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**January 2007**

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5,000 colleagues already on Standby!
Nataly Kelly is the director of product development with NetworkOmni Multilingual Communications. She is also a certified court interpreter (State of Missouri) for English and Spanish. A former Fulbright scholar in sociolinguistics, her current research interests are interpreter certification, quality improvement programs, and telephone interpreting. She currently serves on the National Council on Interpreting in Health Care’s Outreach Committee. Contact: nkelly@networkomni.com.

Tuomas Kostiainen is an ATA-certified (English → Finnish) translator specializing in technical and medical translations. In addition to freelance translation work, he also provides TRADOS training and consultation, and has given several presentations and workshops on the subject. He is the current president of the Northern California Translators Association. Contact: tuomas@jps.net.

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Jacki Noh has been a freelance Korean translator/interpreter/voice-over talent for over 20 years. She is a member of the International Association of Conference Interpreters and a former member of the Judicial Council of California Court Interpreters Advisory Panel. She has also interpreted during the post-medal press conferences for three Olympic games (Atlanta, Sydney, and Salt Lake City). She is currently serving on ATA’s Board of Directors. Contact: jacki@transkorean.com.

Kayoko Takeda is a freelance English ↔ Japanese interpreter and translator. She teaches interpretation and translation in the Graduate School of Translation and Interpretation at the Monterey Institute of International Studies (MIIS). She holds an M.A. in translation and interpretation from MIIS, and is currently enrolled in the Ph.D. program in translation and intercultural studies at the Universitat Rovira i Virgili in Spain. She is working on her dissertation on the sociopolitical aspects of interpreting at the Tokyo War Crimes Tribunal. Contact: kayokot@msn.com.

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This edition of *The ATA Chronicle* offers highlights from the 47th Annual Conference. Of particular note, Jeff Sanfacon, editor of *The ATA Chronicle*, and ATA Member Alzi Platts captured many of the sights of the conference. Some of their outstanding photos are published in this issue on page 40. You can check out all their photos online at [www.atanet.org/conf/2006/photo](http://www.atanet.org/conf/2006/photo).

If you missed the conference, you can still listen to most of the conference educational sessions and read the handouts by ordering the conference DVD. The breadth and depth of translation and interpreting knowledge shared at this one event is unmatched in the profession. To order a copy, please go to [www.atanet.org/conf/2006](http://www.atanet.org/conf/2006). Listening to the DVD will also earn 10 Certification Continuing Education points.

Besides once again thanking the nearly 1,300 attendees, I also want to thank those who purchased special conference t-shirts. A portion of the proceeds of the sales went to the New Orleans Area Habitat for Humanity to support their efforts to rebuild New Orleans. I am pleased to report that the sales resulted in ATA donating $1,575. While the folks in New Orleans were just happy to have ATA’s business, the donation to Habitat for Humanity was a great gesture by the Association to help the city further and a nice complement to ATA’s pro bono work in New Orleans (see October issue, page 40).

Finally, if you attended the conference and have not completed a conference evaluation form, please do. The form is available at [www.atanet.org/docs/evaluation_form_conference_2006.pdf](http://www.atanet.org/docs/evaluation_form_conference_2006.pdf). The feedback from attendees is incredibly important to help us build upon the success of the previous year. For example, looking ahead to next year’s conference in San Francisco, we are already acting on some of the preliminary feedback: reduce the number of preconference seminars; offer more advanced sessions (which is always a challenge because of the limited pool of presenters); watch that popular sessions repeated from previous years offer updated material; and schedule more time for the presentation of candidates and election.

**ATA Membership Renewal:** If you have not renewed your membership, please do. From membership in any or all of ATA’s 15 divisions—including the new Language Technology and Korean Language Divisions—to discounted business services, ATA gives you the strategic edge that benefits your bottom line. You may renew online at [www.atanet.org/membership/renew.php](http://www.atanet.org/membership/renew.php). Thank you for your past support and for renewing for 2007.

**Reminder for ATA-Certified Translators:** For those members who passed ATA’s certification exam prior to January 2004, just a reminder that your first continuing education points report is due. For more information, please read the Certification Forum on page 44.

**Next Board Meeting Scheduled:** The next Board of Directors meeting is set for January 27-28, 2007 in Boston. The minutes of the meeting will be posted online at [www.atanet.org/membership/minutes.php](http://www.atanet.org/membership/minutes.php). Past meeting minutes are also posted on the site. As always, the meeting is open to all members.

The meeting will be preceded by the Board’s Annual Governance Review. The Board will take a strategic look at the Association—where we are and where we want to be. Prior to last year’s planning day, the Board had held this review every other year—during the first year of the new ATA president’s term. However, the Board felt the planning session provided so much valuable information that it should be conducted annually. The core developments from this one-day event will be published in *The ATA Chronicle* and used as the foundation for the Association’s efforts throughout the year.
Is it time to sell your business?

Take this quiz:

- Has your heart rate increased?
- Are clients demanding FIGS at 3¢ a word?
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- Vacation? What vacation?

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The Alexander Gode Medal, ATA’s most prestigious award, is presented to an individual or institution for outstanding service to the translating and interpreting professions. ATA is proud to recognize Peter Less as the recipient of the 2006 Alexander Gode Medal for his pioneering service at the Nuremberg Trials.

A native of Germany, Peter fled Nazi Germany and attended the Geneva School of Conference Interpretation in Switzerland, becoming one of its first graduates. In 1946, Peter, then 25, was recruited by the U.S. Army to provide interpreting services during the Nuremberg Trials. He interpreted the proceedings simultaneously in the courtroom, and consecutively during depositions. He also translated court documents as well as the final judgment. Nuremberg was one of the first times a multilingual event was interpreted using the simultaneous mode (with primitive interpretation equipment, including bolted-down microphones and heavy headsets).

Peter, who lost his entire family to the Nazi regime, sat in the courtroom a few feet from Hermann Goering, Rudolf Hess, and others accused of crimes against humanity. Following the trial, Peter moved to the U.S. He is a family law attorney in Chicago.

In the September 2004 issue of *The ATA Chronicle*, Peter reflected upon his role at these historic trials. The following are a few of his comments:

“I enrolled in the Faculté des Lettres and got my university degree. Attached to the University of Geneva was the École d’Interprètes, which trained interpreters. I spoke German, English, and French, and I enrolled there. It was a two-year course. At first, they would speak very slowly, accentuating every syllable: ‘Heute ist das Wetter sehr schön.’ (‘Today the weather is very nice’). After a few weeks, they would speak quickly and with an accent.

There were about 15 or 18 students in my class. We graduated shortly after WWII ended. At that time, the Americans, the British, the Russians, and the French were organizing an international war crimes tribunal. One day, American officers in uniform came to the school. They tested a dozen people and hired a handful, including me. ‘Tomorrow morning,’ the American officer said, ‘you must fly to Nuremberg.’

It wasn’t easy. You were sitting in the same room with the people who probably killed your parents, but you could not let your feelings interfere with your job. You swore to interpret as faithfully as possible, to put the speaker’s idea into the listener’s head. So we did.”

The Alexander Gode Medal is named for ATA’s founder and guiding spirit, who was the first recipient. The medalists represent a record of achievement in a variety of venues, including not only translators and interpreters, but lexicographers, theorists, association leaders, and institutions. This award may be given annually.
Lewis Galantière Award
Geoffrey Brock

Geoffrey Brock is the recipient of the 2006 Lewis Galantière Award for his translation of Umberto Eco’s most recent novel, *The Mysterious Flame of Queen Loana* (Harcourt, June 2005).

Geoffrey was born in Atlanta, Georgia, in 1964. He earned an MFA in poetry from the University of Florida and a Ph.D. in comparative literature from the University of Pennsylvania.

Geoffrey’s first book of poems, *Weighing Light*, received the New Criterion Poetry Prize and was published in 2005 by Ivan R. Dee. His poems have appeared in journals including *Poetry, Paris Review, PN Review, New England Review, and Hudson Review*, as well as in several anthologies. Geoffrey has received fellowships for his poetry from the National Endowment for the Arts, The American Antiquarian Society, the Arizona
Commission on the Arts, and the Florida Arts Council. He was also a Wallace Stegner Fellow in poetry from 2002-2004.

In 1998, Geoffrey was awarded the Academy of American Poets’ Raiziss/de Palchi Translation Fellowship, which allowed him to complete his translation of Cesare Pavese’s *Disaffections: Complete Poems 1930-1950*, which was named a “Best Book of 2003” by the *Los Angeles Times*. He is also the translator of Roberto Calasso’s book about Franz Kafka, *K*, and a new novel about the Armenian genocide, *Skylark Farm*, by Antonia Arslan. His translations have received Poetry’s John Frederick Nims Memorial Prize, the PEN Center USA Translation Award, the Modern Language Association’s Lois Roth Award, and the Italian Ministry of Foreign Affairs Translation Prize.

Geoffrey is currently working on his second manuscript of poems and, with the support of the Guggenheim Foundation, compiling a bilingual anthology of 20th-century Italian poetry, which will be published by Farrar Straus & Giroux. He teaches in the Programs in Creative Writing and Translation at the University of Arkansas in Fayetteville.

The Lewis Galantière Award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English. This award honors distinguished ATA founding member Lewis Galantière (1894-1977). His translations from French drama, fiction, poetry, and scholarship enriched cultural life during the middle decades of the 20th century, and are still being read over a quarter century after his death.

See page 57 for the 2007 Honors and Awards guidelines.

Rosario Welle received free registration to ATA’s 2006 Annual Conference in New Orleans for the photo she took of her School Outreach presentation to the first grade at Florence Black Elementary School in Mesquite, Texas. To demonstrate the lifesaving power of language skills, Rosario and three students dramatized a 911 call, with the children playing the roles of an injured person, an interpreter, and a dispatcher. Rosario is a full-time translator/interpreter with the Mesquite Independent School District and a tireless volunteer, using her language skills to benefit her church and the local community.

Enter to win free registration to ATA’s Annual Conference in San Francisco, October 31-November 3, 2007. For information, go to www.atanet.org and click on Careers.
After reading Dorothee Racette’s excellent article, “Improving the Organization and Workflow of Your Freelance Business” in the September issue, I just had to write and add a short review on what I consider my best investment as a freelance translator.

I am referring to Translation Office 3000 (www.translation3000.com), an accounting software tool designed for freelance translators. This software costs €159, but the website offers a free 30-day trial download.

I have used this program for the past three years, and I could not do without it. When you receive an order, all you do is enter the job number, purchase order number, deadline, word count, and rate in the system. That’s it. The job schedule shows all current jobs, with different colors noting priority.

When a job is completed, an invoice is created with one click of the mouse and saved in a file of your choice. Upon payment receipt, enter it next to the corresponding invoice. Overdue invoices appear in red and outstanding invoices appear in green, with the expected payment date for each one.

The program automatically creates various reports, including monthly sales, service breakdown, top 10 clients (which is very interesting for purposes of client diversification). Year after year, the reports give you a very clear picture of your business and its growth.

The program accepts different currencies for different clients, which enables you to send an invoice in euros, for instance, while the reports convert everything into your base currency, so you have an accurate status of your business at all times.

For me, invoice creation is no hassle: I probably spend 10 minutes at the end of each month on this, and that is all!

There are many other features, but perhaps the most important thing, to me at least, is that this program is very user-friendly. It allows you to keep track of everything without the risk of forgetting a job or missing a deadline. When multiple jobs land in your mailbox on the same morning, all you do is enter each one in the system and you can instantly see what you have to do and in what order.

I am sure there are other programs like this one, although I cannot say I have tried or compared any of them. This piece of software is doing everything I need!

Please note that I am not an employee of the software manufacturer, nor am I benefiting in any way from this review. I just wanted to share my experience with others.

Marguerite Storm
Amarillo, Texas
During World War II and the occupation of Japan, *Nisei* (second-generation Japanese Americans) played crucial roles as translators, interpreters, and interrogators, and served in other important language-related functions. Since they worked in military intelligence, their contributions were not discussed in much detail until the early 1970s, when a number of intelligence documents were declassified. This article presents an overview of the recruitment and activities of these *Nisei* linguists.

**The U.S. Army’s Japanese Language School: Before and After Pearl Harbor**

Prior to Pearl Harbor, a division of the U.S. Army on the West Coast started a classified military intelligence training program for personnel with Japanese language skills in preparation for an anticipated war with Japan. This classified program, based in the Presidio of San Francisco, began operation on November 1, 1941, with four Japanese American teachers and 60 students (58 *Nisei* and 2 Caucasians). After six months of intensive training, most of the 45 graduates were sent to various military fields of operation to work in intelligence.

