/forecasting information, and access to scheduling and planning for live projects, is essential if you are to depend upon your managers/vendors to provide deliverables rather than just resources.

- Sharing the task of updating schedules and entering data results in more accurate data and increased bandwidth for your project managers.

- The price of designing or acquiring such an electronic system is well worth the cost! The outlay may be far less than the staffing additions required if you maintain the status quo.

**Translation Requests**

- Consider providing the actual translation request with the
project materials on your network.

• If you are concerned about confidentiality and you do not yet have signed confidentiality and/or non-competition agreements with your staff, do it now!

• If you are still concerned, you have more work to do.

• Providing this information allows your staff to answer many questions or get clarification without having to ask the project manager.

• Filtering upfront information through just one person is risky—specialized departmental perspectives can make a critical difference.

• Understanding the business need behind a request enables employees to approach work from a “fitness for use” perspective.

Estimate/Quote Information
• Allow your staff to answer many questions or get clarification without having to ask the project manager.

• Staff members can conduct a reality check if they are unsure of the level of service requested.

• Staff members can proactively advise if the scope of work exceeds what was quoted.

• Bring staff members into the process—if they have access to this information, you are building trust.

Correspondence
• Allow your staff to answer many questions or get clarification without having to ask the project manager.

• Staff members can better prepare for changes in scope and deadlines.

• Staff members can solve post-delivery problems down the road—two months later, do you remember what the client said? Can you prove it?

• Giving access to the “how” and “why” brings staff members into the process, further empowers them, and may bring you a wealth of insight from the staff on the ground.

Permission to Act
• Give your staff permission to act instead of always having to ask permission.

• Remember that giving permission to act also must include permission to fail, and you must offer support when that happens.

• Involve the staff in face-to-face discussions regarding upcoming work, and encourage questions, dialogue, and clearing the air.

Third Step: Analysis
This step includes activities that are well outside the scope of this discussion, but that bear mentioning. As complex as business and personal analysis can be, this is an area where much immediate action can be taken with little effort.

Business Model Analysis
• Where have you been? Did you start as a small agency translating English websites into foreign languages?

• Where are you now? Has your business subsequently gone in a new direction? Perhaps, as a result of your localization business, you have acquired a great deal of foreign-into-English litigation work.

• Are you staffing your business in the same way?

• Where do you want to go? Have you examined your pipeline, your sales plan, your organization, and thought about the future? Are you planning your staff and technology acquisitions to make your plans possible?

Task Analysis
• Examine the daily tasks being performed in your organization—think about each one and answer the question: Why are we doing this? You may be surprised how often you do not know the answer, and nobody else does, either!

• Examine the daily tasks being performed in your organization—think about each one in light of technological innovations. Do you still have a file room? Are you still sending out hardcopy translations? Is the right data being saved electronically (and properly backed up)?

• Have you provided remote access to key staff members?

• Are you providing appropriate and adequate training to staff members to encourage self-reliance (use of ftp, effective electronic calendaring, e-mail filing, common programs, utilities, and elementary troubleshooting)?

• Have you examined your workload and determined whether a segment of it might be better executed as a program/process rather than as a project?

Escape From the Island
With all the knowledge gained and waste eliminated, you can go out and
hire two more project managers, right? Not so fast! Before you clone yourself yet again, analyze the tasks you are performing, and remember that managing and doing are not always the same thing! Instead, consider:

• Hiring a person who specializes in computer-aided translation tools to run analyses, maintain translation memories, process extraction tasks, and keep your company up-to-date on this rapidly changing technology.

• Instituting a project management office charged with maintaining templates, project information, lessons learned, as well as interfacing with clients post-delivery regarding problems, in-country reviews, and revisions. This office could also be charged with receiving and shipping orders, as well as initiating work on straightforward projects (programs).

• Adding contract, part-time, or full-time production personnel, consultants, or editors if your in-house staffing (other than translators) is light, and if the nature of your work demands that you spend significant time on such tasks (or on outsourcing them).

**Bottom Line**

Adopting any of these suggestions can prove valuable to your company, your career, and probably will enhance your personal life (if only by giving you one). Nearly as important, in my estimation, is that adopting world-class business principles in our organizations elevates us as companies and also elevates us as an industry.
Second Annual School Outreach Contest

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

It’s easy • It’s fun • It’s free • and ...

it could win you free registration to ATA’s 48th Annual Conference in San Francisco, California (October 31 – November 3, 2007).


2. Pick the age level you like the best and click on it.

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

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

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

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.
Translators Hired as Copywriters

By Nina Sattler-Hovdar

With globalization continuously on the rise, companies now realize the need for reaching a global audience in their respective languages. As a result, translators are increasingly being asked to “translate” slogans, taglines, and all sorts of what is generally labeled as “marketing” material. This is certainly a very interesting job, and definitely one that is very challenging.

Clients, however, rarely ask for actual “copywriting.” Most requests are disguised as “translation,” “proofreading,” or “editing” jobs. Here are some typical examples of requests for these types of jobs that I have received and that you may recognize from your own experience:

• You are asked to proofread a text that turns out to require full-blown copyediting.

• A client asks you to make a translation read “more idiomatic.”

• You are asked to “translate” a high-gloss magazine advertisement (at a minimum rate, since it is only 200 words).

• The client is a bit short on ideas and needs you to “come up with a creative tagline,” for which they offer to pay you $20.

• You get a phone call and a desperate person at the other end asks you to translate a company slogan over the phone.

How to Handle Requests

I am often asked by fellow translators how to handle requests for such jobs. More often than not, serious client education is in order, since many clients (and even translators) tend to underestimate the work and skills needed to deliver a good copywriting job.

Before getting into some of the main arguments that you may want to use in your negotiations with clients (see Summary Table #1), there are some widespread myths that ought to be clarified:

Myth #1: “Every translator can deliver an adequate rendering of marketing copy.”

This is not true. Creative copywriting requires special skills and talent that have been refined through training and experience.

Myth #2: A translator specializing in copywriting can produce copy just like any other translation.

Again, this is not true. Reproducing copy in another language cannot be equated with translation, because it requires several refining steps on top of the translation itself.

Myth #3: If you list “marketing” as your specialty, you are automatically able to produce top-selling copy.

This is not necessarily the case. Someone specializing in marketing will know the marketing terminology, and is supposed to understand the ins

Many clients (and even translators) tend to underestimate the work and skills needed to deliver a good copywriting job.

Summary Table #1

Client Education Arguments

- Copywriting requires special talent, training, and experience in addition to foreign-language and translating skills.

- To come up with good copy, you need to have a very clear idea of what the message is.

- To get “the big picture,” you need as much input as possible (explanation of intended message, target group, purpose, where the document will be used, visuals, etc.).

- Any professional copywriter would refuse to work without such input on the grounds of unprofessionalism.
and outs of product management, market dynamics, market research, positioning statements, the meaning of a SWOT analysis (evaluation of Strengths, Weaknesses, Opportunities, and Threats), consumer behavior, etc., but may not be, or want to be, a creative copywriter. Marketing is a technical field just like accounting, corporate law, or any other field requiring special knowledge and terminology. Copywriting should be handled as an additional skill of its own.\(^1\)

Once both you and the client are aware that copywriting is not the same as marketing expertise and that top-selling copy is a time-consuming process over and above the translation process itself, it should become clear that we are no longer talking about mere translation and mere translation fees, but of translation (fees) plus copywriting (fees).

**Know What is Involved**

Another paramount aspect is that good copy cannot be provided at the touch of a button. Even the most gifted and experienced copywriters need an adequate briefing before they even sit down to start thinking. The “creatives” within advertising agencies get what is called a creative briefing. It is important to ask for such a briefing if you are planning to accept an assignment involving copywriting.

If a creative briefing is not available, ask for the intended message, the target group, the purpose, where the text will be used, as well as for any visuals that are going to be printed with the text. I strongly recommend not accepting copywriting jobs without a proper briefing.

A briefing is also important when it comes to evaluating the quality of your work. Because at the end of the day, how is your work going to be judged? At the mercy of the client’s subjective taste and preferences, or against something neutral like the assignment parameters discussed during an initial briefing? A briefing gives you and the client an objective basis for judging a given choice of words. Just keep in mind that as long as the difference of opinion over a particular choice of word or phrasing does not affect the overall message, you will probably still want to accommodate the client’s wishes regarding the use of certain terms.

If everything else fails, try using the formula shown in Summary Table #2 above.

**Before You Start**

It is my hope that you will be able to come to an agreement with the client regarding the particulars of a job, and be provided with all the briefing and input you need to complete the project to everyone’s satisfaction. Before you set out with the job, you may find it helpful to read through the 10-step procedure that I apply in my work (see Summary Table #3, page 25). It is a procedure I have developed over time, and it seems to work well for both me and my clients.

**Summary Table #2**

<table>
<thead>
<tr>
<th>Tell the Client</th>
</tr>
</thead>
<tbody>
<tr>
<td>The more input, the better the copy. The faster the turnaround, the lower the cost.</td>
</tr>
<tr>
<td>Meaning: The more visuals, reference material, and briefing you get (more input), the better you will be able to understand and render the message (better copy). The less time you need to spend guessing and searching around (faster turnaround) for information, the more time you save for copy development (lower cost).</td>
</tr>
</tbody>
</table>

**Addendum**

The following is a summary of some of the most common questions I have encountered from colleagues. I provide the answers below for your convenience.

**When does a job qualify as “copywriting” as opposed to a standard translation? When are copywriting fees justified?**

A: The line is blurry, but I recommend that anything that is going to be published and is meant to promote, persuade, or elicit a response in any way requires copywriting and should be handled as such.

**How can I convince a translation company to give me all the input and reference material I need? They often say they cannot get it.**

A: If the agency is really interested in delivering a good job and keeping their clients happy, they will make sure you get what you need. Use the same arguments you would use with a direct client. Sadly, many project managers are unaware of what it takes to come up with good copy, so do make sure they realize what is at stake. When everything else fails, you may point out that a botched brochure translation could lead to costly legal claims.

**Does the use of computer-assisted translation (CAT) tools hamper creative writing?**

A: Indeed it does. Since the copywriting process focuses on the target text only (see Summary Table #3), segmentations and tags definitely keep the creative juices from flowing freely. You should be able to read a text without any technical distractions.
Are you sometimes asked to provide back-translations, and how do you handle that?