Soon after Japan’s attack on Pearl Harbor on December 7, 1941, all Japanese Americans were reclassified as 4-C (enemy aliens who were ineligible for military service). In February 1942, U.S. President Franklin Roosevelt signed Executive Order 9066, which resulted in the forced relocation.
of nearly 120,000 Japanese and Japanese Americans on the West Coast to internment camps. As a result, the U.S. Army’s Japanese military intelligence training program moved to Minnesota in late May of 1942.

By that time, the valuable contributions being made by the first graduates of the program had been reported back from the war front. The Army was also becoming acutely aware of the need for more Nisei linguists for military intelligence. The program was reorganized under the direct supervision of the War Department, and reopened on June 1, 1942 as the Military Intelligence Service Language School (MISLS). Given the proven value of Japanese linguists in various fields of operation, the U.S. government started recruiting hundreds of Nisei from the internment camps to train at MISLS. Finding qualified Nisei, however, was a challenging task. According to Bill Hosokawa: “[o]f the first 3,700 men interviewed, only 3% proved to speak Japanese fluently. The next 4% could be considered fairly proficient in the language. Another 3% knew just enough so that they could be thrown into intensive training; only 1 Nisei in 10 understood a useful amount of his ancestral tongue. And even the best of them had to be taught military vocabulary and usage.”

Translation and Interrogation

More than 6,000 Nisei received six months of rigorous training at MISLS, after which they were sent mainly to the Pacific military operational theater. They served in the Allied Translator and Interpreter Service (ATIS) and in other units as translators, interpreters, interrogators, code breakers, and “cave flushers.” Some of these individuals were “loaned” to the U.S. Navy, since it did not accept Nisei enlistments. (The Navy had its own Japanese language schools just for Caucasian officers, but they did not produce many competent linguists.)

Nisei linguists translated captured enemy documents, interrogated Japanese prisoners of war, persuaded Japanese soldiers and civilians to surrender, and participated in propaganda activities. One of the most vital tasks they engaged in for the U.S. military was the translation of Japan’s “Z Plan,” which called for a Japanese counterattack in the Pacific. The knowledge obtained through the translation of these intercepted documents led to a significant victory for U.S. forces. This is considered by historians to be “one of the greatest single intelligence feats of the war in the Southwest Pacific Area.”

Nisei linguists earned much recognition for their valuable contributions to the war effort. Colonel Mashibir, the ATIS commander, wrote in his autobiography:

“Had it not been for the loyalty, fidelity, patriotism, and ability of these American Nisei, that part of the war in the Pacific, which was dependent upon intelligence gleaned from captured documents and prisoners of war, would have been a far more hazardous, long-drawn-out affair. The United States of America owes a debt to these men and to their families which it can never fully repay.”

According to a 1945 report, the Nisei linguists had translated 20.5 million pages by the end of the war.

War Crimes Trials and Occupation

Nisei linguists were also indispensable during the occupation of Japan. The enrollment at MISLS actually peaked after the war in response to the need to address the language needs of various operations of the occupation. The focus of instruction shifted from military to civilian language and Japanese culture.

More than 5,000 Nisei linguists worked in occupied Japan, functioning as a “bridge” between the occupation forces and Japanese authorities and civilians. Their duties covered a variety of areas, including intelligence, disarmament, civil affairs, education, and finance. They even participated in the drafting of the Japanese Constitution and the formation of the National Police Reserve (which later became the Japanese Self-Defense Force).

Nisei linguists also provided translation services for Japanese war crimes trials. Some worked as interpreters at Class B/C war crimes trials, such as those in Manila and Yokohama. (There were three categories of war crimes: “Class A”...
for crimes against peace, “Class B” for war crimes, and “Class C” for crimes against humanity.) At the International Military Tribunal for the Far East (IMTFE), a Class A trial, four Nisei linguists worked as monitors to check the performance of the interpreters (who were Japanese diplomats and other Japanese nationals). These Nisei monitors also simultaneously read the translations of the closing statements, the judgment (verdict), and other prepared statements as they were delivered by the prosecutors, defense counsel, and the president of the tribunal.

**Overcoming Prejudice**

Along with many other Japanese Americans, Nisei linguists lived through the prejudice and discrimination directed toward them in the 1930s and 1940s. In the midst of the war hysteria and the fierce hatred against Japanese Americans, they were sent to internment camps as “enemy aliens.” Kibei (Nisei who received an education in Japan and returned to the U.S.) suffered even greater prejudice than other Japanese Americans, as they were suspected of being disloyal and “pro-Japanese.” Ironically, Kibei were the best source of military linguists because of their prior education and experience in Japan.

One of the most documented figures of all Nisei linguists, David Akira Itami, was Kibei. Itami served as the leader of the monitor team at the IMTFE. He volunteered from an internment camp to teach at MISLS, and later worked in military intelligence during the war. He broke coded conversations (spoken in the dialect of the region where he grew up) between Japanese government officials. For this and many other intelligence activities he received the Legion of Merit, the highest medal awarded to noncombatants. After the IMTFE, Itami stayed on at ATIS as a translator until 1950, when, at age 39, he shot and killed himself. His family and friends point to the prejudice Itami experienced as an Asian in American society and as Kibei in the Nisei community, and cite the emotional strains he suffered during the IMTFE as one of the reasons for his suicide.

Even within the U.S. Army, Nisei linguists had to fight prejudice and suspicions of disloyalty while they served in the Pacific. Although a number of testimonials by Nisei linguists show their pride in having proved their loyalty to the U.S., they also discuss their complex feelings about being sent to internment camps by the same government that later took advantage of their language skills in the war against the country of their parents. During my research, one of those I interviewed talked about the resentment he felt when he was sent to the Pacific from MISLS with a dog tag bearing the address of the internment camp where his parents were detained.

While trying to overcome prejudice within the military they served, the Nisei linguists also struggled with issues of cultural identity as they worked to win a war against people of their own heritage. James McNaughton provides the following insight into how
the Nisei linguists may have viewed their opponents, the Japanese:

“At a deeper level of analysis, for those who joined the Military Intelligence Service to become linguists, the way they served was more specific to their heritage, and thus psychologically more complex. Whether translating captured diaries or radio messages, or interrogating prisoners of war, they had to confront issues of identity and heritage in ways that most other American soldiers could not even imagine. Although for most of them, learning the Japanese language was a major challenge involving six months of hard work, the knowledge and appreciation of Japanese culture and society they had absorbed from their parents and upbringing gave them a unique perspective on the enemy they faced. They had a capacity, all too rare at that time, for seeing their opponents as human beings, rather than animals.”4

This complex psychological aspect of military linguists fighting an enemy closely linked to their own heritage seems relevant in the context of today’s war on terrorism as well.

Today’s MISLS

In 1946, MISLS moved to the Presidio of Monterey, California, and was renamed the Army Language School. In the midst of the Cold War, the school mainly trained military linguists in Russian, Chinese, Korean, and German languages. In 1963, the school and the language programs in the U.S. Air Force and Navy were consolidated into the Defense Foreign Language Program under the supervision of the Defense Language Institute (DLI). Currently, the DLI Foreign Language Center in Monterey offers instruction in a number of languages to military personnel and members of other federal agencies. Arabic, Chinese, Korean, and Persian Farsi are among the largest programs at the moment.

Notes


When I launched my career as a Korean/English translator and editor in the mid 1980s, the market was very small. Because of this, I was afraid that if I asked questions of my clients, I would be seen as unqualified for the assignment or labeled high maintenance. However, reading Kurt Vonnegut’s *Fates Worse than Death* changed my entire perspective on the subject. In his book, Vonnegut talks about how he loves it when translators of his books ask numerous questions, since that means the original flavor and intent of his prose are probably going to be properly conveyed in another language. Even though Vonnegut is referring to translation, his advice has given me the courage to ask my clients questions in order to avoid fiascos such as badly under quoting an editing project and then having to submit a higher invoice amount after the project is delivered—definitely not something that is particularly comfortable to negotiate.

Accepting an editing project from a translation project manager is a little like finding a spouse by using what is known as a *Joong Mae Jang Yi* (a Korean matchmaker). Let’s look at the similarities, shall we? (See Table 1.)

Just as you want to find out everything about a potential suitor before the initial meeting, you also want to learn everything there is to know about the potential editing job before accepting the assignment. The following are some questions to ask and some points to keep in mind to make sure you and the job are a suitable match.

**Determine if the Job “Fits”**

**Do you have the skills to edit the project?**

Ask: *What are the source and target languages of the project?*  
---

This is an important question since you should only edit in your native language or another language strictly equivalent to your native language.

**Am I being paid by the word count or by the hour?**

**END RESULT:** As an editor, you must make sure your questions are answered before jumping into an editing project.

---

**Table 1**

<table>
<thead>
<tr>
<th>Project Manager/Editing Job</th>
<th>Matchmaker/Significant Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sometimes information about the project is vague.</td>
<td>• Sometimes information about your future spouse is vague.</td>
</tr>
<tr>
<td>• The project manager’s job is to find an editor to further refine the translation.</td>
<td>• The matchmaker’s job is to find a perfect match to further enhance your romantic life.</td>
</tr>
<tr>
<td>• The project manager wants you to edit their job so that it is complete.</td>
<td>• The matchmaker wants you to marry their choice of a perfect match so that their job is done.</td>
</tr>
<tr>
<td><strong>END RESULT:</strong> As an editor, you must make sure your questions are answered before jumping into an editing project.</td>
<td><strong>END RESULT:</strong> Unless divorce is a fun thing to experience, you must make sure your questions about your future spouse are answered before jumping into matrimony.</td>
</tr>
</tbody>
</table>
editing assignment where you are unfamiliar with the subject matter. Also, have the project manager send you the source document so you can be absolutely sure that the client’s description of a simple “video game proofreading job” actually matches what you see. You do not want that “light” proofreading job to turn into a complex review of the technical schematics of a Sony PlayStation. Also, never assume that the person whose translation you will be editing is an expert in that field with years of experience translating similar documents. If you do, you might be in for an unpleasant surprise. Just remember that the translator might have had the same assumption about the editor (you!) who was going to eventually look the document over.

Can you do the job given the parameters set by the project manager?

Ask: What is the word count of the source document?

Can you edit 10,000 words of text in 24 hours? If you cannot, you might want to turn down projects with unreasonable deadlines or those requiring super-human editing skills to complete.

Ask: When does the client need the edited document back?

This is a pretty obvious question, but you need to make sure that when the project manager says he needs it by the end of day, does that mean the end of day in New York or the end of day in Korea? Time differences are an important factor to keep in mind when deciding whether you can deliver the job on time.

Ask: Can I see the translation?

Try to obtain either the translation in its entirety, or at least a sample. If you cannot see the translation before accepting the job, try to get as much information about the translator as possible from the project manager. Has the project manager used the translator before? Does the translator have previous experience with the subject matter? Having this information might give you at least an idea of the quality of the translation you will be receiving. Remember, the quality of the translation will no doubt greatly impact your ability to deliver on time.

Ask: What is the scope of the editing job?

The answer to this question can certainly determine how long it will take you to edit the job. Sometimes the project manager might say, “do what it takes to make this a great translation.” While this may seem like something desirable, what the project manager is saying is that you ultimately have the responsibility of ensuring the final quality of the product. Other times, the project manager will only want you to check for obvious errors or omissions, which will take considerably less time.

Do you have the right tools?

Ask: Are there any reference materials that were provided to the translator?

Reference material could include anything from a glossary to past translations that were approved by the end client. The purpose of having access to these materials is so that you will not accidentally “correct” a term that was actually provided by the client. Also, you can edit the translation if necessary to follow more closely the writing style of previously approved translations.

Request the translator’s guidelines to make sure that they are followed during the editing process. These guidelines usually consist of some of the following information:

- Target audience information (demographics such as age, education level, and place of residence). This information will help you determine what register you choose to edit toward (U.S. or overseas usage), the terminology you use, and so forth. For example, the word “mortgage” must be transliterated for Korean Americans living in the U.S., whereas the same word must be translated for Koreans living in Korea. Again, you want to edit toward what the end client wants, not away from it!

- The words or phrases that need to be left in English and the ones that should be translated with the English in parenthesis.

Is the job worth your time?

Ask: Am I being paid by the word count or by the hour?

This is certainly a loaded question. If you charge by the word count, then it is definitely a gamble if you accept the job without seeing the translation. Most editors set a word count rate assuming the translation is of decent quality and that they will be
able to edit a certain number of words per hour. Will that rate per word you quoted suffice if it turns out that the translation is very sub-par? However, charging by the hour can also have its pitfalls. If you have the translation, you can at least quote accurately to the project manager so they can issue their own quote to their client. Otherwise, you will have to take your best guess. Do you guess high and possibly lose the job? Do you guess low and risk not being reimbursed for the time it really took to edit? It is your choice depending upon the circumstances you face.

Once You Have Accepted the Job

Keep a log: It is also a good idea to maintain an editorial log containing all the information that is relevant to the project. More importantly, this log will serve as a place for you to jot down notes about your editing. For instance, if there are incorrect word choices used in the translation, write down specific examples. Such a listing can be helpful later on if the project manager asks you to provide evidence for the poor quality of the translation.

Do a quick evaluation: If you did not get the translation before you accepted the project, do a quick evaluation of the translation just to see what you are dealing with. The Berlitz Language School came up with a great commercial involving a member of the German Coast Guard on his first day on the job. Upon hearing a distress call from an English speaker on another ship who said “mayday, mayday, we are sinking!” the novice sailor replied in a thick accent, and with some trepidation, “…and…what are…you…sinking about?” Hopefully you will not encounter an editing job from someone who is doing their very first translation, but you never know!

Let the project manager know if there is a problem: If the translation is so bad that it is beyond editing, contact the project manager as soon as possible and offer a thorough translation assessment service for a set fee or by the hour before turning down the job completely. The project manager might convince the end client to spend the money to have the project retranslated. If the issues you encounter on a project turn out to be beyond what you and the project manager expected, leave it up to the project manager to decide how to proceed. Be sure to re-evaluate the project yourself to make sure you have the time to complete the project, and that you will be reimbursed appropriately.

Put questions in writing: If you have questions during the editing process, it is always best to address them in writing to your project manager. Along with your questions, it is a good idea to send a PDF file of the translation with your notes inserted next to the text you have flagged (Adobe offers a convenient Insert Notes function for this). This will allow the project manager to better answer your questions, because they will be able to refer to the original text and easily see your notes next to the highlighted text.

Know Your Limitations

An editor must know his limitations and when to say “no,” even though it may be difficult to turn down a job. But you need to think about how to make this experience as pleasant and successful as possible for you, your reputation, and clients. There were many nights when I accepted editing projects without asking the necessary questions, and ended up seriously regretting my decision.

Bottom Line: Do Not Be Afraid

So, please do not be afraid to ask your project manager questions. Remember, Kurt Vonnegut loved the translators of his books who had loads of questions for him, since that is how he knew his books would be translated properly. By asking questions both before and after you have accepted an editing job, you are increasing the chances that the project will end in complete success. Good luck with your next editing project!
The Allen Translation Service, founded in 1967 and located in the market-rich northeastern area of the United States, is for sale. The company enjoys a clientele that includes a number of Fortune 100 companies, primarily in the pharmaceutical and chemical process industries. Offering price: $500,000

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**47th Annual Conference**

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Picking Berries With TRADOS

By Tuomas Kostiainen

Using TRADOS is like picking berries in a Finnish forest. If you know the forest and where to find the best berry patches, you will do fine and get a lot of berries in no time without getting lost. However, if you do not know your way around or even what to look for, you will end up without berries, frustrated, lost, or perhaps even worse, harassed by a bear. Rather than risk this plight, many choose to stay close to the forest’s edge, making do with the berries they find there.

While teaching TRADOS workshops and providing one-on-one training, I have noticed that many translators tend to stay within the periphery of the first useful functions they encounter, unsure of how to venture into what they perceive as a forest of options to get to the more advanced features TRADOS has to offer (the very best berry patches). “Oh, I don’t know where to go,” or “I can’t read the map,” they say. I realize that as a trainer, my job is not to teach everything TRADOS does, but to tell workshop participants about the best berry patches and draw a useful map so that everyone can get there and back, directly and safely. So, here is my collection of some of the best features TRADOS has to offer, along with a map for finding them.

Memory or Memories?

Many (if not most) translators use several different translation memories (TMs), creating a separate memory for each client or subject. While there might be some good reasons for this approach in certain situations, I find it much more efficient to use one large memory with attribute fields (such as “client” and “subject”). This allows you to utilize all of the previous translations you have done for other clients, or those covering a particular subject. Having a large number of client- or subject-specific memories defeats, to some extent, one of the main purposes of using a TM tool like TRADOS.

Having a large number of client- or subject-specific memories defeats, to some extent, one of the main purposes of using a TM tool like TRADOS.

Using Attribute Fields

Attribute and text fields (together called TM fields) can be used as selection criteria when searching a TM during a translation or when performing memory maintenance. How, you ask? Just bear with me while I take you a little deeper into the forest—it should all make sense in a minute.

For example, during translation, attribute/text field values as your current project by “penalizing” (= lowering) the fuzzy match levels of all other TUs by two percentage points per field (this is the default value, so you do not need to do anything to set this up).

For utilizing attribute/text fields in concordance searches, you can select the “Apply Current Filter Settings” option (Options > Translation Memory Options > Concordance) if you want to give a priority to TUs that have specific attribute/text field values. And as I mentioned earlier, these fields can also be used while performing memory maintenance as filter criteria when you want to utilize find and replace operations or export a certain subsegment of your TM, for example (File > Maintenance > Filter…).

Here is an example of how to set up attribute fields and their values (see Figure 1):

1. In TRADOS Workbench, select “File > Setup… > Fields.”
2. Select any field in the “Attribute Fields” list.

3. Click “Add” and type a new name (such as “Subject”) into the “Field” input box. You now have a field called “Subject.”

4. Select “Subject” in the “Attribute Fields” list and then “A Value” from the “Attribute Values” list.

5. Click “Add” and type a new name (such as “Medical”) into the “Field” input box. You now have an attribute field called “Subject” containing one value called “Medical.” Repeat this for additional fields and their values.

6. When you have added all fields and their values, click “OK” (do not click “Add” at this point anymore).

Using Text Fields
Text fields function differently, in the sense that you set only the text fields but not their values in advance, and then write the needed value in the “Project and Filter Settings” dialog box (see Figure 2). An example of a text field could be a project number or another piece of information that is used only once. A project number is used only for that project, but a subject name (= attribute field) will be used every time you translate for that subject.

If you have not yet used attribute and text fields, it is worth spending a few minutes to figure out what type of field structure would be most useful in your case. Two or three attribute fields could be enough, such as subject and client. Of course, you can add new fields and their values later.

Selecting the Appropriate Fields
The only downside to using attribute/text fields is that you have to remember to select the appropriate fields and their values before each new project. The selection is done as follows (see Figure 2):

1. In TRADOS Workbench, select “Settings > Project and Filter Settings.”

2. Select appropriate attribute/text fields and their values for project settings and filter settings. Note the difference between the two:
   - Project settings define the fields and their values that will be added into each new TU.
   - Filter settings define the fields and their values that will be used as filters when searching the TM during translation.

3. You can get the “Project and Filter Settings” dialog box to appear automatically every time you open TRADOS or a new memory by selecting “Options > Translation Memory Options > General > Show Project Settings” (you need to do this only once).

4. Remember to change your project and filter settings if you start working on another translation project without closing the TM or TRADOS.

5. Also, remember to verify your current project and filter settings before doing an analysis or clean up.

   Sounds like a hassle? Yes, a little, but it pays off quickly. It is like using mosquito repellent in the woods—a hassle, yes, but you will be happy you did.
TRADOS uses so-called segmentation rules to segment the source text. By default, segmentation rules are based on punctuation marks so that a segment is normally equivalent to one sentence. This works fine in most situations, and one rarely needs to bother with these rules. However, there are situations where adjusting them slightly can make your work much more efficient.

Using Stop Characters: I have translated numerous ingredient lists for various products (pet food, nutritional supplements, etc.) where each list often includes pretty much the same ingredients, but in a different order. If you translate these lists using default segmentation rules, each list is treated as one translation unit, and you end up translating each ingredient again and again without benefitting from your previous translation. However, if you include a comma or semicolon (depending on which one is used to separate the ingredients on the list) as a “stop character,” you can translate these lists ingredient by ingredient. As a result, by the time you start working on the second ingredient list, you will get many 100% matches. You will also not have to figure out how to translate “partially hydrolyzed organic Baltic herring liver oil” or retype it again (see Figure 3).

Changing Segmentation Settings: To change the settings, go to “File > Setup… > Segmentation Rules.” You can either create a new category for your stop character (such as a comma or semicolon) or just add it under “Marks” together with the question mark and exclamation point that are already there. The “Segmentation Rules” dialog box might look a bit confusing, but do not be too afraid to play with it. With the Reset “panic button” you can easily reset the default settings, and no harm has been done.

Overriding Segmentation Settings: One easy but often overlooked feature you can use during translation to override the segmentation rules is the “Expand Segment” (Ctrl+Alt+Page down) or “Shrink Segment” (Ctrl+Alt+Page Up) command. This is very handy when you want to translate two source sentences as one target sentence or when TRADOS does not recognize a period at the end of a sentence as a segmentation mark (because there is a number or unknown abbreviation right before the period). In such situations, the segment that is opened for translation consists of two sentences. You can expand or shrink a segment by repeatedly selecting the respective command as many times as you need to, and the segment expands/shrinks each time to the next/previous segmentation mark.

In Love With the New TRADOS MultiTerm

If you got frustrated with MultiTerm Version 5 and have not tried it since, you should take a look at the newer version of iX or 7. The new versions are much easier to use, and they have made it very simple to add new terms to a MultiTerm glossary directly from Word or TagEditor while translating. I use this often to add long product names to a glossary—not so much to build a long-term glossary, but to make it easy to copy these long names into my translation with a simple “Alt+Arrow” keyboard command without having to retype the entire name.

Another handy idea is to maintain a termbase of common long words and expressions, such as “turn right,” “counterclockwise,” and “immediately.” This could be used for the same purpose as MS Word’s AutoCorrect function (see the article by Clifford Landers in the June 2006 issue of The ATA Chronicle, pages 26-28), but the nice thing about this is that you do not have to memorize anything, because MultiTerm remembers the terms for you.

Converting your old MultiTerm 5, Word, or Excel glossaries to MultiTerm 7 termbases is still a much more complicated process than it should be. However, it is not dif-
difficult if you know what to do. In case you do not, you can download my Quick Guide to MultiTerm iX/7 from www.finntranslations.com/trados help.html. It includes simple, straightforward instructions on how to convert and exchange glossaries and how to add terms directly from Word and TagEditor to a MultiTerm termbase (i.e., the basics you need to know in order to use MultiTerm efficiently with TRADOS).

Substitutions
In addition to the default substitution of numbers, dates, and measurements, TRADOS also offers two non-default substitution possibilities (see Figure 4).

Acronyms Substitution: The “Acronyms Substitution” setting (File > Setup… > Substitutions > Acronyms) becomes handy when you are working, for example, on software or hardware interface instructions where software commands or names of buttons and switches are written all in capital letters and do not need to be translated. When “Acronyms” is selected on the “Substitutions” tab, TRADOS treats all words written in caps as placeables, and substitutes them automatically. For example, “Select SEGMENTATION RULES Tab” would be a 100% match after “Select ACCESS RIGHTS Tab” has been translated.

Variables Substitution: The other substitution option that everyone should be using is called “Variables” (File > Setup… > Substitutions > Variables). With this you can define words that do not need to be translated, such as proper names, by adding them to the “Variable List” box. All of these words will then be treated as placeables during translation, and it is very
easy to add them to the text using the “Add Placeable” commands without ever again having to retype them.

Not Fuzzy Enough
You just translated a similar sentence or phrase, but cannot figure out why it will not come up as a fuzzy match. Try lowering your “Minimum Match Value %” setting from the default 70% down to 50% or 40%. These lower level fuzzy matches often include useful phrases and terms. You will also get some useless matches, but they do not cost you anything—you can just ignore them. To change the setting, select “Options > Translation Memory Options > General.”