A: I do have clients who need me to provide a back-translation of the final creative copy. The reason is usually that the local client’s parent company does not understand a word of German and would like to get a rough idea of what the German says and how much it strays from the original English text. I think we all know about the shortcomings of back-translations, but the client may not necessarily have our experience. So it is important to stress that the back-translation is meant for orientation only. What I usually do in such cases is to provide a rather literal translation, explaining plays of words and, if applicable, the reason for choosing a different approach than what appears in the original text. This is the solution I would recommend to anyone who is asked to deliver a back-translation.

What is the ideal background for working as a copywriter?

A: There probably is no such thing as an ideal background, since there are many ways to acquire the skills, provided you have a certain talent and interest to start with. Marketing expertise is certainly an advantage, but not a must. You should, however, be able to tell good copy from one that sounds flat or dowdy. This is usually a skill acquired over time, preferably by working with advertising and/or public relation professionals. Apart from that, you should keep yourself up-to-date by constantly reading good journalistic texts, press releases, and sales and advertising material.

Summary Table #3

Recommended Copywriting Procedure

1. State clearly in advance what sort of fee you intend to charge for your work. The industry standard is either time-based (hourly, daily, or even weekly flat fees) or project-based (per direct mail letter, per article page, per brochure).

2. Review and absorb all briefings and visuals. Review them until they really sink in and you have captured the spirit and intended message. Make sure you have fully understood what the client wants to express (if you have not, ask!).

3. Come up with a translation that is as close to the original as possible, even if it may not sound perfect at first.

4. Proofread to make sure you have not missed anything.

5. Put the material aside and check out relevant target-language sites on the Internet or other reference material (brochures, catalogs, etc.) to collect ideas.

6. Read only the translation and start editing.

7. Make sure you speak the reader’s language. Step back and try to visualize yourself talking to someone else. How would you express a particular thought in your own language? What would sound natural? Be to the point, do not waffle.

8. Keep track of the time spent.

9. Deliver the job and expect some back and forth negotiations between you and the client. Do not worry if the client asks you to make changes, since this is completely normal procedure. (It does not necessarily mean your version is poor.)

10. Write the bill, but do not write it before the end client has given his or her final approval!

Notes

1. I hope that ATA will consider creating a new category labeled “Copywriting” in its online database, to be listed in addition to translation, interpreting, desktop publishing, and whatever other skills we are increasingly expected to offer. I would consider this an added value for both potential clients and translators. It would enhance the user-friendliness for anyone searching the database.

   For example, someone listing copywriting and medicine in their credentials would be an excellent choice for translating and adapting a medical company’s high-gloss brochure on a new product. The client would not have to go through a whole list of medical translators who are unable or do not want to offer copywriting, and these translators would then be spared requests that they would not want to deal with anyway.
I Must be Myself:
Accompanying Orhan Pamuk

By Tuula Kojo, Translated by Jill G. Timbers

The following is a translation of an essay by Tuula Kojo, the Finnish translator of Turkish novelist Orhan Pamuk, who won the 2006 Nobel Prize for Literature. The essay first appeared in a 2005 collection of writings by Finnish literary translators about the challenges and rewards of transferring literature between worlds, Suom. huom.: kirjoituksia kiäntämisestä [Translator Note: Essays about Translation]. It has been translated here with permission.

I feel confused every time

I first hold in my hands a brand new book, hot off the press, that I have translated into Finnish. I recognize the author’s name and my own, of course, and yes, I guess that is how I revised that phrase when the final proofs were in front of me and the hurry was great. True, that is no doubt the text I produced, but why does it nevertheless seem so curiously unfamiliar, as if it had been done by someone other than me?

My confusion can be traced in part to the fact that the Finnish book is so very fine and clean and fresh. The Turkish original, which is closer to me, is anything but. Turkish books are almost without exception paperbacks, often a bit shabby looking. Their paper is porous and yellowish, and the words crowd the pages till there is barely room to breathe. And the book’s characteristic smell crowns it all: a blend of cigarette smoke, air pollution, and damp dust. That is the kind of book I have thumbed through as I worked. It has been dear and familiar through and through to me. It has been like a home, but it was written by someone other than me.

But first I think we ought to sweep back through time to the early 1980s. I was not supposed to become a literary translator. I was studying all sorts of fun things at the University of Turku in Finland: culture, literature, cinema, art. During the summers I roamed about Europe by Interrail. Through travel and studies I came to know the Western countries, but it wasn’t enough. The world was much more. I was curious and longed to explore distant places, but as a student on a tight budget I did not get farther than Turkey.

I made my first trip to Turkey in the summer of 1984, when I participated in an international work camp in the village of Söğütçük in central Anatolia. I spoke no Turkish and knew virtually nothing about Turkey. Along with 20 other committed Europeans, I dug ditches for water pipes. Conditions were primitive, the sun scorched, the village men cheered us on from the shade, cigarettes dangling. At the camp I started out my journal this way: “I can’t tell whether I like this or not.” A month later in Istanbul I wrote: “I can’t bear this sick country any more, it’s making me sick, too. If I can only last till Finland.” I decided I would either figure out this sick country that tried me so, or I would never ever come back.

That hot summer marked the beginning of my multifaceted relationship with Turkey and the Turkish language. For the next 10 years, in and around my studies and work, Turkey was, for
It was Pamuk’s novel *The White Castle* that first stopped me short. I was blown away. It felt as if the book’s tale of twin identities had been written just for me. That’s exactly how my mind works, too; I also am not always sure whether I am I or you. It was hard to believe that the author was really Turkish. I had to meet him. I tracked down his phone number, called him, interviewed him, and wrote in my journal: “Really smart guy. Terrific sense of humor.” Shortly after this, we met in Istanbul. I was there to do literary research, but by the end of our long conversation we both agreed that I should begin to translate his books into Finnish. At the time, I had no idea what I was getting myself into.

**The Translator’s Plunge**

I stepped into the great unknown when, having signed my first translation contract with the publishing house Tammi, I leapt confidently into *The New Life* and forgot all about the rest of the world. My translation was completed in a state of bewitchment I cannot even explain. I did not touch my journal, because *The New Life* was my journal. That is how it felt. I wanted nothing more.

When I translated the part where the protagonist sits watching beside the bed of his feverish beloved, suddenly I, too, ran a high fever. Nor did I even find this strange. Instead, I could not imagine how people could choose to busy themselves at their summer cottages when, for me, the world’s greatest happiness was translating Orhan Pamuk’s novel. When I had no choice but to go outside to buy coffee and cigarettes, the bustle of the streets seemed unreal to me. My only reality was the book.

The more I turned the pages, the more a world that I could have never imagined, or perceived, pervaded my being and took hold of my soul…. I knew I was slowly making progress on a road that had no return.7

Not till the final meters of the undertaking did I begin to feel frightened: just what was I doing? My journal from that period has this note: “I wish I had never read the book that changed my life totally.” The wish was soon forgotten. My translation into Finnish reached completion with the support of the world’s best editor, Vappu Orlov. My Finnish translation of Pamuk’s novel *The New Life* was published in 1995, and I was left with an emptiness as I held the unfamiliar-seeming book in my hand: my first-born. I thirsted for a new bewitchment right away.

**Genuine Work**

Dear reader, I in no way wish to suggest that translating is sheer rapture for me. It is genuine work as well. But that only became clear to me gradually. In the fall of 1996, I took part in a “master class” intended for beginning literary translators that was organized by the Finnish Association of Translators and Interpreters. There, many essentials involved in translating literature became clear to me, and I discovered I was not alone, even though I was the only translator in Finland translating Turkish literature. My tutor Oili Suominen warmly encouraged me to continue.

After the course, I wrote in my journal: “I really feel like moving to Helsinki and pouring myself 100% into translating.” But the future seemed uncertain. One cannot live on Pamuk alone.

I was residing in Stockholm and translating *The Black Book* from Turkish into Finnish. But I was living in Istanbul and seeking the city’s mystique. Pamuk’s narrative effusions, metaphysical machinations, tormentor’s tears, buildings’ dark chasms, princes sprawled on divans, sad souls in search of their identity, and columnists who had lost their memory left me wonderfully dizzy with it all.

This was when I first heard the refrain...in counterpoint to the ringing in my ears. It promised to save me from the madding crowd, to show me the road back to my inner voice, my own peace, my own happiness, even my own smell. **You must be yourself, you must be yourself!**
I moved to Helsinki and wondered whether translating literature could become more than a moment’s fling for me. What if I were to take the fascination with Turkey that had begun at the work camp and turn it into a meal ticket, a career. But it still took a long time before I was able to hold my head up and call myself a literary translator by profession.

With this came much more as well. I have given presentations and written articles about Turkey. I have worked in a Turkish bookstore, interpreted for Turkish immigrants, toured refugee camps in southeastern Turkey, and written columns for Turkish newspapers. I have subtitled Turkish television programs and translated lovers’ legal certificates. I have shouted to doubters at the top of my lungs that Turkey is definitely no boondocks! I have found myself serving as a cultural intermediary and as an expert on Turkey of whom all sorts of questions are asked: What language is spoken in Turkey? Are Turks Arabs? Why are the Kurds being repressed? Will Turkey join the European Union? Does it snow in Istanbul?

My back had started to ache even before I began translating Pamuk’s novel My Name is Red, which, along with much else, depicts Enishte Effendi’s great torment: “Withstanding this boundless suffering was so difficult that a portion of my mind reacted—as if this were its only option—by forgetting the agony and seeking a gentle sleep.”

I had just recovered from the insomnia and paramnesia I had caught from the columnist of The Black Book. I clung to rituals more tightly than ever, as I believed them to be a vital part of my work: that coffee cup has to be placed precisely like that, exactly there, or I will make a mistake. To make my Finnish translation sound like Pamuk, I read both the Turkish and the Finnish out loud time and time again. And secretly I cursed my author, who seemed to have gotten me completely in his power. I had become a slave. If his novel’s hero suffered, I, too, had to suffer.

My journals make for grim reading: “I am desperate…. Can I keep this up? Will my health withstand it? Will this never end?…. Terrible shooting pains in my chest and shoulders…. I am tired, I am frightened…."