Using Reference TM for Concordance Searches
As I mentioned earlier, TRADOS allows you to have only one TM open at a time for translation, but you can use a second memory for concordance searches. Reference (read-only) memory for concordance is a handy way to utilize a second TM. You can set TRADOS so that every concordance search is also done in the reference translation memory in addition to the active translation memory. If you select “Search First in Reference Translation Memory,” the search is done first in the reference TM and then in the active TM (if there were no hits in the reference TM). Otherwise, the search is done first in the active TM. To select the reference TM and change the setting, select “Options > Translation Memory Options > Concordance.”

Microsoft Glossaries
If you have been reading Jost Zetzsche’s excellent Tool Kit newsletter (www.internationalwriters.com), you know about the new arrangement with Microsoft glossaries. The application-specific “glossaries,” which were more like translation memories, have been replaced by a real glossary of 9,000 English terms, plus their translations in up to 45 different languages. The previous glossary files are now available only to paying subscribers, so do not lose your old files if you still have them.

I have often been asked how to use Microsoft glossaries with TRADOS and MultiTerm. Here are some suggestions.

First, convert those old glossary files into a TRADOS TM. One simple way to do it is through a free utility called MSGloss2TWB (www.globalready.com). Depending on the language, this memory can have hundreds of thousands of TUs and can be very useful if you translate any software-related texts. This is one of the few memories I keep separate from my main TM, and I use it often as a reference memory for concordance searches.

Unfortunately, the MSGloss2TWB program does not have an option to include attribute fields in the resulting memory, but you can add them quite easily in TRADOS using the “Find and Replace” function.

1. First, you need to set up the fields and their values if they do not already exist in the memory, as described earlier (see Figure 1).

2. Go to “File > Maintenance… > Find and Replace > More,” select the attribute field(s) and the...
value(s) you want to add from the picklist(s).

3. Select “Merge” and click “OK.”

4. Select “Begin Search” to view the first few TUs that will be changed.

5. Select “Change” and “All Translation Units.”

If you want to test your find and replace operation, select the “Translation Units in Current List” option instead. That way the change will only be applied to those TUs in the list, and you can verify the effect of the operation before applying it to the entire memory. You can also do this with a set of proper find and replace commands in a good text editor (such as UltraEdit), or even in Word (Notepad is too slow for this) before importing the .txt files to a TM.

Another handy and equally cheap way to utilize these files is another free utility called ApSIC Xbench (www.apsic.com). It does not allow you to import the files into a TRADOS TM, but it provides a powerful and convenient way to search and view bilingual information, such as the old Microsoft glossary files, outside of TRADOS.

The old Microsoft glossary files are not suitable for use in MultiTerm because they mostly consist of whole sentences or paragraphs of text. MultiTerm needs a proper glossary of terms or short phrases. Years ago, the Microsoft glossary package used to include a “Glossary of Standard Terms” of over a thousand general terms, which made it a very useful source for a MultiTerm glossary. However, this file has not been a part of the package for many years. Maybe you still have it from some old download. The file name is xx_stand.csv (“xx” indicates a language code). Anyhow, the new free 9,000-term glossary file also suits this purpose very well, but you might first want to delete all the languages you do not need to make the conversion faster. The conversion is done with MultiTerm Convert and by selecting Excel as the source file type. You can find detailed instructions in my Quick Guide to MultiTerm iX/7.

In and Out of the Woods

I hope these few suggestions and examples have given you the courage and knowledge to venture deeper into the TRADOS environment and start picking even juicier and bigger berries. If, in spite of it all, you end up getting lost, remember that every TRADOS dialog box has a “Help” button that opens online help for that particular dialog box. Just stay calm and read the instructions. The bears? Yes, they are out there, but do not worry. Just play dead, or are you supposed to run away, or is it act big and aggressive…? Hmm, I need to check on that.

Attention Exhibitors

Plan now to exhibit at ATA’s 48th Annual Conference in San Francisco, California, October 31-November 3, 2007. Exhibiting at ATA’s Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,500 translators and interpreters in one location. Translators and interpreters are consumers of computer hardware and software, technical publications and reference books, office products, and much more.

For additional information, please contact Matt Hicks, McNeill Group Inc.; mhicks@mcneill-group.com; (215) 321-9662, ext. 19; Fax: (215) 321-9636.
Many of us attend ATA conferences and events, but it is always an interesting and welcome opportunity when we get the chance to explore and experience our industry from a different perspective. One such opportunity presented itself last year in the form of an invitation to attend the United Kingdom’s Association of Translation Companies (ATC) 30th Anniversary conference. This one-day conference was held on Thursday, September 21, 2006 at the University of London’s School of Oriental and African Studies. The theme of the conference was “Building Strong Markets for Translations—Making Links and Seizing Opportunities.” It was attended by a large and diverse group of delegates from 24 countries, and I had the pleasure of representing ATA.

The weather (85 degrees and sunny in London, and at the end of September, too!) created an atmosphere that was ideal for engaging in lively discussions and networking with colleagues. To help everyone get acquainted, attendees were invited to a cocktail party the night before the conference sponsored by the United Kingdom’s Institute of Translation and Interpreting.

The next morning, after a few words of welcome and a general introduction to the work of the association by ATC Chair Liz Robertson, participants were treated to a full day of conference sessions that proved thoroughly diverse and well-presented. The following is a brief rundown of the types of talks that were given. By no means comprehensive in scope, it is hoped that this brief list will lead you to explore other educational opportunities in addition to those offered by ATA.

Session Highlights
- Renato Beninatto, founder of Common Sense Advisory, presented a global review of the international translation marketplace, expounding upon areas such
as market data, leading sectors in the purchase of language services, top-20 translation companies, and the “heating-up” of the mid-market. Of special interest were his comments on branding and insights into “what clients really want.”

- Sarah Schuh, general manager of Aquent, spoke about developing a translation business into an international player.

- Jack Waley-Cohen, operations director of Lingo24, provided a fascinating presentation on taking advantage of the Internet to develop a virtual translation company. With 40 full-time employees in the U.K., Germany, France, New Zealand, China, and Romania, the company has taken advantage of cutting-edge technology to eliminate the need for any physical office.

- Penny Marinou, president of the Hellenic Association of Translation Companies and the chief executive officer of Litterae in Athens, related her company’s experience as a provider of translation services for the Olympics, explaining to U.K. translation companies what they could learn from Athens for the 2012 Olympic games in London.

- Claire Ingram of Wordbank spoke about developing the role of the translation project manager.

- Chus Fernandez Prieto and Francisca Sempere Linares, of the Salford University Translation Program, followed up on Claire’s talk with a related session entitled “Developing Tomorrow’s Project Managers: Academic Learning Meets Work-base Practice.”

A selection of workshops by Liz Robertson and Adriane Rinsche (Language Technology Centre), Julian Macan (IC Doc), Patrick Eve (TranslateMedia), Don Shin (1-Stop Translation), and Keith Laska (SDL) rounded out the sessions. A particularly refreshing presentation was made by Carolyn Burgess of EITI Limited, who spoke, together with one of her company’s clients, about the secret of developing successful client-translation provider relationships.

A Great Opportunity

In addition to offering excellent speakers, I thought ATC’s conference was extremely well organized from beginning to end. The one-day format was a definite change from the three-day conferences I am used to attending, but the quality of the offerings was in no way diminished. While there were some familiar faces, ATC’s conference was a wonderful opportunity to get to know new players in the translation market and to gain a more Eurocentric understanding of the international forces at play in the industry.

To download a comprehensive offering of speaker notes from the sessions, go to www.atc.org.uk/annual_conference2006.html.
Certification is one of the most important topics in the U.S. translation and interpreting industry today. Rarely does one attend a professional conference without finding presentations on the topic. Numerous articles have also been written on the subject, and, in 2003, ATA published an *International Certification Study*, compiled by ATA President-Elect Jiri Stejskal, consisting of 24 individual articles from *The ATA Chronicle* devoted to certification programs around the world. These efforts have been key in helping interpreting professionals, and the public at large, to obtain information regarding current certification programs.

To date, the objective of much of the information made available on certification-related topics has been to inform end users and practitioners about certification program details, as well as to identify similarities and differences among programs. This body of work has laid the essential foundation for much needed analysis.

An important next step for those of us interested in the future of certification is to analyze the information available regarding past and current certification efforts so that we can attempt to identify possible future paths. The purpose of this article is twofold:

1) To describe the history and status of several major certification development efforts for court and community interpreters in order to provide a broader understanding of the meaning of certification and what has been accomplished so far in the field.

2) To offer recommendations based on the lessons learned from interpreter certification development in other areas.

The discussion that follows is organized into several sections. First, the term certification is defined from the perspectives of different stakeholders. Government and professional organization initiatives for certification are reviewed, and a brief overview of training issues is provided to highlight these topics as they pertain to certification. This is followed by an analysis of certification efforts for sign language interpreters to illustrate how certification efforts unfolded in this particular area of interpreting.

To provide more insight on the status of efforts in the medical interpreting profession, a description is provided of the foundation currently being laid for healthcare interpreter certification. Finally, several recommendations are provided to stimulate further discussion.
Definitions of Certification in the U.S.

In the U.S., the definition of certification varies widely. An interpreter will usually state that a certification program involves some combination of testing and training in a given industry, such as court or healthcare, and that it is granted by a recognized certifying body, usually a government entity or professional association.\(^1\)

For members of certifying bodies, the definition usually describes their specific program, as well as the components or requirements it shares with similar programs. Michael S. Hamm, former executive director of the National Organization for Competency Assurance, an association and national standard setting body for certification organizations, defined the term certifying body in the following way: “Programs that evaluate the knowledge, skills, and abilities of individuals are typically referred to as certification bodies in the credentialing world.”\(^2\)

According to this definition, any program that assesses the knowledge, skills, and abilities of individuals would be referred to as a certifying body. Indeed, organizations, institutions, and private companies (e.g., NetworkOmni) have responded by developing their own certification programs.\(^3\)

Many colleges and universities that offer interpreter training issue a certificate to students who complete a specified number of courses. The possession of such a certificate does not necessarily mean that the individuals are certified to work in the profession, but proves that they have passed the requirements of the institution’s program. For this reason, most academic institutions refer to their programs as certificate programs.\(^4\) However, some colleges (e.g., Reedley College) are beginning to use the term certification instead of certificate to refer to their programs.\(^5\)

Finally, consumers of interpreting services will usually indicate that certification is tangible proof that a person can provide quality interpreting services. In spite of the variety of certification definitions in the U.S., they all fall under this generic definition, since they imply that an individual who successfully completes a certification program is able to interpret with a minimum acceptable level of quality. The way in which the minimum levels are defined and measured varies from one program to the next.

While the test forms used for certification are consistent across states, there are many differences in program components and structure from one state to another.

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Government and Professional Organization Initiatives

When the Federal Court Interpreters Act was passed in 1978, the law required Spanish federal court interpreters to pass a certification exam in order to demonstrate proficiency.\(^6\) This was the first such government initiative.\(^7\)

Over the next two decades, several state court systems began to follow suit and develop their own programs for state courts. In July 1995, the National Center for State Courts (NCSC) created the National Consortium for State Court Interpreter Certification, a multi-state partnership dedicated to developing court interpreter proficiency tests.\(^8\) This alliance allowed state courts to combine their resources to develop creative strategies for resolving their common concerns related to interpreter certification.\(^9\) Currently, 33 states belong to the Consortium.\(^10\)

While the test forms used for certification are consistent across states, there are many differences in program components and structure from one state to another.

The National Association of Judiciary Interpreters and Translators also created a certification program for judiciary interpreters and translators, at the request of their membership, with the goal of elevating professional standards. This program is unique in that it certifies individuals to provide both interpreting and translation services in a wide variety of legal settings.\(^11\)

Variability of programs across states is not exclusive to legal certification programs. Some state governments, such as California and Washington, created certifications that are related to specific areas of healthcare interpreting, but do not necessarily cover the broad scope of knowledge and skills that make up the entire field. For example, the State of Washington’s program is run by the Department of Social and Health Services, and serves as a basic screening for mental health and social services interpreters.\(^12\)

The State of California has a state certification exam for court administrative hearing and medical interpreters. According to the candidate information on the CPS Human Resource Services website:
“Administrative hearing interpreters are deemed qualified as medical interpreters.” The site also states that the certification testing process for administrative hearing interpreters “requires demonstration of the ability to meet minimum performance standards in consecutive and simultaneous interpretation, plus the ability to perform sight translations of written material and knowledge of correct usage of legal terminology [my emphasis],” but the program information also states that the process includes testing in medical terminology. Essentially, interpreters with this certification are certified to provide interpreting services during state agency hearings that take place with administrative law judges and during medical exams conducted for civil cases in order to determine monetary awards or compensation.

The Washington and California programs do not encompass a full range of healthcare interpreting skills and terminology, and are not based on the National Standards of Practice issued by the National Council on Interpreting in Health Care.

**Training Issues**

Some certification programs effectively identify high quality interpreters through testing; however, certification programs have historically done little to prepare interpreters for their exams. Many interpreters take these tests, but when the tests are rigorous, it is difficult for candidates to achieve passing scores without substantial preparation, training, and experience.

Most certification programs take an either/or approach, meaning that an interpreter either passes or fails, with no clear path for an interpreter who might not receive a passing score, but who shows potential for someday becoming qualified. If the interpreter fails, he or she must seek out training and other possibilities for gaining experience in order to produce a passing result with the next attempt. The cost of taking the test often represents a sizeable fee, so many candidates become frustrated and stop after the first try, even if they do have potential for someday becoming a highly skilled professional interpreter.

The lack of attractive compensation for interpreters also presents a dilemma. If interpreters are not hired unless they are certified, and they cannot pass a certification test without training and on-the-job experience, how will they obtain training, get experience, pass the test, and become certified? When programs do not provide clear steps for individuals who show promise, but who do not yet have the required skills and knowledge to perform at the level necessary to pass a certification test, these individuals often become frustrated and lose interest in the profession.

Largely in response to the low passing rates for certification exams, certifying bodies have begun to acknowledge the need for training interpreters as part of a complete certification program. For this reason, some members of the Consortium for State Court Interpreter Certification began to provide mandatory minimum training. Some court programs offer orientation training prior to testing, but these sessions are usually short in duration and provide information on test specifications and logistics, while offering a basic introduction to interpreting skills and knowledge of industry-specific terminology along with a minimal amount of practice.

Educational institutions and private companies offer programs around the country to prepare interpreters for a range of interpreting settings. Programs vary widely, from a 40-hour certificate program at a community college to a graduate degree program (for an example, see the Monterey Institute of International Studies, Graduate School of Interpretation and Translation). Because these programs have different foci and areas of specialization in preparing individuals to work as interpreters, completion of an academic program does not guarantee that a student will become certified. Another challenge is that with low rates of compensation for community interpreters, especially in the area of healthcare, there is little motivation for an individual to make the major investment required to obtain a university degree in interpreting.

It is ultimately the individual’s responsibility to seek out opportunities for education in a given field of study. However, the profession of interpreting differs from others in that most interpreters are expected to come to the job fully prepared, often without the benefit of any orientation, on-the-job training, or actual interpreting experience.

There is a lack of consistency in interpreter training programs, which results in interpreters entering the field with diverse backgrounds and levels of experience. On one extreme, there are successful interpreters who come to their first day on the job with a graduate degree in the field. At the other extreme, there are individuals who start out in the field with no formal experience or training whatsoever and a minimal level of education. Both have the possibility of becoming highly skilled interpreters through a combination of practical experience and training.

It is still common in many areas of community interpreting to find working interpreters who have received little or no training.
While it would be impractical for these interpreters to leave their jobs to pursue a full-time academic program in interpreting, they do sometimes seek training for the purposes of learning how to do their job more effectively.

Some private, for-profit companies have begun to develop training programs specifically for these interpreters, usually offering training programs at a lower cost than academic institutions. These programs are accessible to a wider audience and usually offer a more practice-oriented, hands-on approach. Since these programs often focus on providing the essential knowledge and training that are needed, less time is devoted to theory and history, with more focus on hands-on techniques and role-play scenarios that will enable the interpreter to begin practicing immediately.

In addition, many of the state and federal government programs, particularly the programs for court interpreting, are enhancing and improving their inclusiveness by providing training opportunities or, at a minimum, a list of resources where interpreters can obtain more training. Also, many participants in programs administered by state courts actually participate in a two-day training session led by professional interpreter trainers that serves as an orientation to both the certification process and the court interpreting profession.

In terms of converting a skilled bilingual into a professional interpreter, there is only so much even the best trainer can accomplish in a matter of days. At best, these efforts provide interpreters with a general orientation in order for individuals to obtain initial practice in interpreting skills and to gain an understanding of the profession prior to taking a certification exam.

A View from Our Sister Profession

A national effort toward general certification of spoken language interpreters in the U.S. is still in its infancy, while programs of this nature for U.S. sign language interpreters are nearing adulthood. Taking a look at the road toward certification in sign language interpreting may provide insight into our current situation.

The Registry of Interpreters for the Deaf (RID) was born out of a group of providers of interpreting services, though sign language interpreters did not have the benefit of government sponsorship or regulation in their early days either. Within the eight years that followed the establishment of RID, the organization formed a board, developed a code of ethics, and published a guide to interpreting for the deaf.

During the 1970s, 18 “certifications” were in some stage of development. A Comprehensive Skills Certificate and a Master Comprehensive Skills Certificate, both generalist certifications, were offered, but were later discontinued, along with several other certificates. Between 1999 and 2003, RID joined with the National Association of the Deaf to create a task force that later became the National Council on Interpreting.

In 1999, two general tests were created: the Oral Transliteration Certificate (OTC) and Certified Deaf Interpreter (CDI). Currently, RID’s website lists 20 separate certificates. Of these, 13 were phased out or combined with or replaced by other certificates, leaving seven available: the OTC and CDI, the Certificate of Interpretation (CI), the Certificate of Transliteration (CT), the combined certificate (CI and CT), the Conditional Legal Interpreting Permit-Relay, and the Specialist Certificate: Legal. The seven remaining certificates encompass the necessary interpretation modes and types that respond more effectively to their community’s needs.

Lessons Learned from American Sign Language Interpreter Certification Efforts

As we analyze the experience of our sister profession for answers and ideas about our own development, two major themes emerge. First, the majority of certificates (five of seven) that survived are general in nature, although two industry-specific (legal) certificates are still available as well. After decades of a concentrated, organized effort from national associations, the sign language interpreting community found generalist certificates to be of a primary and prerequisite importance. In fact, sign language interpreters must hold a generalist certificate before they are allowed to...
Laying the Groundwork for Certification in Medical Interpreting: The NCIHC

When looking at the progress of the sign language interpreting community with regard to certification, it would seem that some areas of spoken language interpreting, particularly the healthcare interpreting, are beginning to follow the path of sign language interpreting. We are at the point of having numerous certifications in multiple areas, and through strategic alliances between organizations, are starting to make efforts to join forces and pool resources. Indeed, our current trajectory is similar in many ways to that of our sister profession described above.

A promising development is the establishment of the National Council for Interpreting in Health Care (NCIHC). Born from a grass-roots initiative in 1994, the NCIHC was first a working group, and later became what is today the Council. One of NCIHC’s strategies was to research and publish papers on key topics, such as the role of the interpreter in healthcare and initial assessment of interpreter qualifications. By putting research as a key priority, NCIHC demonstrated much forethought and built a foundation for future efforts.

In July 2004, NCIHC published the National Code of Ethics for Interpreters in Health Care. This document provides a detailed explanation of the background of the code of ethics, as well as a full description of each guiding principle. Also, NCIHC’s team conducted a thorough analysis of existing codes of ethics in related professions, such as court interpreting and sign language interpreting. In addition, in order to ensure that this document reflects the current thinking of the profession, the team conducted focus groups and a national survey to receive input from working interpreters.

This was an important first step for the healthcare interpreting community. As an essential next step, NCIHC then published the National Standards of Practice for Interpreters in Health Care. At the time of this writing, the standards have been endorsed by a myriad of healthcare organizations, private companies, and associations. Both the code of ethics and the standards are available for download at www.ncihc.org.

Moving Toward Healthcare Interpreter Certification

Another step in the right direction is being made by the Massachusetts Medical Interpreters Association (MMIA). MMIA has been working on a certification program for healthcare interpreters since 1995, when they published their own standards of practice. With funding from the Office on Minority Health obtained through NCIHC, a Spanish version of the test was piloted in 2003 through collaboration with the California Healthcare Interpreters Association (CHIA). MMIA is now pursuing fundraising efforts for the creation of a comprehensive certification program.

Just as the sign language interpreting community started to join forces and merge efforts, we are seeing collaborative relationships start to solidify within the medical interpreting realm. In the above case, we can see that links are forming between the efforts of NCIHC, MMIA, and CHIA. Whether the bonds that tie them together will become as strong as those in the sign language interpreting community remains to be seen. However, any collaborative efforts such as these should be considered a positive development, since they may eventually result in benefits of greater magnitude throughout the interpreting professions.

Signs of progress toward healthcare certification can be examined in more detail through a recent California Endowment publication prepared by Cynthia Roat. The document provides a comprehensive status report on efforts to certify healthcare interpreters in the U.S.

Looking Ahead

How do the lessons learned from our brief overview of past and current efforts apply to the interpreting community at large, and more importantly, what can we take from this analysis to ensure successful certification programs in the future? What follows is a series of recommendations regarding how these lessons can be implemented to help the advancement of our profession in the future.

1) When possible, we should seek to avoid replicating existing efforts. We have already learned this lesson in the court interpreting community,
with many of the state-based initiatives now switching to Consortium membership. This joint approach provides improved consistency and cohesiveness across the states, as well as numerous additional benefits. In the medical interpreting realm, if things continue along the current path, we can hypothesize that the current MMIA exam, or a future derivative thereof, could become the healthcare equivalent of the NCSC Interpreter Certification exam, especially if partnerships continue to be formed and efforts are continually made to work with other state and national associations. Hopefully, this pattern of working together will continue in order to provide a single, national certification exam based on appropriate and well-researched standards that can be used for all healthcare interpreters.

2) We should consider discussing a generalist certification for all community and court interpreters. Industry-specific efforts can be extremely useful as specialist certificates; however, some type of basic guarantee of interpreting skills and quality is still required by all industries. Instead of each industry conducting its own language proficiency screenings and introductory skills training programs independently, why not partner across our various communities to create a strategy to address these common components? The basic skills and requirements of interpreting are the same, regardless of industry. In fact, many of the types of interpreting referred to in this article would appear to fall under the larger umbrella term of “community interpreting.” Since each industry is tackling many of the same challenges simultaneously, it would make sense to pool efforts and achieve efficiency and consistency.

3) We should be inclusive, not exclusive, in structuring our programs. If we want to keep the needs of our society in mind, we need to shift our focus from what it takes to be a good interpreter to what it takes to create a good interpreter. We need to focus on providing the infrastructure to ensure inclusiveness, not just in terms of basic educational courses and training, but in terms of on-the-job experience, orientation to specific work settings, monitoring, and ongoing performance review. We need to pull together and make sure that basic training opportunities are not just available, but mandatory for interpreters who want to become certified. Also, we should keep in mind the need for some kind of consistency across training programs for interpreters, at least in terms of basic guidelines or standards for training.

4) We should offer programs that are continually updated and revised. Our programs should address the fact that, while an interpreter certification program may have been valid at the time it was created, as the scenarios (and content) to be interpreted evolve, the testing instruments and programs must be revised and updated accordingly. Laws are constantly being written and modified, and new medical procedures and medications are added each day. Obviously, our programs will never be able to keep up with every single new item of terminology that enters our vocabulary; however, we do need to ensure that our programs reflect the reality of the current work of our profession. The best way to do this may be through additional components, such as training and ongoing monitoring.

5) We should create programs that include a variety of requirements. As mentioned previously, many of the programs available only include testing, and if interpreters are fortunate, some basic training. They do not normally include on-the-job experience requirements, let alone monitoring, mentoring, or performance review, yet these may be some of the most effective tools for measuring and improving upon an individual’s performance. While the reason for the absence of these components is mostly financial in the case of public entities and not-for-profit associations, the benefits of such components cannot be overlooked. Perhaps pooling resources in the future will provide a cost-saving strategy through economies of scale.
and therefore allow more of this type of requirement to be implemented.