I will not continue moaning, dear reader, I will not disclose the depths in which I have wallowed, for what I bear guilt, of what I am ashamed, or whom I have betrayed. But I do want to tell you that after a certain point, I firmly resolved to kill off my author. I suppose in a way I did kill him, too. But when once again we met and talked things through, my murder resolve was forgotten, and I had a vague recollection of happiness. For it is happiness that the heroes of Pamuk’s novels seek, and some even find it, momentarily.

I, too, sought happiness as I translated the novel Snow from Turkish into Finnish. I, too, like the book’s hero, visited Kars on the threshold of the November 2002 elections. As I write, the winner of those elections is trying to pilot Turkey into the European Union. The beauty, poverty, and sadness of Turkey’s northeast corner moved me, too, to tears. And I, too, had to answer the question: What do Europeans think of the Turks?

If the Europeans are right and our only future and only hope is to be
more like them, it’s foolish to waste time talking about what makes us who we are.1

Memories and the City

Literary translation demands much: precision, humility, patience, general knowledge, empathy, and who knows what all. Insufficiency is a familiar feeling. I would like to say a word of warning to those considering a career as a literary translator, but I cannot decide what to say.

Except, perhaps, that translating literature also gives you a great deal. As I sit at my desk now and page through my translations and my journals and try to take inventory of my years with the Turkish language, I nearly burst with the memories. O Turkey, what brew have you steeped me in? O Istanbul, city where I have enjoyed innumerable glasses of tea in the company of gentlemen. O Istanbul. Memories and the City!

It is you I have translated in the grip of great happiness and guilt.

I would like very much to open a clean page of my journal and write: “I would not trade any of it for anything! I am grateful that I was able to get to know Orhan Pamuk and Istanbul, thankful that I have been allowed to experience the intoxicating whirl which Turkey has presented to me.”

But I must be myself and confess that at this moment I really do not know what I think about it all. I swing back and forth. And why do I even need to know, since I have had the good fortune to translate an author whose thoughts are often built on just as shaky a foundation as mine?

[When they told me that the picture on the wall was of me.]

Each time I’d feel my mind unraveling; my ideas about myself and the boy who looked like me, my picture and the picture I resembled, my home and the other house—all would slide about in a confusion that made me long all the more to be at home again, surrounded by my family.9

Notes


3. Ibid, 5.

4. Another famous Finnish literary translator, Suominen is particularly known as the translator of Günter Grass.


The first three installments in this series emphasized websites of a technical nature, with an occasional oddity thrown in for good measure. This time the focus is entirely on websites for legal terminology and related resources. Although my own languages are Spanish and English, I have also found a number of sites for French, German, and Portuguese. However, I will start with a survey of monolingual English sites.

**English Resources**

**Ballantine’s Legal Dictionary and Thesaurus**


This is the PDF version of the complete unabridged edition of Ballantine’s. The URL takes you to the entries for the first letter of the alphabet, so if you want to see entries for other letters, just change the “a” in the URL to that particular letter. Unless you have a lot of time and paper to spare, do not plan on printing a copy, since the entire PDF version occupies nearly 2,800 pages.

**FindLaw**


Provides a comprehensive set of legal resources for legal professionals, corporate counsel, law students, businesses, and consumers.

**Jurisdictionary**

www.jurisdictionary.com/dictionary/A.asp

Provides very detailed definitions of most terms.

**MyLawyer.com**

www.mylawyer.com/glossary.htm

Nolo Legal Glossary

www.nolo.com/definition.cfm/alpha/A

This site was created by NOLO, a provider of do-it-yourself legal solutions for consumers and small businesses.

**Parliamentary Jargon Explained**

www.parliament.uk/glossary/glossary.cfm

Provides definitions of the unique terms, expressions, and customs of the British Parliament. Among other things, the site contains information about the various institutions of the British government, including guides to the House of Commons and the House of Lords in nine languages (English, Welsh, Chinese, French, German, Italian, Japanese, Spanish, and Russian).

**The Cybrary Glossary**

http://talkjustice.com/files/glossary.htm

This site is not limited to legal terminology.

**The Law.Com Dictionary**

http://dictionary.law.com

Provides both short and long definitions for most terms.

**The 'Lectric Law Library**

www.lectlaw.com/def.htm

Contains excellent definitions. Undoubtedly the best all-around resource for legal terminology.

**Wikipedia Encyclopedia of Legal Terms**


Provides access to a wide range of English legal terminology and other resources.

**Law Firm Glossaries**


The firm that created this glossary is now defunct, but the information is still good.

Tredway, Lumsdaine & Doyle, LLC. www.tldlaw.com/glossary.html

A California law firm.

**Court Terms**


This is a good site if you need to consult court decisions. The Center for Individual Freedom is a nonpartisan, nonprofit organization with a mission “to protect and defend individual freedoms and individual rights guaranteed by the U.S. Constitution.”

Cornell University Law School

www.law.cornell.edu/uscode

Contains a nice collection of U.S. codes.

CourtTV Law Center Glossary

www.courttv.com/archive/legalterms/glossary.html

This is a somewhat surprisingly good resource with excellent English definitions.

Emory University School of Law

www.law.emory.edu/FEDCTS

Provides access to all kinds of U.S. federal court information and documents (e.g., rulings).

Federal Court Terminology

www.id.uscourts.gov/glossary.htm

www.uscourts.gov/understanding_courts/gloss.htm
Gavel2Gavel.com
www.re-quest.net/g2g/index.htm
This is where you can find codes, statutes, court opinions, etc.

National Association for Court Management
www.nacmnet.org/glossary.html
A good glossary of court-related terms.

State Courts
A sizeable number of sites have also been created by state courts and even large county court systems. Here is a small sampling of what is out there in no particular order of usefulness:

State
Iowa State Judicial Branch
www.judicial.state.ia.us/Self_Help/common_legal_terms

Michigan State Court
www.courts.michigan.gov/mji/resources/holt/holt.htm

New York State Court System
www.courts.state.ny.us/lawlibraries/glossary.shtml

New York State Court System (Spanish version)
www.courts.state.ny.us/courthelp/spanish/spTermsGlossary.htm

Pennsylvania State Court
www.courts.state.pa.us/Index/Aopc/glossary/glossary.htm

Tennessee State Court
www.tsc.state.tn.us/geninfo/education/Glossary.htm

Virginia State Court
www.courts.state.va.us/glossary_of_court_terms.html

County
Ingham County Courthouse, Michigan
www.ingham.org/CC/newpages/court%20Definitions.htm

Montgomery County Circuit Court, Maryland
www.montgomerycountymd.gov/mc/judicial/circuit/glossary/glossary.html

Shelby County Court, Tennessee

Specialty Sites
Duhaime’s Canadian Legal Dictionary
www.uriaenpdc.org/uriae/juridiq/textes/default.htm

EmployeeIssues.com
http://employeeissues.com/legal_glossary.htm
Contains general information about employee rights in the U.S., including a glossary specializing in employment law issues.

Europa Glossary
http://europa.eu/scadplus/glossary/index_A_es.htm
A multilingual site (Danish, Dutch, Finnish, French, German, Italian, Norwegian, Portuguese, Spanish, and Swedish) offering a wide range of terminology that includes the legal field.

Instant Text Glossary Exchange
www.fitaly.com/legal/legalglo.htm
A very unusual site providing shorthand ways of reproducing over 1,000 standard legal phrases (e.g., iid= it is a matter of record).

JISC Legal Information Service
www.jisclegal.ac.uk/glossary.htm
A free information service in the U.K. offering legal information relating to the use of information and communications technologies.

Kieron Wood’s Pages
http://indigo.ie/~kwood/legalterms.htm (Ireland)
Contains information on Irish legal matters.

Legal Dictionary
www.legal-dictionary.org/a-legal-terms.asp
In addition to complete terms, this site provides a separate glossary of legal abbreviations.

Legal Document Preparation Service
Here is a very unique and interesting concept in glossaries. This site allows you to display terms in a specified subject area, such as torts, criminal law, and constitutional law.

Legal Sites on the Web
www.ih2000.net/ira/legal.htm
Navigador Jurídico Internacional
www.juridicas.unam.mx/navjus/gob Provides access to legal materials from all over the globe. It is especially good for foreign legislative texts.

Northern Illinois University of Law
http://law.niu.edu/go.cfm?do=Page.view&id=238

Rutgers Law Library
http://law-library.rutgers.edu/Ilg/topical.php
Provides access to a variety of different legal sites.
Glossary Mining Part 4: Making It Legal Continued

Senior Mag Legal Glossary
www.seniormag.com/legal/glossary/index.htm
A Canadian publication specializing in legal and other concerns pertinent to senior citizens.

Women Are Getting Even
www.wageproject.org/content/statelaw/glossary.php
Contains terminology related to the employment of women (e.g., sex discrimination, etc.).

Documents, Forms, and Periodicals
Biblioteca Legal Latino Americana
www.latinlaws.com
Another good site for Latin American legislative documents.

Hoover Web Design
www.hooverwebdesign.com/business/menu_legal.php
Contains an assortment of downloadable sample legal documents and forms.

The World Law Guide
www.lexadin.nl/wlg/legis/nofr/legis.htm
Provides information on Latin American legislative documents (laws, decrees, codes, etc.).

University of California/Berkeley School of Law’s Index to Foreign Legal Periodicals
www.law.berkeley.edu/library/iflp/periodicals.html

Vital Records Guide
www.vitalrecordsguide.com
Contains records from all over the U.S.

Criminal and Civil Law
BitLaw
www.bitlaw.com/patent
Provides excellent coverage of U.S. patent law.

Civil Law
www.constitution.org/sps/sps.htm
This 17-chapter treatise on the subject written by Samuel P. Scott is a major English-language resource on civil law. It was written in 1932, but is still mostly valid today.

Criminal Justice Brief
www.prenhall.com/cjcentral/cjbrie6e/glossary/a.html
An excellent English-language glossary.

Criminal Law
Contains information on criminal law terminology.

Freepatentonline
http://freepatentonline.com
Offers an excellent patent search site.

Glossary of Criminal Terms
www.michiganprosecutor.org/define.htm
Another excellent English-language glossary.

McGraw-Hill Online Learning Center
http://highered.mcgraw-hill.com/sites/0072564938/student_view0/glossary.html
If criminal investigation happens to be an area of interest, check out this site.

Midwest Paralegal Studies
www.cyberparalegal.com/criminal_glossary.htm
In addition to criminal law, this site provides access to glossaries in 15 other legal fields.

New York School of Law
www.law.nyu.edu/Library/foreign_intl/civilproc.html
This site covers international civil procedure.

Primer on the Civil Law System
Yes, this is the actual URL!! This site contains the PDF version of a 67-page document that was published by the Federal Judicial Center. It is another major English-language resource on civil law.

The Legal Pad’s Criminal Law Page
http://members.tripod.com/legalpad/criminal.htm
Contains more information about criminal law, but not a glossary per se.

The U.S. Patent and Trademark Office (general)
http://www.uspto.gov/go/pac/doc/general

The U.S. Patent and Trademark Office Glossary

Spanish Resources
Apuntes—Derecho Civil
www.todoelderecho.com/Apuntes/civil/apuntescivil.htm

Argentine Law Terminology
http://tododeiure.host.sk/diccionario_juridico.htm

Boletín Oficial del Estado (España)
www.todalaley.com

California Judicial Branch
www.courthelp.ca.gov/selfhelp/espagnol/glossario.htm
The California court system glossary offers simple but accurate Spanish terms and definitions.
Chilean English-Spanish Glossary of Legal Terms
www.geocities.com/susanacr_99/legal.htm

Colombian Spanish
http://asesoriajuridica.unciau.edu.co/categoria.php?cat=80

Contract Law
www.derecho.com/contratos/?gclid=CImh1qygoYCFUyXJAodQANFig
This site also covers other fields.

Diccionario de Términos Legislativos
www.seve.es:8000/diclegis/diccionario.phtml?Clientes_Session=6fecbac2cc96c0f8f6d17a88075920f
Contains “generic” Spanish legislative terminology.

Guatemalan Ministry of Labor
www.mintrabajo.gob.gt/tgloss

Lexur Editorial
www.lexureditorial.com
Provides news on recent court rulings and other legal topics.

Leyes Federales de México
www.diputados.gob.mx/LeyesBiblio/index.htm
Mexico’s official site for federal legislative documents.

LLRX.com
www.llrx.com/features/mexcc.htm
Contains an excellent article on the Mexican Civil Code by Professor Jorge Vargas.

Mexican Legal Terminology
http://mx.geocities.com/licjesustavera/diccionario.htm

Noticias Jurídicas
http://noticias.juridicas.com
Offers access to current legal news and peninsular Spanish legislation, as well as a variety of scholarly articles on legal subjects.

Peninsular Spanish
www.conpapeles.com/glosario_juridico.php

Poder Judicial República del Perú
www.pj.gob.pe/djuridico/diccionario.html
The official Peruvian government site.

Referencia Jurídica
www.certejuridica.com/derecho/referencia/diccionario/index.html
Contains a glossary prepared by the Law School of the Tecnológico de Monterrey. It cites the sources of definitions.

Southern District Court of New York
www.sdnyinterpreters.org/glossary.php
Contains a bilingual Spanish↔English glossary for court interpreters.

Spanish-Language Patent Law
www.iturnet.es/guia_patentesMarcas

Spanish-Language Wikipedia
(Civil Codes)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:C%C3%B3digos_civiles

Spanish-Language Wikipedia
(Civil Law)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:Derecho_civil

Spanish-Language Wikipedia
(General Legal)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:Derecho

Spanish-Law Patent Law
www.iturnet.es/guia_patentesMarcas

Spanish-Law Wikipedia
(Civil Codes)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:C%C3%B3digos_civiles

Spanish-Law Wikipedia
(Civil Law)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:Derecho_civil

Spanish-Law Wikipedia
(General Legal)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:Derecho

Spanish-Language Wikipedia
(Trial Procedures)
http://es.wikipedia.org/wiki/Categoria%C3%ADa:Derecho_procesal

Other Spanish Legal Resources
www.lexjuridica.com/diccionario/aa.htm

Other Languages

French
There are significantly more French legal resources than any other language. Most of them, however, are monolingual. These include the following:

www.net-iris.fr/guide-juridique/lexique-juridique

www.portail-juridique.com/pages/glossaire.html

http://perso.orange.fr/jacobus.razab/cico_jurid.htm

www.avocat-online.net/lexique.asp

www.juripartners.com/juri_glossaire.php

www.droit.pratique.fr/dictionnaire.php

BBP Avocats
www.bbp-avocats.com/glossaire-juridique.asp

The glossary of a French law firm.
Dictionnaire du droit privé français
www.dictionnaire-juridique.com
This site is of a more specialized nature. The terminology cites titles of texts where a term is found and includes a bibliography of references. Many definitions are very detailed. The dictionary also contains a list of abbreviations used in legal documents.

Dictionnaire Juridique
www.lexinter.net/JF/dictionnaire_juridique.htm
This is not really a glossary, but rather provides access to French legal resources that are organized by subject area (e.g., civil/tax/criminal).

Dictionnaire Juridique et Contractuels des Affaires et Projets
www.lawopérationnel.com/dictionnaire_juridique/A.htm

Glossaire Assurance
www.lerepairedesmotards.com/assurance/glossaire.htm
Contains information on French insurance law.

Immolegal.com
www.immolegal.com/glossaire

Le Conseil d’État
www.conseil-etat.fr/ce/outils/index_ou02_a.shtml
The Canadian counterpart of the Ministère de la justice site below.

Le Dictionnaire Juridique
www.uriaenpdc.org/uriae/juridiquetextes/default.htm
This is not a dictionary/glossary per se, but a website providing access to French legal documents of all kinds.

Ministère de la justice
www.justice.gouv.fr/motscles/alphabet.htm

The official French government site.

Petit Lexique de la Justice
www.divorce-famille.net/pages/lexique.htm
This site covers family law (specifically divorce).

Real Estate Law
www.explorimmo.com/guidprat/gpdroi/pg_09_3.shtml

Vos Droits.be
www.vosdroits.be/fr/glossaire
A site for Belgian French.

German
As far as I have been able to ascertain, German-language resources are rather sparse. Here is what I have found so far, but there might be others lurking out there.

www.123recht.net/dictionary.asp?chrLetter=a
www.online-recht.de/vorgl.html?intro
www.lexexakt.de/iraa.php4
www.rechtslexikon-online.de
www.rolfbecker.de/wettbewerb/werberechtslexikon_99a.htm
This last site contains advertising/public relations legal terms.

Brazilian Portuguese
Glossário de Direito Comercial
www.uniber.edu.br/download/glossarios/glossario_direitocomercial.doc
A commercial law glossary in Word format that is not 100% accurate. It appears to have been a student project.

INFOJUS
www.infojus.gov.br/portal/glossarioListar.asp

Just for Laughs
Lawyers and the law are often the target of humor. For a good chuckle, check out:

The Dumb Network
www.dumblaws.com
Provides a great collection of dumb laws from all of the U.S. states and a couple of dozen foreign countries.

Power of Attorneys
www.power-of-attorneys.com/legal_definitions.htm
A totally non-serious glossary of legal terms. Below are just a couple of the lawyer jokes contained on this amusing site:

1. A defendant was asked if he wanted a bench trial or a jury trial. “Jury trial,” the defendant replied. “Do you understand the difference?” asked the judge. “Sure,” replied the defendant, “That’s where 12 ignorant people decide my fate instead of one.”

2. Your attorney and your mother-in-law are trapped in a burning building. You only have time to save one of them. Do you: (1) have lunch? or (2) go to a movie?

Stay Tuned!
More glossaries in other subject fields are headed your way in the coming months.
Quality Assurance for In-House Translation: Tips and Tricks
By Dierk Seeburg

With a background in science, it is no surprise that when I ended up in the translation business I strove to apply a systematic approach to the complexity of the translation process. This tactic was born out of the need for quality standards that could be used across all in-house language teams. This article stems from my experience over the past five years as an in-house translator at lodging franchisor Choice Hotels International. It was inspired by H. Randall Morgan Jr. and his many presentations at ATA conferences on evaluating quality in the translation industry. It also draws from the advice of colleagues too numerous to mention. The following outlines the steps involved in the quality assurance process, providing tips for improved project flow that will lead to more satisfied customers who are bound to return when they need another professional translation. Topics covered include preparation, translation, localization, responsive project management, and quality assurance checks.

Choose the Right Tools
In order to improve the quality of the translation, we have to look first at the purpose of translation. The goal of translation is to convey thoughts, ideas, and emotions by way of deconstruction, analysis, and re-creation in the target language; in effect, transcreation. There are many tools, both print and electronic, at our disposal that can help us achieve this goal. The challenge is choosing the right tools for the job at hand.

When looking at the various tasks involved in the translation process, the translator might find it worthwhile to invest in some computer-assisted translation (CAT) tools. Such tools can help streamline certain aspects of the translator’s workflow. The benefits of these tools include increasing consistency by reusing partially or even entirely previously translated content (words, phrases, sentences, or even paragraphs), thereby eliminating the need of having to translate the same phrases over again. In addition, adding newly translated content to an existing body of previously translated content archived through a CAT tool increases its overall reusable translation memory and improves the quality of the translation. CAT tools are especially useful when working on a large translation project.

Ask yourself

• Do I understand the source text?
• More specifically, do I understand the topic at hand, including the context, imagery, metaphors, similes, puns, etc.?
• Does the source text make sense to me?

Translation quality will suffer if you do not have a proper understanding of the tools you use.

Assess the Source Text
Once the proper tools have been designated for the project, the next step is to analyze the source text. The questions the translator should ask him/herself at this point include:

• Do I understand the source text?
• More specifically, do I understand the topic at hand, including
the context, imagery, metaphors, similes, puns, etc.?  

- Does the source text make sense to me?

Other tips for an accurate assessment of a text include:

**Render a back-translation:** One way for translators to make sure they have a proper understanding of the text is to perform a back-translation (i.e., after translating a passage from the source text into the target language, translate it back into the source language and compare it to the original).

**Pay attention to the intended audience:** Translators should make sure they are using a writing style that is appropriate for the intended audience. For instance, a patent translation should not be translated like a personal letter, or vice versa.

**Pay attention to the writing style:** If, for example, literary devices like alliteration, assonance, rhyme, meter, and parallelism are used in the source text, then efforts should be made to recreate and use equivalents of these devices in the target language.

**Check the source text for errors:** While reading the source text, translators need to check for such errors as inconsistencies and ambiguities.