6) We should incorporate language testing expertise into our program design. Language proficiency testing is common to most certification programs, and the knowledge and experience of the language testing world is available for the asking. However, many programs are working without language testing experts as team members, and therefore, not benefitting from this expertise. If we can ensure collaborative relationships with key scholars and researchers from language testing who share an interest in interpreter certification, our entire industry will benefit. Some programs, such as the Federal Court Interpreter Certification Program and the NCSC, have followed this practice for the development of their exams. As programs grow and become more advanced, it is recommended that testing experts also be involved at a program development level to ensure validity and reliability across a variety of assessment types, and to provide feedback on enhancing the programs.

7) We should seek to draw from various sources of knowledge. Much can be learned from the experiences of individuals in all areas of interpreting, such as conference interpreting, court interpreting, healthcare interpreting, and sign language interpreting. Also, given the increasing number of academic programs for interpreters, it would be beneficial to increase communication between the interpreter trainers providing training through agencies and private training companies and the interpreter educators affiliated with academic institutions. In addition, it is important to identify models for training, certifying, and qualifying interpreters that exist in other countries, so that we might be able to identify and implement best practices within the U.S. Finally, we should make use of the growing corpus of literature available on quality in interpreting, which includes research by many authors, such as Franz Pöchhacker, Miriam Schlesinger, Barbara Moser-Mercer, Ulrich Frauenfelder, Beatriz Casado, and Alexander Kü nzli, as well as Ingrid Kurz. This body of work has grown steadily over the past decade, and continues to evolve.

8) We should devote the time and resources necessary to create quality programs. This is easier said than done, especially since most of the individuals currently involved in certification program design at a public or
We need to pull together and make sure that basic training opportunities are not just available, but mandatory for interpreters who want to become certified.

and MMIA have been successful in finding ways to secure funding through grants and endowments. Those are definitely steps in the right direction, but more financial support is needed to carry these efforts forward.

Conclusion

In summary, there are a host of issues pertaining to interpreter certification that need to be discussed, examined, and scrutinized by all individuals interested in the role of certification in the court and community interpreting professions. However, we may benefit most from coming together and joining forces. History and experiences from similar professions would seem to tell us that by sharing knowledge and working collaboratively, we may avoid pitfalls experienced by others on the certification journey.

Now, it is up to those of us who care deeply about interpretation quality and certification to take these key lessons, discuss their merit, and create something that can accomplish our goal of ensuring access to high quality language services across the nation, so that individuals and society as a whole may benefit from our initiatives.

The author would like to acknowledge Frances Butler, David B. Sawyer, and Jean Turner for their valuable input and guidance. Also, special thanks to Shiva Bidar-Sielaff and Karin Ruschke of NCIHC, as well as Izabel Arocha, Joy Connell, Maria-Paz Avery, and Jane Kontrimas of MMIA, for providing input about these organizations to ensure accurate representation in this article.

Notes


4. See www.courtinfo.ca.gov/programs/courtinterpreters/faq7.htm for examples of how “certificate program” is the preferred terminology for most academic institutions.


10. See www.ncsconline.org/wc/publications/Res_CtInte_ConsortMe
memberStatesPub.pdf for a complete listing of all Consortium member states.


New Orleans Round Robin Tennis Results

Category A Winners (right)
Miwako Inoue
Michael Smolens

Runners-up (left)
Cindy Calder
Arturo Valdivia

Category B Winners (right)
Alex Alvarez
Victoria Spellman

Runners-up (left)
Daniel Bossut
Bruni Johnson

Thanks to everyone who participated, especially to organizer Robert Croese, whose hard work made this year’s Round Robin Tennis event such a success. See you next year in San Francisco!

The following tools are offered free of charge by the Translation Bureau of the government of Canada:

The Avalanche Bulletin Vocabulary
www.translationbureau.gc.ca/pwgsc_internet/fr/publications/gratuit_free/voc_avalanche_e.htm

The Diamond Cutting Vocabulary
http://www.translationbureau.gc.ca/pwgsc_internet/fr/publications/gratuit_free/voc_diam_e.htm
New Certified Members

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

**English into Portuguese**
- Ronaldo Alves de Oliveira
  São Paulo, Brazil

**English into Russian**
- Michael A. Kislov
  Moscow, Russia
- Irina M. Spinosa
  Seattle, WA

**English into Spanish**
- Jesús Clemente
  Madrid, Spain
- Maria de la García Cortes
  San Francisco, CA
- Maria A. Litwin
  McKinney, TX
- Maria J. Lucas-Perez
  Los Angeles, CA

**French into English**
- Dounia Loudiyi
  Bethesda, MD

**Italian into English**
- Alessandra Cortese de Posis
  Arlington, VA

**Spanish into English**
- Jamie Feliu
  Colorado Springs, CO
- Nicholas S. Pizzigati
  Guanajuato, Mexico
- Carrol E. Shaw
  Garland, TX

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ATA Ethics Course

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

For details, go to:
www.atanet.org/certification/online_ethics_overview.php

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Active Membership Review

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

Paulette G. Racine Walden
Vaudreuil-Dorion, Quebec, Canada

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ATA Certification Exam Information

Upcoming Exams

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<tr>
<th>State</th>
<th>City</th>
<th>Exam Date</th>
<th>Registration Deadline</th>
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<tr>
<td>California</td>
<td>San Diego</td>
<td>March 10, 2007</td>
<td>February 23, 2007</td>
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<td>San Francisco</td>
<td>April 7, 2007</td>
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<td>Kansas</td>
<td>Lawrence</td>
<td>April 1, 2007</td>
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<td>Texas</td>
<td>Irving</td>
<td>March 17, 2007</td>
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<td>Utah</td>
<td>Salt Lake City</td>
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<td>Washington</td>
<td>Seattle</td>
<td>April 28, 2007</td>
<td>April 13, 2007</td>
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All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at (703) 683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from the ATA website or from Headquarters.

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Active Membership Review

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

Paulette G. Racine Walden
Vaudreuil-Dorion, Quebec, Canada

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The Continuing Education Points Reporting Cycle Has Begun

It is reporting time for the first cycle of the Certification Program’s Continuing Education Points. Certified members must earn 20 points every three years until the age of 60.

• The regular deadline for this first reporting period is January 1, 2007 for members who were certified prior to January 1, 2004. Members certified after that date will be notified that they must report points three years from their date of certification.

• Please complete the Continuing Education Record online by going to www.atanet.org/membersonly/cep.php. The form may be completed and submitted online at this site. If you prefer to fill the form out and fax or mail it to us, you can go to www.atanet.org/certification/aboutcont_record_form.php.

• All members who are reporting points must either complete the online ethics course (www.atanet.org/certification/online_ethics_overview.php) or have completed a similar course approved by ATA during this first reporting period. Please indicate that you have completed this requirement on your Continuing Education Record by listing it as a Category A event.

• If you are 60 or over, simply fill out the contact information and check the box on the first page of the Continuing Education Record and return it to us.

• Do not submit any backup documentation to support the points you are claiming at this time. Members who are audited will be asked to supply proof that they earned the credits submitted. All members are required to keep their backup documentation for one year from the date of reporting.

• A member will be decertified if the appropriate continuing education requirements have not been fulfilled by the deadline. Please see the policy for decertification and reinstatement at www.atanet.org/certification/aboutcont_administrative_policies.php.

• The reporting date for your next 20 points will be three years from the current reporting date. Additional points may not be carried over from one reporting period to another.

• If you have any questions, please contact Jonathan Mendoza at jon@atanet.org.

ATA’s Membership Directory

You’ll find the most up-to-date contact information for your ATA colleagues online, day or night!
Search by name, location, even by e-mail address—just click www.atanet.org/membersonly.

Korean Language Division

Established

ATA is proud to announce the establishment of its newest division, the Korean Language Division. Please visit www.ata-divisions.org/KLD for more information. Also, be sure to subscribe to the discussion listserv by sending an e-mail to: ata-Korean-subscribe@yahoogroups.com.

Note: You must be an ATA member to belong to any of its divisions.
ATA’s newest affiliate group, The Tennessee Association of Professional Interpreters and Translators (TAPIT), is a professional organization for interpreters and translators of written, spoken, and signed languages in Tennessee and surrounding states. TAPIT’s members are professional interpreters and translators who help facilitate communication for Tennessee’s businesses and governmental agencies, as well as their peers and clients worldwide. They strive to bridge cultural and linguistic gaps, break down language barriers, and help ensure effective communication between Tennesseans, with and without English proficiency, in the public and private sectors.

Goals
TAPIT enhances the professional image of translators and interpreters by educating the public and users of language services, while stressing the importance of language proficiency through certification in one or more languages. TAPIT strives to bring together court, medical, community, and sign language interpreters and translators in Tennessee and build upon their common interests and concerns in order to create a statewide presence that will:

- Advocate on behalf of, and promote the interests of, the interpreting and translating professions in Tennessee.
- Foster the highest level of ethical and professional standards of interpreting and translation in Tennessee.
- Provide a forum for the discussion of interpreting and translation issues among interpreters and translators, courts, legal services, and healthcare providers, as well as with the agencies and individuals who contract for interpreting and translation services.

- Serve in an advisory capacity to interpreters, translators, courts, court administrators, attorneys, law enforcement, healthcare providers, and businesses regarding issues related to the professions of interpreting and translation.

Activities
- Publishes a quarterly newsletter, the TAPIT Times.
- Organizes and conducts courses and workshops for interpreter and translator training and continuing education. Meetings usually feature a guest speaker who addresses a topic of interest to translators, interpreters, and transliterators. Meetings are free for members and first-time visitors. Non-members are welcome to attend for a donation of $5, which can be applied toward their membership dues if they decide to join. Meetings are posted on TAPIT’s website.
- In addition to its meetings and workshops, TAPIT also hosts an annual conference. This year’s conference will be held September 14-16, 2007 at Belmont University in Nashville, Tennessee.

Website
TAPIT’s website (www.tapit.org) contains:
- A membership directory, organized according to location, specialty, and certification.
- A services page where members can place a description of the products and/or services their company offers.
- An events calendar and minutes from past meetings.
- A link to TAPIT’s bylaws.
- A “Frequently Asked Questions” page with basic facts about translators and interpreters for the benefit of beginners and nonlinguists alike.
- Powerpoint links to speaker presentations from TAPIT conferences.
- The TAPITORG listserv, a discussion group for TAPIT members to send and receive information, ask questions, and request assistance with the translation of terms and words.
- Links to websites of interest to translators and interpreters.
- Links to articles of interest to the profession.

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.
Whether you like it or hate it, technology plays an important role in our professional lives. In most cases, our work lives and technology have a sort of tag-team approach: the demands of the work life determine what needs to be improved in the technology sector, and, in turn, these improvements lead to higher demands, and so on. Every once in a while, however, the roles are reversed. In these rare cases, technology provides a quantum leap in the way we work and operate without us having demanded it. Examples of this include the FAX, the PC (and, yes, this includes all personal computers, including Macs!), the Internet, or translation memory (TM) technology.

Now again, still unnoticed by most of us, a new technology is entering our work lives. Strictly speaking, it is not even that new—it is a bit like the emperor in a new suit of clothes. However, the potential impact is enormous. I am talking about TM authoring, the really rather simple process by which existing TMs are used to create source texts.

Not exciting? Think of the implications. TM technology has become a ubiquitous technology that has been used for the last 10 or 15 years. The amounts of data that have been assembled are gargantuan. For instance, Microsoft just announced that it had entered the one hundred-millionth translation unit (= combination of source and target segments) into its TM. But despite this accumulated mass of existing data, the match rates we receive when using TM technology often disappoint. Why? Because most source text authors are just “too creative.” With this new TM authoring technology, however, it is possible to tailor the source text to existing entries in translation memories, resulting in (a) more consistent writing that (b) is not stylistically inferior as is sometimes the complaint in “controlled” authoring, and (c) produces match rates in the translation phase that will be many times higher than those we get today.

So what does this mean for us? Incredible opportunities. Of all parties involved in the documentation/translation processes, who best understands how to deal with TMs? Who has already experienced the pitfalls of introducing this technology, resulting in forced changes to ingrained work habits? That would be us, of course—members of the language industry. This is our chance to tear down the artificial divide between authoring and translation and expand our service portfolio into writing source documents, thanks to this sophisticated new approach to a technology that we have all (grudgingly) gotten used to.

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).
In order to protect documents from unauthorized changes and save on faxing and mailing costs, many companies have switched to e-mailing source-text documents as PDF (Portable Document Format) files. While this cross-platform file format is ideal for sharing content with others, it presents a number of challenges to freelance translators.

Dear Business Smarts:

Recently I have received a number of requests for quotes, mostly from translation agencies, based on documents in PDF format. Since these documents have to be converted to a different format in order to determine a word count, it can be quite time-consuming to prepare a quote, with no guarantee that my cost estimate will ultimately be accepted. In one particularly bad case, I received 12 separate PDF files, each one page long, for a “quick quote.” Is this a new standard practice?

Dear Sick:

There are many uses for PDF files, but the practice of sending a file without a word count to a freelancer for a “quick quote” should not be among them.

In the translation industry, PDF has become the preferred format for documents that used to be transmitted by fax, such as legal briefs, medical reports, etc. Business Smarts is of the opinion that it is the responsibility of agencies to provide their clients with an accurate quote and the exact terms of a transaction, before the assignment can be given to a freelancer. No matter how harried a project manager may be, it is not acceptable to transfer to you, the translator, the task of quoting a job or determining the word count. If the request is an isolated incident, it is probably best to let it go in the interest of preserving a good working relationship. But sending 12 separate pages that have to be decoded individually with optical character recognition software—or worse, printed out for a manual word count—is simply too much.

Your best response would be to send a polite but firm message indicating that you are interested in the job, but feel that you can offer a better price (your regular rate) when you are supplied with an accurate word count. Otherwise, your quote will, unfortunately, be higher because the word count is not immediately apparent and you do not want to risk cutting yourself short.

Some colleagues have established a fixed surcharge for working from hardcopy and PDF documents to compensate for the extra formatting requirements and the difficulty of using computer-assisted translation tools. In many cases, even direct clients will provide an editable copy of documents, such as press releases, procedures, technical manuals, etc., if they are informed that translating a PDF document takes longer and therefore costs more. They may also be pleased to learn that a translator working from native word-processor files can offer better quality and accuracy, since elements such as tables and lists do not need to be laboriously (and possibly inaccurately) re-typed.

Comments?

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

Explaining how translation errors in a foreign language distract readers from the message can be laborious, especially for a public of monolinguals.

Enter a fire safety brochure for Urdu-speaking communities across Scotland, with a mistake that set the international media on fire when flagged by the Daily Mirror in November.

Should your building catch fire, says the English source text, “Never jump straight out of a window, lower yourself on to a cushion etc.”

In Urdu, this becomes, “Never jump out of a window straight. Put yourself on a donkey etc. and come down.”

As with many language glitches, the misstep came at the all-important proofreading stage—here, the Urdu word for cushion (gadda) was confused with donkey (gada). Spell-checkers can do that to you, whatever your language, which is why language professionals insist on a final check before documents go to press.

Whodunnit? The Mirror fingered the Strathclyde Fire and Rescue service, but when we called, spokesman Alan Forbes said it was a case of mistaken identity. The leaflet was in fact produced by the Scottish Executive—the executive arm of the Scottish Parliament.

“We got blamed because the first person to spot the howler and report it lived here in Strathclyde,” he told The Onionskin.

The Scottish Executive published the brochure in Urdu, Punjabi, Cantonese, Bengali, Gujarati, Hindi, and Arabic, and has apparently received no comments on other language versions. New leaflets in selected Eastern European languages are also in the pipeline, reflecting the influx of immigrants from those countries and efforts to reach out to new residents.

Generally speaking, said Strathclyde Fire and Rescue’s Mr. Forbes, there is a shift from words to graphics, which bring home the message more efficiently. And there is clearly a need: there are 63,000 house fires in the U.K. every year, resulting in 14,000 people being injured and 500 deaths.

City Lost in Translation

In August, officials in Jerusalem blundered in commissioning a translation from Hebrew to English to promote the city as a tourist venue for a music and arts festival, notes another correspondent.

The pamphlet should have read “Jerusalem—there’s no city like it!” but instead the English version said “Jerusalem—there’s no such city!” reported Israeli newspaper Ma’ariv. Tens of thousands of copies were distributed before city officials became aware of the mistake. In an interview with the BBC, city spokesman Gidi Shermiling passed the shekel with an intriguing new twist (or was it simply more language slippage?): “The flyer was apparently translated by someone outside the municipality.”

He appeared to be referring to an outside supplier, i.e., not a municipal employee, rather than to a resident of another town or city.

For language professionals, the slip-up is simply another example of unfounded faith in a nonnative speaker’s command of English. As one observer of the international political scene comments, “Jerusalem’s status has been disputed, but never to this extent.”

With thanks to Bob Blake, Louise Gough, Rina Ne’eman, Diana Rhudick, Marcela Sariego, Philip Slotkin, Bob Symonds, and Beverley Wahl.
A recent article in the online version of the Pittsburgh Post-Gazette discussed U.S. immigrants with hyphenated names, and the difficulties they have in finding anyone who can correctly pronounce or transcribe their names. Some of these immigrants give up and follow a long tradition by legally changing their names to something that the average American can read, pronounce, and transcribe with ease. Others—and this is becoming more common—dig their heels in, saying in effect, “My name is an essential part of my national heritage, it is who I am, and I am not changing it!” As the Translation Inquirer read all this, he felt comforted. Most practitioners of our profession would either get the name right the first time, or would remember it after a single correction and never say or write it incorrectly again. After all, many of the U.S.’s ATA members find themselves in this hyphenated category!

New Queries

(Cr-E 1-07/1) CUJ would like to know about a name for a legal instrument in Croatian inheritance procedures. As a noun, it is “uvođenje u posjed,” and its verb form is “uvesti [nekoga] u posjed.” The exact corresponding legal procedure and term might not even exist in English. It is a document that permits a process of passing a piece of real estate from a donor to a donee while bypassing a court probate hearing.

(Cr-E 1-07/2) Again from CUJ, here is a phrase that she found numerous very stilted English equivalents for, but all lacked that satisfying feeling.

(E-Po 1-07/3) This came from a ProZ translator who wondered how to deal with “the Court will hear and dispose of the case in your absence,” particularly the words in bold print. How would that turn out in Polish?

(E-Sp 1-07/4) This query pertains to nautical terminology, and the problem phrase (perhaps incomplete) is: rotary switches complete with operating lever and mechanism for mooring winch co, the final word perhaps being combination or complex. Even with that slight bit of uncertainty, though, there is, thinks the Translation Inquirer, enough context to allow attempts to provide good Spanish for it.

(G-E 1-07/5) A user of Lantra-L had trouble with the words in bold print in this quote, taken from an assessment of small cars: “Der Ibiza absolviert sämtliche Prüfungen schnell, sicher und ohne besonderen fahrerischen Aufwand. Seine straffe Federung, die unter voller Beladung dennoch auf Block gehen kann, wirft ihn beim Komfort aber zurück.” Is this a reference to some kind of emergency system, and if so, what about the English?

(G-E 1-07/6) Mark Herman noticed at the end of Act I of Carl Maria von Weber’s autograph score for the opera Der Freischütz the notation “Erster Akt vollendet Dresden d. 30 Nov. 1819. ½ auf 12 Uhr nachts T.D.C.” What does the abbreviation “T.D.C.” mean?

(I-E 1-07/7) The term “atto motorio” appeared in a list of psychology-related terms, and the translator-user of ProZ who encountered it was stumped. What could it be? Replies had started to come in to ProZ by the time the Translation Inquirer encountered this, but none of the responders felt much confidence about their accuracy.

(Pt-E 1-07/8) A ProZ user wants to know what “documento próprio” means. It appears at the end of a signature-authentication document entitled “registrada na Conservatória do Registro Comercial de Lisboa, xxxxxxx, em documento próprio.”

(R-E 1-07/9) This began life as an attempt to provide a German equivalent, and that should still be the goal. An educational credentials document discussed something a student did not do, and then added, „…что и привело
The Translation Inquirer  Continued

...with this!

(R-E 1-07/10) A member of Lantra-L had to translate the name of an educational institution from the old, unlated U.S.S.R. that included ордена трудового красного знамени, and wonders how best to render this phrase into English. The Translation Inquirer has dealt with this and has his own notion, but his solution is admittedly roundabout and long-winded. Are there any good suggestions for this?

(Sp-E 1-07/11) The final six words of the following quote made things difficult for this ProZ explorer: “Pertenecen al género Chamaedorea, uno de los más complicados en la familia de las palmáceas, pues se conocen casi cien especies cual de todas ellas más variada.” Please help with the English if you can.

(Sp-E 1-07/12) A ProZ member encountered a letter about changes in a compensation structure. The writer explained that the two prior negotiations he has had with YYY have been unsatisfactory. The words in bold proved to be a problem: “He tenido 2 negociaciones anteriores en YYY, La 1ª. -A final del año 2002 ...[text shortened] ...La 2ª. - Un desajuste de contabilidad por un decomisionamiento mal hecho de EMPRESA XX y un cobro de muestrarios de textil y calzado de años anteriores, ilegal.” What about those problem words?

Replies to Old Queries

(A-E 10-06/1) (ghallayet): Jeffrey Hayes found several hits with “Ghallaya” and a couple more on “Ghallayat.” The final тaa’ marbu’ta only becomes a “t” in a fully voweled text or in iDafa constructions. It is rarely used in dictionaries, and is transliterated either with a final “ā” or “ah.”

(E-R 6-06/3) (online ticket): Avoiding any Russian solutions involving online, Vera Shakhov wants to play a bit with less obvious solutions: Билет, купленный через интернет; но интернету; на интернете; в интернет-кассе. Here, in fact, is a perfectly reasonable informational sentence: Билет можно купить в кассе, с рук, по телефону, интернету.

(E-Sp 10-06/3) (firing dryer): John Barreiro says that in the context of the query, a firing dryer is a device where objects that need to have their liquid content extracted (in this case, tea leaves) are placed. The resulting steam or vapor is captured and condensed to produce a distillate that is the essence of the original. Think of it as a still for solids. John’s Spanish translation would be “Alambique,” because that is the basic function of the device.

(Gr-E 10-06/8) (olive extract): Ilse Andrews found this to be badly hampered in the original Greek, but came up with reliable English: anti-aging action of extracts from the Greek olive (Koroneike variety) and oleoevropini [word not found, but obviously a plant] by means of preserving the function of the proteo-body in human skin growth.

(R-E 10-06/9) (видео-временные формы языка): Vadim Klishko calls these aspectual-temporal verb forms. Wayles Browne explains this by saying that these are aspect-tense forms, or as we usually say in English, tense and aspect forms of verbs. Denes Marton puts a little more meat on the bones by saying that прои means, in grammar, aspect (i.e., perfective or imperfective aspect). Thus, the whole phrase refers to the forms of verbs in different aspects and tenses. Granted, the concept of the aspect does not exist in English grammar, but the difference is like doing something or getting something done (сделать or сделать). These are considered to be the two aspects of the same verb, and almost all Russian verbs have two forms corresponding to the two aspects.

Vera Shakov provides these English versions of the original phrase: “Specific combination of verb aspects and time used to express emotional tension,” or “Specific usage of verb aspects and time combination to express emotional tension.”

(Sp-E 8-06/7) (E.S.D.): Two replies, coming 28 minutes apart, arrived on the same day about this. The first one is from Mark Bogan, who currently lives in Costa Rica, but used to live in Colombia where the query originated. He says that “E.S.D.” stands for “En su despacho” (delivered to the office), and that it is related to “E.S.M.” (“en sus manos”), which is delivered in person.

Victoria Mendoza, a new ATA member (welcome!), rendered the two above abbreviations slightly differently as in your office and in your hands, respectively. The latter usage applies particularly to party invitations and personal notes.

Hazel Sanabria, Leonor Valderrama de Sillers, and Yvonne Daugherty wrote worthwhile replies about this query, but I will take the liberty of postponing their comments until the next issue.

The ATA Chronicle  January 2007
• **Advanced Communication and Translation, Inc.,** established by former ATA Treasurer **Monique-Paule Tubb,** celebrated its 11th anniversary in 2006.

• **Eriksen Translations** received a 2006 MarCom Creative Award from the Association of Marketing and Communication Professionals for its 20th anniversary 2006 calendar. The MarCom Creative Awards is an international competition that recognizes outstanding achievement by marketing and communication practitioners.

• **Michael C. Kidd** has been appointed executive vice-president of marketing and sales at **ProZ.com.**

• **Language Line Services** announced the launch of Your World. Your Language™, a free over-the-phone interpretation service connecting limited-English-speaking consumers to vital business, city, and community services and entertainment venues.