**Ask questions early in the process:** Contacting the client or the content administrator in charge of source content (when translating as part of an in-house translation team) as soon as a question arises will avoid extra work later if the source text needs to be amended or corrected. If the source is translated into multiple languages, having to go back and perform updates after the translation is complete can eat up valuable time not allocated at the beginning of the project. An error log should also be maintained and communicated to the content administrator or the client for the purpose of error resolution.

**Decide on localization or internationalization:** Internationalization is the adaptation of products for potential use virtually anywhere. Localization is the addition of special features for use in a specific locale (e.g., organization, layout). There are a number of items to check for when adapting a text or product for a foreign market, including:

- Dates and times and their interstitial punctuation, spacing, and order (day, month, and year).
- Currency and whether or not it needs to be translated (e.g., Swiss Francs, Euro).
- Units of measurement (e.g., yards versus meters). Particular standards may dictate whether to abandon the source unit, if it is unknown in the locale, or to add it in parentheses for clarification.
- Alphabetical order.
- Geographic terminology such as city names that may or may not require translation in some languages (e.g., “Munich,” as a translation of the German city of “München,” versus Mainz, which remains untranslated).
- Registered trademarks (which should not be translated).
- Idioms and colloquialisms (e.g., “fast like a dog/horse/the wind,” “nuts and bolts”) that may have different meanings depending on the locale or even the context of the document.
- Personal pronouns that may need to be changed to gender-neutral ones or vice versa (e.g., police officer instead of policewoman or policeman).

**Conduct Primary Quality Assurance Checks**

One of the basic rules of translation is, of course, “to check and check again.” Scheduling multiple quality checks throughout the translation process often pays dividends when errors are discovered, thus providing the opportunity to improve on the text at hand. Items to look out for include:

- False cognates (e.g., “complicity” versus “complicité”);
- False friends (e.g., English “bald” versus German “bald”);
- Discriminatory/offensive terminology;
- False cognates (e.g., “complicity” versus “complicité”).
• Topical context (e.g., “hospitality” versus “finance”); and

• Linguistic patterns, including repetition, redundancy, and alliteration.

A thorough quality assurance review process should involve evaluating the document at various levels, detailed below.

**File Check**

It is important to check all aspects of the files containing the content. Things to look for include:

**File type:** Is it a .doc file? Should it be?

**File format:** If it is an HTML file, does it include the document format declaration at the top of the file? Can it be opened by applications that can read this file format?

**File extension:** Is there a file name extension? Should there be? In other words, does the file name follow standard naming conventions for this particular project, including language extensions for the target language?

**File placement:** Does the file reside in the correct place for a proper contextual quality assurance check, or does it need to be moved to a different server and directory so that it can be accessed together with the other files that are part of the project?

**META Data:** META data is defined as data about data, including how, when, and by whom a particular set of data was collected, and how the data was formatted. It is very important that all files contain the proper data. For example, is the META description present and translated according to the client’s instructions? Is the language tag present that identifies the language within the file?

### Content Check

A helpful method for performing this review is to provide for a stereoscopic view of the material (i.e., side-by-side placement of the source and target texts to allow for better comparison). Looking at the original and the translated text side-by-side may make it easier to catch certain items, such as whether the target text is complete. Other items to check for include:

**Contextual consistency:** Did the translator correctly understand the source and put the translation into the correct context?

**Mistranslations:** Does the target text express the same concept as the source text? This can be revealed by performing a back-translation.

**Additions/omissions:** Is everything there? Are all the syntactical pieces present and in the proper place?

**Terminology:** Are all terms in the original reflected by their correct equivalents in the target text?

**Rendering:** Does everything display properly? Are all graphics correctly placed, and does the text flow around them as it should? Is all source formatting included in the target text?

### Trade names

Can you see any trade names (e.g., Comfort Inn), either in the text or within the graphics? Trade names should never be translated, since they are protected marks that refer to a product, service, or brand name.

**Graphics:** Are all the graphics in place? Other elements to take into consideration when dealing with graphics include checking size requirements, style, and color. If working as part of the team, be sure to coordinate with the person handling either the creation or modification of the graphics. Use accented characters (e.g., “ü”) in graphics, Word files, e-mails, as opposed to HTML, XML codes, which often require Unicode representation for special characters and accents (e.g., “&##252;’”). Remember, do not translate any trade names appearing within a graphic. Other text within graphics, however, should be translated. Translating non-trademarked text appearing within a graphic makes for a much more integrated and more consistent customer experience.

### Flow Check

At this level, items to check for include (note, some of these might be subjective):

**Register:** Has the audience been
In order to improve the quality of the translation, we have to look first at the aim of translation.

**Freedom of translation:** Is the text under-translated? For example, does it sound awkward because it has been translated too literally? Is it over-translated to the point where the translation loses the intent of the original?

**Cultural:** Have the cultural norms and customs of the locale been observed? Do particular words or terms have the potential to be insulting in locales outside the one for which the target text has been created? Certain graphics, and even colors, can be considered offensive in some cultures.

**Cohesion:** Are the concepts underlying the source text expressed so that they fit together well within the constructs of clauses and sub-clauses?

**References:** Can contextual, implicit, and explicit references present in the source text be conveyed similarly in the target text, or does the translator need to search for equivalents?

**Consistency:** Is the same terminology used throughout the target text as it is throughout the source text? If not, are there reasons, such as cultural norms, that prohibit the repetitive use of the same term?

**Ambiguity:** Does the target text clearly express the concepts of the source text, or are some of the terms used open to interpretation and possibly ambiguity?

**Style:** Is the source text part of a poem, but the target text reads like a patent?

**Grammar Check**

Special care should be taken in cases involving non-phonetic languages, where words sound the same, but are completely different grammatically. Syntactical nuances require special care as concepts may be changed as a consequence (for example, “the hotel is beautifully decorated” versus “the beautiful hotel is decorated”). Other items requiring attention include:

**Punctuation:** There is a reason books like *Eats, Shoots & Leaves* appear on bestseller lists. Punctuation is important since it can entirely change the meaning of a sentence.

**Spelling (!):** If the target text is not spelled correctly, the reader will not place his trust in any of its content, either.

**Diacritics:** Äçcèïts can sometimes change the meaning of a word (and thus an entire sentence), which is why great care is required.

**Upper/lowercase:** This may be the only distinction between the generic and a brand name (e.g., “Hotel” versus “hotel”).

**Word form:** Is the meaning of the sentence altered when a different word form is used (e.g., “touristic” versus “tourist”)?

**Usage:** Does the context require a particular word or term that may appear together only with another word or term (e.g., “to perform a quality check” versus “to do a quality check”).

If translators are uncertain about any of the items above, they should not hesitate to consult another source, be that a dictionary, thesaurus, glossary, standards document, or a colleague or other authority. “To err is human,” and it is only by realizing our mistakes that we can learn from them. Whatever we translate must be able to withstand the scrutiny of publication and the watchful eye of the reader.

Before handing the translation off for secondary quality assurance review, checklists or other tools can be used to make sure all required tasks are complete, such as translation, localization, and primary quality assurance checks. Once all files have been checked, the person or team performing the secondary quality assurance check should be notified.

**Checking It Twice: The Secondary Review**

All translated materials must be reviewed by another person, including informal translation requests by e-mail. The secondary review covers the same details as the primary review. In-house translation teams use a checklist where appropriate or necessary to note the files tested (when projects involve software appli-
Want More Tips?

If you are interested in reading more about this topic, try the following resources:


wikipedia.org/wiki/Internationalization Contains an explanation and more information on internationalization and localization.

atanet.org/certification/aboutexams_error.php Contains tips and information on error marking.

review ensures that all edits are complete and the final translation sounds native, not translated. Remember, the best translation is one that does not read like one.

Quality Assurance in Delivery

Proper communication at the end of the project is just as important as at the beginning, so care should be taken to notify all parties involved of any issues requiring possible follow-up action. For those working as part of a translation team, make sure the secondary quality assurance reviewer is notified when all final edits are complete. If possible, separate notifications according to individual translators or by language teams consolidated by project management. This includes notifications to developers, the quality assurance department, and anyone else involved. If deadlines cannot be met, notify everyone so that they can make arrangements for any delays in further processing. Remember, missing a deadline is at best an inconvenience for the recipient, and at worst delays the release of the entire project to production!

Notes


2. Open Directory dmoz.org/Computers/Software/Globalization/Computer_Aided_Translation/Translation_Memory/Software
Certification Forum
Terry Hanlen, Certification Program Manager

Big Shoes to Fill:
Lilian Novas Van Vranken Steps Down as Certification Chair

Lilian Novas Van Vranken was unintentionally tricked into becoming ATA's Certification Committee chair back in 2001. At that time, she was balancing her family obligations raising two small children, running a busy freelance translation business, and sometimes dealing with an overwhelming volume of work in her role as both a language chair and a grader for the English-Spanish workgroup.

Shuckran Kamal was stepping down from her leadership role as committee chair. She and deputy chair Celia Bohannon had ushered in an era of enhanced communications, accountability, and professional training for graders in ATA's Certification Program. The Hamm Report evaluating the program was completed during their term, and the plan to implement the recommended changes was well underway. Shuckran's reputation and the respect she commanded made her a formidable act to follow. I remember assuring Lili, as she accepted her new role, that Celia would stay on as deputy chair, and that the bulk of the changes to the program were already underway. I also assured Lili that her term would be smooth sailing, a simple continuation of the work already begun. That really was my honest, but naive, evaluation.

Instead, Lili’s five-year term was marked by relentless change, including: changing the program’s name from accreditation to certification; implementing a totally new grading system; increasing grader communication and consultation during the grading process; increasing grader visibility at the Annual Conference; rotating leadership in language combination workgroups; creating a grading flowchart; changing the exam format from five passages to three; establishing language-specific and passage-specific guidelines in each language combination; implementing The Hamm Report’s recommendations for an eligibility requirement for candidates and a continuing education requirement to maintain the credential; establishing three additional language combinations for testing; and taking formative steps toward developing a method to offer our certification exam on computers. Many of these initiatives have been controversial, and all have created additional work for everyone inside the program. There were many times when I hoped Lili would not remember my earlier assurances of smooth sailing.

Change is never easy, and ATA’s Certification Program has gone through nearly constant change for almost 10 years. Certainly no one person is responsible for all of these changes. All were the products of collaborative efforts by our talented pool of graders, each of them volunteering time and expertise that we could not begin to compensate. But Lili was at the helm for all of these changes, and she participated in the decision-making process and served as the chief cheerleader for each of them. The great thing about working with Lili is that she tackles each and every challenge with intelligence, enthusiasm, and a sense of humor. All committee chairs and deputy chairs are unfunded volunteer positions, which often require untold unpaid hours of work and expectations as a leader and program spokesperson.

Lili laughingly told me about the time someone congratulated her on her luck at being the Certification Committee chair because the position paid so well. Obviously, according to this person’s perception, Lili did not need outside translation work. (This time-consuming position is definitely not compensated!) Well, after five years, Lili can finally go back to work and earn a living again! Lili will also be a hard act to follow, but she has worthy and extremely capable successors.

Jutta Diel-Dominique took over as chair of ATA’s Certification Committee at the conference in New Orleans. Jutta is a native of Bonn, Germany. In 1993, she obtained a degree (M.A. equivalent) in technical translation from the University of the Saarland at Saarbrücken, Germany. She currently lives near Denver, Colorado, and has been a full-time freelance translator primarily in the areas of medical instrumentation, electronics, telecommunications, automotive, and cosmetics for 14 years. As a translator by education and passion, Jutta served two terms as assistant administrator of ATA’s German Language Division, became a grader in 2001, and was appointed to the Certification Committee in 2003. She has served as the Certification Committee deputy chair for the past year.

Diane Howard now takes on the role of deputy chair. Diane has been a professional Chinese and Japanese-English translator since 1992, specializing in medical and pharmaceutical texts. She also teaches an introductory translation course at the University of Chicago Graham School, and tutors Chinese-English translators. Diane has a Certificate in Technical Japanese for Professionals from the University of Wisconsin, Madison, and is currently a Ph.D. student in translation and intercultural studies at Rovira i Viligi University.

Together, they are working to see that ATA’s Certification Program upholds the highest standards and continues to gain respect and acknowledgement on a national and international basis. They consider our credential an essential element in every professional translator’s portfolio.

The ATA Chronicle  ■  February 2007
A couple of weeks ago I visited the Monterey Institute of International Studies and talked to one of the teachers of computer-aided translation. We discussed the challenges of teaching complex software tools such as translation environment tools to students who do not know how to properly handle their operating system or basic word processing. It is sort of like trying to teach someone to appreciate or even analyze the poetry of T.S. Eliot before they have read a first grade primer.

Now, do not get me wrong: operating systems like Windows, Macintosh, or Linux, or word processing applications like Microsoft Word or OpenOffice.org, are not like first grade reading primers. They are highly complex and sophisticated computer programs. But as with most everything else, it is not an either-or situation. These programs allow for proficiency on various levels. Still, it is crucial to understand the basics of managing your operating system, such as maintaining it properly so it stays at the top of its processing capabilities. It is even more important in our case to know how to language-enable it, and to understand basic principles of converting file formats and dealing with Unicode or special characters in your word processor. If these basics are not in your repertoire, you will neither appreciate nor be effective in your use of complex systems that aid you as a translator.

My friend and I agreed that every one of her students should have to take a course in basic computer skills before even starting to tackle the much more complex tasks of translating with the aid of a computer. But I would not write this here if it were not true for more than just graduate students of translation studies. It is true for all of us.

Yes, the linguistic skills necessary for our profession form the very core of our competency. But to survive as a professional, we all need a business sense as well. One aspect of being a business professional is investing in the various necessities of our business, including a working knowledge of the tools that we use. If we do not invest in learning the basic software tools on which or alongside which the more sophisticated programs run, one of two things will happen. We will either dread working with our main tool—the computer—so much that we lose passion for a task that we are otherwise highly qualified for—translation. Or we will become so ineffective with an unsophisticated technological setup that we will struggle to survive.

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’s column addresses the topic of collecting payments from international clients. With the increasing globalization of the translating/interpreting industry, thorough background checks from various sources as well as feedback from other colleagues are the safest ways of protecting against nonpayment.

Dear Business Smarts:

Last August I accepted an assignment from a company in another country. The project manager had found my profile online and contacted me with an offer. The assignment was quite large and took two weeks to complete. I sent my invoice for several thousand dollars with the translation, but to date, I have not been paid, even though the purchase order shows a term of 45 days for payment. When I looked up the company’s name in various sources, I realized to my horror that other translators have had bad experiences with the same company. My contact for the assignment no longer responds to my messages. What can I do to collect the overdue payment?

A.L.

Dear A.L.:

Collecting from international clients can be even trickier than getting overdue payments from clients in the U.S., but that is no reason not to try. As always, begin by assuming that the company’s failure to pay your invoice on time is merely an oversight and that the issue can be resolved amicably.

First, check the relevant online resources to make sure you are dealing with a bona fide company. If you are getting no response from your project manager, move up: contact the company by telephone and discuss the situation with the accounting department. Provide the exact date and purchase order number, offer to resend the invoice, and insist on a solution. If the matter is not immediately resolved, politely but firmly ask to speak with a supervisor. Document all conversations you have with the company’s staff, including dates, times, and the name of the person you spoke with. You can underscore your intent to document your collection efforts by asking the employee to spell his or her name and verifying internal telephone numbers. Ask for a direct contact in the accounting department “in case there are questions.” If you are not confident about your conversational fluency in the relevant language, you may want to ask a native speaker to make the call for you. It is important to remember that collection efforts in this first phase must be polite but firm, with no implication that you suspect bad intent.

If none of these actions produce any results and you suspect the company is intentionally trying to withhold payment, it is time for Plan B. Resend the invoice by certified mail, along with a collection letter that restates all the facts in the most concise terms. Clearly label the envelope “First Collection Notice.” Include a copy of the purchase order, copies of e-mails, and logs of conversations with project staff. Your collection letter should state specific steps you intend to take if the payment is not authorized by a specific deadline: you will inform your colleagues on relevant websites and discussion lists, notify the national/regional/local business association and the local equivalent of the “Better Business Bureau,” and lodge a complaint with the translators association of the pertinent country. If other translators have already had problems with the company, contact them privately to determine whether a specific pattern of nonpayment exists. Get in touch with other translators living in the country where the company is located, and ask for their advice. Is there a chance to get a group of translators together to hire a lawyer?

If payment is still not forthcoming after the deadline you established in your collection letter, be sure to keep your promises: post messages on payment lists, being careful only to state
In the fight against crime, poor translation is a problem for the good guys and the crooks, complains another reader.

And she’s got photographic proof—signs bearing the logos of both the London Metropolitan Police and CrimeStoppers, an independent charity dedicated to making the streets safer. Sandwiched between is a sobering message for criminal minds: “Pickpockets beware! Undercover police working in this area! In July three pickpockets received sentences of over four years!”

In a well-intentioned client outreach effort targeting light-fingered foreigners, the same warning appears in Spanish on a placard a few lampposts away. Alas, it was translated by a software program, not by a professional linguist.

The result rendered back into English reads, roughly: “The pickpockets are kept. Police of the inner deck that works in the area. In July three the pickpockets received prayers of the prison over of four years.”

Despite intensive sleuthing, the Onionskin failed to locate the guilty party, with a CrimeStoppers representative volunteering that the group’s role is limited to manning an 800 number and providing a logo with guidelines to regional volunteers.

Luke Knight, marketing manager at New Scotland Yard, appreciated our tip-off, but confirmed that the Met Police was not responsible. “Our translation work is done by the Central Office of Information, a government body using approved translators who produce very good work,” he said, adding, “We make sure translators work into their native language, with revision to ensure accuracy.” For his team, best practice starts by ensuring that source texts target the right group. The unit works with advertising agencies for copy and evaluates the end result through market research calls and similar.

Mr. Knight nonetheless apologized for the glitch and confirmed that the police department is doing everything in its powers to communicate properly.

Which still leaves some Spanish-speaking tourists and pickpockets in Oxford Street none the wiser.

With thanks to Bob Blake and Marcela Sariegol.
The New York Circle of Translators (NYCT), which began in 1979 as a small group of dinner companions, has become a New York State nonprofit corporation with several hundred members. It is governed by a set of bylaws that regulate the internal affairs of the association. Our members are independent translators and interpreters as well as companies and organizations. NYCT is an ATA chapter.

**Goals**
- To provide a forum where members can exchange ideas and offer mutual support.
- To help members educate the general public about the professional nature of interpreting and translating.
- To promote the professional service of its members to the business community.

**Benefits**
- Monthly meetings featuring speakers on all aspects of the translation profession.
- Networking opportunities at monthly dinners and at the annual holiday party.
- Professional development workshops and seminars.
- Subscription to *The Gotham Translator*, published six times a year.
- Listings in NYCT’s online membership directory and the annual NYCT printed membership directory.
- Referrals (if you indicate that you accept them, members may direct work requests to you or clients may contact you directly).

**Activities**
Our monthly meetings feature experts in all aspects of the translation and interpretation professions. Past presentations have covered subjects as varied as court interpretation, technical translation, subtitling, machine translation, and literary translation. NYCT also organizes continuing education workshops and seminars. Social events such as restaurant dinners and an annual holiday party offer opportunities to meet people and to network.

**Online Membership Directory**
NYCT promotes its members’ professional services to the business community by means of a new online membership directory, which can be searched by language, individual name, or corporate/institutional name. NYCT also publishes a print version of the online directory every year. The directory is free to NYCT members and may be purchased by non-members for $10.

**Telephone Hotline**
NYCT also has a telephone hotline and a listing in the *Yellow Pages*.

Potential purchasers of translation or interpretation services are directed to the online directory or are otherwise put in contact with members who fulfill their requirements.

**Membership Categories**
- Student: $40
- Individual: $50
- Corporate: $75
- Patron: $100 or more
- Corporate Patron: $150 or more
- Honorary Lifetime: Conferred by NCYT’s Board of Directors

All memberships, except honorary lifetime, run for one calendar year (January 1-December 31), and are renewable on January 1 of every year. Special conditions apply to first-time student, individual, and corporate members who join after July 1 (see www.nyctranslators.org/membership.html).

**Website**
The association’s site: www.nyctranslators.org, contains:

- 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.
When it comes to credentials, these two authors are ideally placed in many ways to compile a work of this nature. Ulrik A. Hovmand is a structural engineer, energy consultant, and consulting engineer with his own company. Nancy M. Andersen is a government-certified translator and interpreter working principally between Danish and English. For many years now, Andersen has specialized in construction-related translations, often large projects, including tenders for clients like the Great Belt Link, Copenhagen Metro, the New Opera, and DR Byen. She runs her own translation agency outside Copenhagen.

Between them, they command all the skills and knowledge we are used to seeing in that one-man-band of German (et al.) lexicography, Dr. Richard Ernst, who, apart from being a hands-on, and, word has it, excellent linguist, worked for many years in the construction and engineering trades—a fact that shines through clearly in his redoubtable and still indispensable technical dictionaries. And there is no doubt that the practicing linguist’s analytical, thorough mind superbly complements the encyclopaedic knowledge base of the practicing engineer. (How often I find myself wishing I had found time to squeeze in an extra degree in some form of engineering!)

Content
This is a very welcome 363-page illustrated glossary of more than 4,300 Danish terms and 6,200+ English terms from the worlds of architecture and structural and civil engineering. With the aid of clear drawings and ample cross-referencing, terms are easily identified and concepts explained. Such definitions are often hard to find elsewhere in either language. The drawings themselves remind me of the Duden-style visual dictionaries (not a bad thing!).

Of course, any dictionary in a specialist field of this size has to limit its own scope, given the number of sub-disciplines covered by the term “building.” It is only fair to say that many aspects of building and construction are not covered. The dictionary is divided into 29 sections (e.g., plumbing, heating, ventilation, flooring, kitchens, roofs, stairs, etc.), its forte being the range of building styles included, both historical and contemporary. But you will find nothing here about that Danish trinity of bridge-building, road-laying, and marine installations, or even heavy plant and site machinery. Other dictionaries help fill those gaps (e.g., the L&H Publishing Co. technical bilinguals, www.lhpublishing.dk/order_cded-eng.html), despite frequent complaints about their not being updated frequently enough and giving too shallow a level of explanation.

This particular dictionary has been compiled with a view to facilitating work on translating quotes and tenders for construction work—a worthy aim given the increasing internationalization of major building projects and the need to translate tender documentation, though I suspect this will benefit the English→Danish translator more than those who, like myself, work only in the opposite direction.

Ease of Use
In the short time I have had this on my desk to work with, I have found it useful and informative, easy to use, and often surprisingly detailed—like the sections on solar screening and kitchens, which are all subjects I had previously scoured the Internet to find. Useful areas include flooring and tiling, as well as an elaborate range of typical Scandinavian heating.
appliances (i.e., iron stoves and wood-burning stoves). That particular section, in fact, is reminiscent of a stroll through TV’s Antiques Roadshow.

That being said, I still wonder whether “tiled floor” is sufficient for klinkegulv and why English terms like “inglenook” get no mention—presumably because the core wordlist was worked out in Danish rather than sourcing any original English input. And why include kraftvarmeværk (combined heat and power plant) in this particular work?

So while it was useful to know that mestergris = bid rigging/collusive tendering, I was disappointed to see that afrunding, an old favorite of mine, was nowhere to be found (= rounding, radiussing, bell mouthing, chamfering). On the other hand, it was pleasing to be given relevant abbreviations (PVL for plastviklet ledning and PVIKJ for plastviklet installationskabel med jord), but why add these in next to the English version (e.g., “Plastic coated wiring [PVL]”)? Beats me.

Usage-wise, the dictionary provides ample synonyms and alternatives (e.g., “plastic insulated wire” and “service wiring” for “plastic-coated wiring”), at least in the Danish → English section, whereas the English → Danish section just has one-on-one terms. American usage is noted (e.g., wc-kumme = pan/WC pan; bowl [U.S.], tank [U.S.]), although not in as many instances as I would have expected (especially in the toilet/restroom area). There are also some inconsistencies, as in the entry “affaldskværn = garbage disposal unit, refuse disposal unit, waste grinder,” where none of the terms is marked U.S. “(Food) waste grinder” was new to me, but having googled it, it seems kosher enough. Nonetheless, I would have marked “garbage disposal unit” as U.S. and possibly included “kitchen waste disposer” and “waste disposal unit” as U.K. versions. But then, as the Danes are so fond of saying, kært barn har mange navne (“a dearly loved child has many names”).

Overall Evaluation

All in all, I have very few gripes about this dictionary. A lot of serious work has obviously gone into it, including the excellent reference section, with many references to Danish standards with dates and a wealth of English-language reference works. Personally, I would like to see it eventually expanded to include similar drawings and lexica for civil engineering, especially topics like bridge and road-building, given their importance for Danish → English translators and the abundance of tender material out there, whether from Denmark or the European Union.

Visually, the book is pleasant and restful on the eye and easy to take in, no matter what section is being referenced. Although there are invariably omissions, the dictionary will make a useful addition to any technical translator’s bookshelf, filling a gap that cannot be spackled with offerings from the net.

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Tim Davies is a full-time freelance translator with 25 years of experience working mainly between the Scandinavian languages and English, specializing in Danish → English. He translates a wide variety of technical and general texts, and has had lexicographical experience in a number of languages, including Danish. He currently lives in London, England, but lived and worked in Copenhagen for 14 years before returning to the U.K. in 1999. Contact: biker@timdavies.freeserve.co.uk.
The French Business Dictionary

The French Business Dictionary, edited by well-known translation industry writer and lexicographer Morry Sofer (Arabic Business Dictionary, Italian Business Dictionary, The Translator’s Handbook, and many more), takes a new approach to French↔English lexicography in that it is “the first [dictionary] of its kind to provide the business terms of the United States, France, and Canada.” Unlike other French↔English business dictionaries, the French Business Dictionary is separated into three, rather than two, main sections: English→French, French (France)→English, and French (Canada)→English, with Canadian terms marked (C) in the English→French section. As is the case with many innovations to a time-honored system, this approach succeeds in some ways and falls short in others, with its overall value depending on the particular translator’s situation. Overall, this reviewer found the quality of the French Business Dictionary somewhat disappointing, but translators with a strong need for Canadian French terms might find it more useful.

Content

With its distinctive “tricolor” cover and 416 pages of entries, the French Business Dictionary presents a wealth of terms applicable to the 21st-century business translator. The dictionary’s stated fields of coverage are “banking, accounting, insurance, real estate, import-export, taxes, business law, computers, and more,” which is certainly a comprehensive objective for a reference volume of this type. The dictionary does an excellent job, however, of spanning all of these diverse areas of the business world, including up-to-date terms such as interest-only loan, recruitment bonus, reboot, trackball, flash memory, and big board. Missing are terms such as instant messaging, point of sale, wholesale price, and accounting irregularity.

The designation of Canadian terms is both a help and a hindrance in the English→French section. In numerous cases, it is extremely helpful to have Canadian terms singled out from their European counterparts, especially where the dictionary identifies very different terms for use in the two environments. For example, the English→French entry for “production worker” identifies the term “agent de fabrication,” and then the Canada-specific terms “travailleur de production” and “main-d’oeuvre directe.”

In other cases, however, the designation of Canadian terms causes confusion. For example, the term “organizational behavior” is translated as “(C) comportement organisationnel,” with only a Canadian term listed, which leads the user to wonder if the editors mean to indicate that France does not use this term at all, uses another term entirely, or if they simply did not include a translation of this term for France. In addition, the editors are inconsistent in their use of the (C) designation. For example, the English term “collateral assignment” is translated as “attribution collatérale,” “affectation collatérale,” with no Canadian-specific designation. Nevertheless, a quick flip to the French→English sections reveals that both of these terms appear in the Canadian French→English section. Again, the editors do not provide any explanation of what this means; are the terms used equally in France and Canada, or something else entirely?

A helpful feature of the French Business Dictionary is that, in certain cases, the dictionary defines rather than translates a certain term or concept. This is quite helpful in a situation where a translator might be
Dictionary Reviews Continued

tempted to simply include the translated term and perhaps use it incorrectly due to a lack of understanding of the underlying concept. For example, the “How to Use this Dictionary” page demonstrates this feature with the entry “Federal Deposit Insurance Corporation (FDIC): organisme garantissant la sécurité des dépôts dans les banques qui en sont membres.” This is certainly more helpful than providing a literal translation into French. In addition, the dictionary provides useful abbreviations and acronyms in situations where they are in common use. The French term “dernier entré premier sorti” is translated as “last in, first out (LIFO)—definitely a help to translators, whether native speakers of English or French, who may not be familiar with the expression.

Unfortunately, the dictionary contains several typographical errors, many of which border on the inexcusable in this type of reference. For example, the term “gestion des ressources humaines” is translated as “human resources accounting [sic],” and the term “fonds commun de placement” (mutual fund) is misspelled “fonds commun [sic] de placement.”

Overall Evaluation

The French Business Dictionary is an ambitious and much-needed project that particularly addresses the issues facing translators who translate into and from Canadian French. Although this first effort could benefit from more attention to detail, Morry Sofer admits in his introduction that, “...there is certainly room for improvement and change in both the existing text and the new terms that keep emerging, and it is our hope that the dictionary will be revised and updated periodically.”

I would offer a few suggestions to the editors for their next edition. First, because of the dictionary’s three sections, it would be helpful to have the section title listed in the header information on each page. Without this information, especially during the first few uses of the dictionary, it is difficult to know whether you are in the French (France) or French (Canada) section without flipping back to where the section starts. Also, the dictionary includes no grammatical information about the entries, and includes multiple parts of speech in some of its entries. For example, the English term “discount” is translated as both a noun and a verb, without clarifying which of these terms is which. The term “credit” is translated only as “crédit,” a noun, without giving a verb equivalent.

If the editors of the French Business Dictionary give more attention to details such as these for their next edition, their book will deserve a more prominent place on the bookshelf of business-oriented French→English translators.

The French Business Dictionary is an ambitious and much-needed project that particularly addresses the issues facing translators who translate into and from Canadian French. Although this first effort could benefit from more attention to detail, Morry Sofer admits in his introduction that, “...there is certainly room for improvement and change in both the existing text and the new terms that keep emerging, and it is our hope that the dictionary will be revised and updated periodically.”

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Corinne L. McKay is an ATA-certified (French → English) translator. In addition to translating legal, financial, and marketing documents for clients in the U.S. and Europe, she developed and teaches the online course “Getting Started as a Freelance Translator.” She also edits the e-newsletter Open Source Update, a publication for language professionals interested in free and open source software. Contact: corinne@translatetwrite.com.

Business Smarts Continued from page 42

the facts; send the company a copy of all your messages and letters, restating the reason for your actions; and follow up with a second or even third collection notice. With some persistence, you should finally get the money that is rightfully yours.

Of course, this experience has already taught you that the rapid globalization of our industry has created an increasing need for proper client research. There are now numerous websites and listserves on which translators can exchange information on the payment practices of their clients (see box, page 42). Use them: they are vital tools to help protect freelancers against the “black sheep” of the business and discourage unethical business practices.

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.
Pano, shake hands with Aramaic! Or at least that appears to be a major premise of The Celestine Prophesy (1993) by James Redfield, a novel that is as passé as The DaVinci Code probably will be a decade from now. The plot—which my wife shared with me during a re-reading that had her laughing at the clichés and seedy datedness of it all—seems to focus on some pagan Mayan who learned somewhere how to speak Aramaic (pp. 234-235), which allowed him to produce, circa 600 B.C., something called The Manuscript. This document apparently contains nine insights relevant to the late 20th-century western world, in a language that Redfield, coyly, never identifies (it is certainly not Pano, which one would assume). But any minor-league linguist can see how enormous the suspension of disbelief has to be to accept that two cultures, one in what we now call the Middle East, the other in South America, could ever have made contact 2,600 years ago. And that is merely where the suspension of disbelief starts…. 

New Queries
(Da-E 2-07/1) The terms “central søjleansvarlig, søjlestøtter, lokal søjleansvarlig,” which appeared in a document that puzzled a ProZ denizen, were used in Danish public health documents describing hospital staff structures. What are these in English?

(E-N 2-07/2) The English sociological term categorically needy, in reference to poor children, evoked a ProZ query. The problem touched on was the extent to which these children would receive medical benefits during a certain period of time. What about the Norwegian for this?

(E-Ro 2-07/3) Surely the English word hard ought not to be hard to deal with, but the devil is always in the contextual details. The trick is to produce good Romanian for hard, as found in this sentence: In some unique PC networks, the IP phone may require hard coding and setting to “auto and lock” mode. This may have to do with options to debug phones.

(F-Ro 2-07/4) This query, for which we will gladly take English as a steppingstone to Romanian, is about “taux global de prélèvements obligatoires,” and it comes with enough context, it seems, to do the job: “La validité du taux global de prélèvements obligatoires est tributaire de l’approximation des évaluations statistiques, tant en ce qui concerne le produit intérieur brut que les prélèvements.” Lend a hand, if you can!

(G-I 2-07/5) In an automotive setting, a ProZer wanted to know about “Hubendschaltergewicht” in the following context sentence: “Berührt die Hakenflasche bei der Aufwärtsbewegung das Hubendschaltergewicht, spricht der Hubendschalter an.” Try to provide the Italian or the English.

(G-I 2-07/6) What might be good Italian for “Operationen- und Prozedurenschlüssel,” a term that is at once legal and medical?

(G-Sp 2-07/7) The Translation Inquirer normally tends not to use homework queries from ProZ, but this one was interesting. It is a request for good Spanish for “myotendiotisches Syndrom.” The context made it clear that the text had to do with the cervical area of the neck.

(R-G 2-07/8) In a post-mortem analysis of a cancer patient, a ProZ user found MFC UML and wondered what his colleagues thought it meant, though he had one suggestion already. What is it?

(R-I 2-07/9) In an obviously tax-related query, this ProZ member asked about good Italian for ВНД обеспечения обязательств в налоговом праве. Well, we will take English as a reluctant concession.

(Sp-E 2-07/10) This engineering query from ProZ is about “Campana con interceptor de contratiraje,” and here is what was added for context: “Es una parte de un calefón. El término en el que estoy más interesada es contratiraje.”

Replies to Old Queries
(E-Pt 11-06/3) (power line noise): Denzel Dyer cannot supply the Portuguese for this, but says that it is high-frequency electronic “noise” generated by loose connections or arcing (among other things) on power lines. The signals ride the power lines,
but can also be radiated and picked up by, for instance, electrocardiograph leads. That gets us closer.

(E-Sp 8-06/3) (entitlement holder): As Rodolfo Theis sees it, here the entitlement holder is a person who retains rights. He suggests “El Deudor, identificado en el expediente del Titular de la Cuenta como la persona para quien la cuenta se mantiene, retiene los derechos relacionados con los activos financieros que ocasionalmente se acreditan en la Cuenta del Contrato de Construcción. Sujeto a los términos del presente contrato, el Titular de la Cuenta deberá considerar que el Deudor podrá ejercer dichos derechos....”

(F-E 10-06/5) (procédure d’enquête de flagrance) Georges Coulon says that the French Code of Criminal Procedure was amended in 1958 to allow for an “enquête de flagrance.” This is an investigative enquiry conducted when a flagrant offense is committed in cases of delicts punishable by imprisonment. This means that the police department’s authority to search is actually greater than might be presumed under a curatorial search. Therefore, everything that the French system. See: Arizona Journal of International and Comparative Law, Vol. 19, No. 3 (2002), page 1047.

(F-E 11-06/4) (donneurs d’ouvrage): To Alan Berson, who labored long and well on the equivalent of this column in the ITI Bulletin (the publication of the U.K.’s Institute of Translation and Interpreting), this seems very close to the work providers who can be found in their separate section of language exhibitions and shows in Britain. These providers are companies that hire people with language skills.

Jean Lachaud’s opinion about this: It does not belong to a “category of profession.” A “donneur d’ouvrage” is an entity (rarely a person, but it could be) who provides work (or orders), usually to an at-home artisan, but the term also covers all sizes of subcontractors. In our “profession,” a translation agency is the perfect example of a “donneur d’ouvrage.” I assume that the term itself originates from early industrialization, when crafted workers had not yet moved “en masse” to large cities, and work (wool spinning, clock hardware manufacturing, and so on) was farmed out to them. Translation can be tricky, since it may depend on the point of view of the person using the term. To me, a “donneur d’ouvrage” is a client. For example, to a newspaper reporting about a major construction contract, the (main) contractor is a “donneur d’ouvrage.”

(F-E 11-06/5) (appartement à une chambre): Jean Lachaud assumes an error in the listing of this question, which appears as if it should have been listed under the English-French category. It does not have a hotel flavor, but “suite à une chambre” does. A “suite” is the perfect term for hotel services. As the Larousse bilingual dictionary, this word is meant to be one word, it is also a humorous construct. It is slang and generally means a small scale theft.

(I-E 8-06/5) (immobile sociale): Lorraine Alexson says that given the corporate context, this seems to be a legal term indicating a building (“immobile”) belonging to a company (“società”). More context is needed.

(Sp-E 8-06/8) (zapateo): Miriam Sigler looked this word up in several glossaries and also ran it by a friend who is Chilean. They both agreed that either tapping or thumping were acceptable translations. Graciela Daichman reports that, according to the Larousse dictionary, this is the stamping or tapping with the feet (in dancing). Also, tap dance (with jazz music) and pawing of a horse. As a verb, “zapatear” is to tap with one’s feet. Fig: To tread on. To paw the ground. To thump (rabbit). Of all of the above, the closest to the possible meaning of the text in Sp-E 8-06/8 would be thumping.

Renato Calderón presents this translation of the entire context sentence on page 50 of the August 2006 issue: a majority of the equipment thus protected did not have failure, with the exception of some cases of successive knocks (repetitive or continuous pounding/knocking) which caused repairable damage on the wheels and on the carriages.

(Sp-E 11-06/11) (vino por en tubo):
Bilingual puns have probably existed since someone realized that the people in the next cave used words and phrases that sounded similar to his/her own, but had totally different meanings.

Shakespeare used bilingual sexual puns from Latin into English in *The Merry Wives of Windsor*: *hic* and *haec*, among others, misconstrued as “hick and hack” (see the October 2006 column); and from English into French in *Henry V*: “foot” and “gown” misconstrued as *foutre* and *conne*. In *Ruddigore*, Gilbert and Sullivan turned *valet de chambre* into *valley-de-sham*, and, in Sellar and Yeatman’s *1066 and All That*, Julius Caesar’s famous words, misconstrued as “Weeny, Weedy, and Weaky,” so disheartened the Britons that they surrendered to the invading Romans.

Here are some bilingual puns, old and new, with appropriate misspellings:

**Bella Naughty**: Italian lady of the night
- *car per diem*: daily chariot rental fee
- *fooe grav*: I hate Carnival!

**Frank ‘n’ Stein**: German fast food
- *Gloria Dei*: sister of Doris
- *haute cuisine*: horse food

**Johnny Screechy**: Puccini opera favored by b-list singers
- *Mal de merde*: Robespierre’s revenge

**Man On! and Man On, Let’s Go!**: baseball operas
- *nom de plume*: advertising via skywriting

**Salam Aleikum**: a delicatessen that delivers
- *Sick Transit, Gloria, Monday*: find a new way to commute, Gloria, by the beginning of the week
- *Succès d’esteam*: Électricité de France’s new cogeneration plant

**Unter den Lyndon**: Hubert

**Veldschmerz**: overgrown Capetown lawns

Probably the most elaborate examples of bilingual puns are homophonic translations, discussed in the June 2005 column. The idea is to mimic the sounds of the original words, rather than their meanings. Indeed, some homophonic translations have little or no meaning at all.

Here is the first verse of Schiller’s “Ode to Joy,” set to music by Beethoven in the *Ninth Symphony*:

*Freude, schöner Götterfunken,*
*Tochter aus Elysium,*
*wir betreten feuertrunken,*
*himmlische, dein Heiligtum.*

And here is a homphonic translation into English:

*Freud and Shane begot a funky daughter named Eliza whom we betrayed and for a trinket hemlocked; she’d a hellish doom.*

---

Graciela Daichman says that although clearly the paragraph quoted refers to wines, there is a semi-colloquial phrase used in Argentina (“como por un tubo”) that indicates that something came out exactly as planned or imagined. For example: “Todo el proyecto salió como por un tubo.” (“Salir” refers here to results and is unrelated to the verb “go out.”) Could the heading “Vino por un tubo” mean *Wine that pours out easily?* I am grateful to all the voluntary and involuntary contributors, and hope all of you do splendidly well in 2007! At the time this column is being compiled, the year is still just a squalling infant, being less than five days old.

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.htm), ProZ.com (www.proz.com), or Translators Café (http://translatorscafe.com).

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