• **Lionbridge Technologies, Inc.** is localizing the website for The Well Project Inc. to provide multilingual content for the support and education of women with HIV and AIDS.

• **Corinne McKay** published *How to Succeed as a Freelance Translator.* See amazon.com for details.

• **Uwe Muegge,** the author of *Translation Contract: A Standards-Based Model Solution,* announced the availability of a PDF version of his book for immediate download (see www.muegge.cc). The print version is available at amazon.com.

• **Cheryl Pfeiffer,** director of interpreting and translating at Fluent Language Solutions, received the *Charlotte Business Journal’s Women In Business Achievement* award.

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**The Translation Inquirer  Continued**

(Sp-E 8-06/8) (**zapateo**): Sharlee Merner Bradley says that if no one has responded to the English translation of “zapateo” in the given context, she suggests hammering, chattering, pounding, thumping.

(Sw-E 10-06/10) (**lamier**): Wayles Browne claims to be more of an amateur in Scandinavian, but can suggest that “lamia” is a supernatural beast: a witch who was supposed to suck children’s blood, a sorceress. It can also refer to a kind of flatfish, a species of owl, a fabulous monster, or a fish of prey. Peter Christensen had never seen this before, but thought to look it up. From the Internet he learned that the word crops up in Strindberg and Rydberg in Swedish, and in Hans Christian Andersen in Danish. It is a children-eating figure from Greek mythology with the head and breasts of a woman and the body of a lion or dog or serpent, depending on whose definition you are reading. It is Lamias or lamiae in English.

A high proportion of the replies demonstrated that the submitter had put a large amount of thought, and sometimes research, into what was sent. **Thanks to all and keep them coming! 2007 is off to a good start.**

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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How to Succeed as a Freelance Translator

Corinne McKay has done a fine job of gathering facts, data, and real-life experiences and generously sharing them with anyone the slightest bit interested in the translation business. If you are thinking about becoming a translator, this book will either set you straight or launch you successfully on your way. If you are an established translator, interpreter, or a translation company owner, this book will improve your standing in the profession, the quality of your work, and your income. The following review will outline the why and how of the above statements; however, our first recommendation to anyone reading this is to run to your nearest bookseller and get a copy before they are all sold out.

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Content

Beginning with the very first sentence, the challenge for any translator or would-be translator is to put this book down: “I decided to write this book because I love my job, and because so few bilingual people are aware of the high demand for qualified translators and interpreters, or of the lifestyle benefits of being a language entrepreneur.” Thus, we are enticed into Corinne McKay’s journey of becoming a professional translator.

Introducing the Profession

McKay’s first step in this journey is to explain the difference between a translator and an interpreter, and what each does. (Although this review uses the term “translator” throughout, most of the information in the book also applies to interpreters as well.) Thereafter, we learn what it takes to become a translator and how to hone the necessary skills to succeed. Based on personal experience and research, McKay offers us a hand in defining and exploring the three paths open to the aspiring professional: 1) contract (freelance) translator; 2) in-house employee; or 3) translation agency owner. We find in detail where the jobs are and what they entail. A major premise of the book is the need for translators to see themselves as being in business. Subsequently, the experience and advice imparted apply not only to individuals, but to companies as well.

Developing a Career

Next, McKay unravels the mystery of how professional translators set their rates, with a list of websites to assist in the process. This is followed by information about pertinent professional associations for translators and interpreters and how to become certified. We are now prepared to begin developing a translation career. Writing a translation-specific résumé and cover letter is outlined, and we proceed to find our first client. Great detail is given to this state of a nascent career. We then learn how to build the business: whom to contact and how. Setting up a home office is discussed, including maximizing productivity. If you are a working parent, you will discover how to capitalize on the advantages of working at home, with first-hand advice from those who have gone before.

Using the Right Tools

Regardless of how knowledgeable any individual reader may be in terms of technology and translation memory software and in setting up or upgrading an office system, the next step in the book will lead to many gems embedded in the text for the taking. Necessary office equipment is listed and described, as well as the means of organizing your business. If you have heard of or ever wondered what the meaning and functions of TRADOS, SDLX, Dédé Vu, Wordfast, Heartsome,
The Legal Side

The legal side of operating a translation business is treated with an entire chapter of its own. This section begins with establishing your translation fees, beginning with minimums and covering standard and discount rates. If you have ever considered the nuances of contracts and terms of service, you may come out on the other end of this reading with more information than you thought existed on this topic. What about collections once the job is completed and invoiced? McKay will not allow you to fall into those infamous traps. You will learn how to deal with a client and head off any collection demons at the pass before the job is completed and delivered. Worst case scenarios? You will be guided through arbitration and dispute resolution, while maintaining your all-important cash flow.

Navigating the First Year

The last chapter will hold your hand as your business grows through the first year. Should you incorporate? What is the difference between a C-corporation, an S-corporation, a limited liability corporation, and sole proprietorship? Read on! Taxes? Learn what you need to know. We reach the end of the last chapter with point 10 of “10 ways to please a translation client….Charge what you’re worth and earn it….Giving your clients a little more effort than necessary proves to them that often, they get the level of service they pay for.”

Overall Evaluation

Thus concludes our journey with Corrine McKay along her path to becoming a successful professional translator. Before these reviewers could ever be convinced that establishing oneself as a professional translator is beyond any one individual’s scope or ability, we would need to be convinced that they had followed the advice in this book first.

The icing on the cake is a list of U.S. government agencies that employ translators and interpreters, lists of professional associations, and institutions offering training programs and home study courses. The book ends with a glossary of translation-related terms and an index for quick reference to topics in the text.

At this point, a reviewer normally finds what he or she considers a weak point in the book to add balance to the review. In this case, we will leave that for you, the reader, to determine, if you can, after you read this little jewel of a book.

Additional Comments by Jonathan Hine

Have you heard about the round tuit? I am not talking about the square one or elliptical one either. I have wanted to get a round tuit for some time, but Corrine McKay has written the book for me.

Readers may be pleased to know that the cost of How to Succeed as a Freelance Translator is well worth it. Essentially, it contains everything that I was assembling for my own book, and I am delighted that she has put together such a fine product.

Corrine McKay’s book “suffers” from only one thing, and that is its own wealth of information. McKay has done a masterful job getting so many resources and links into such a small package. Because she has, this has become the kind of book that should be updated every two or three years, and I sincerely hope she does this.

I would also hope that in a future version, she would cite or recognize all her sources, both to support her research and to introduce the reader to other people with information on the subject. Personally, I rely on such citations, so that I can look up other material that those authors may have written.

But what may be missing has no effect on the value of the information in this book. I encourage everyone to buy it and reap the benefits.
The paperback Chinese Business Dictionary contains only a little over 5,000 entries. At first, I could not believe it was a dictionary because the format was so unappealing, in that the Chinese characters are in the wrong font type and the font sizes vary.

Format

The dictionary is formatted into two columns per page, with bold typeface for the entries and regular type for the translations. There is no pronunciation information, nor any cross references or indices. In addition, this dictionary does not offer any appendices. One uncommon feature of this dictionary is that there are no subentries, resulting in numerous entries for one word. For instance, there are 38 entries for phrases starting with the word “tax.”

Content

As many translators know, enormous changes have taken place throughout the world, particularly in China, in the past two decades. Chinese↔English translators are indeed scrambling to keep up with the new terminology. Schreiber’s new dictionary seems to come at the right time, and they are marketing it as a dictionary that provides fully updated business terms for banking, accounting, insurance, real estate, import-export, taxes, business law, computers, and more. The introduction to the dictionary states that this new business dictionary is, “not tied to the past but rather reflects the new global economy.” Unfortunately, the dictionary does not provide a comprehensive glossary in the above-mentioned fields. I could not find a number of terms that I consider to be essential in business circles, including: Bretton Woods System; crawling peg system; corporate governance; day trader; floor area ratio (FAR); globalization; intellectual property right; LIBOR rates; NASDAQ; New York Stock Exchange; NAFTA; overnight rate; six sigma; stakeholder; and tax haven. These commonly used words are just those off the top of my head; the list can go on and on.

I have to admit that it may be too harsh to demand that the glossary be exhaustive. However, the translators and editors should at least make the dictionary and term translations concise and accurate. Unfortunately, I found quite a few typographical errors and mistranslations in this dictionary.

The introduction is obviously in error when it refers to the dictionary as “a new English-Russian business dictionary.” The editor clearly overlooked the language combination when copying the paragraph from the introduction appearing in Schreiber’s Russian version of this dictionary.

Quality of Chinese Translations

As far as the Chinese translations are concerned, there are many entries I feel obliged to disagree with. Below are just a few examples under the heading A:

Accounting rate of return has two Chinese translations: 会计收益率 and 投资报酬率, where the latter should be a Chinese term for “rate of return on investment.”

Act of God comes with two Chinese terms: 不可抗力 and 天灾; the former is a business term for force majeure, which is not listed in the dictionary.

One of the translations for advance is 贷款 (loan), which would be better rendered as 垫款 (lend).
Affirmative action is mistranslated as 反优待雇用行动, when it should be 平权措施.

The Chinese translation for alienation is a typo, 让渡 should be 让度.

Allegation should be 断言 or 诉称, not 声明 and 宣告.

Allowance is mistranslated as 折扣 and 减价. It would be better translated as 备抵, 折让, and/or 津贴.

Annuitant is mis-typed as 年度受益人. It should be 年金领取人.

Content Recommendations

Some of the translations are very loose. For instance, under the entry for association, there are three Chinese translations: 协会 (association), 公会 (public meeting, clearly a typo for 工会 - trade union), and 商会 (chamber of commerce).

On the other hand, a few definitions are not inclusive enough. For example, under the entry for peg, there is only one Chinese translation, 固定 (fix or fixing). As the dictionary does not provide grammatical information, such as parts of speech, it is difficult for users to figure out whether this word can be used as a noun or a verb, or even as an adjective.

Many of the dictionary’s terms are not, as advertised, “explained in some detail.” On the contrary, quite a few entries are simply left up to the users to discover the exact meaning. For instance, the entry for NSF, translated into Chinese as 存款不足, uses only abbreviations. In addition to its intended meaning of “not sufficient funds,” NSF, in a business context, could well mean National Science Foundation, National Sex Forum, Natural Suppressor Factor, National Science Fair, Nuclear Strategic Forces, or Nuclear Safety Facility.

Therefore, acronyms or abbreviations deserve more explanations for the benefit of the users.

Other typos and mistranslations include:

| Term life insurance: 定期人寿保险, should be 定期人寿保险. |
| Patent pending: 专利申请 (patent application), should instead be translated as 待批专利 (under processing, or waiting to be approved). |
| Mortgage has three Chinese translations: 典当 (pawn), 抵押 (pledge), and 抵押权 (collateral rights), but the most popularly used term is not included: 按揭. I would, therefore, suggest that the terms, if there is more than one translation under any entry, be arranged in order, from the most frequently used to the least, according to the lexicography. |

Listed under part-time is 兼任, a Chinese translation that is generally used for “concurrently holding (a position).” I would suggest using 非全职 or 业余兼职.

Initial public offering (IPO) is translated as 原始公开发行, which sounds literally like “primitive open stock.” Instead, I would suggest using the established Chinese term 首次公开发行 for this entry.

Defined contribution pension plan is mistranslated as 确定养老金方案. It would be better translated as 固定缴费养老金计划.

In his review of Schreiber’s Multicultural Spanish Dictionary (The ATA Chronicle, March 2003), former ATA President Tom West speculated that Schreiber’s practice is, “apparently to gin up a list of words in English and then have translators translate the list into a foreign language. Tom correctly pointed out that, “what Schreiber seems not to grasp, however, is that words without context are ambiguous.” Unfortunately, this still holds true for the Chinese Business Dictionary. For example, within the context of government bonds, none of the following three entries for types of bonds bear connotations reflecting the term of maturity of these bonds issued by the U.S. federal government: bill, 短期债券, note,中期债券, and bond,长期债券.

Overall Evaluation

Personally, I think that although this dictionary may be useful for Chinese students learning English, it is certainly not designed with translators’ needs in mind. Furthermore, the users should be informed that this dictionary has limited definitions, translations, or explanations, with only about 5,000 entries, which is certainly not very comprehensive.

Finally, it is my wish that Schreiber Publishing consider adding more relevant entries with a CD-ROM to facilitate users’ searches for the appropriate terms in their translation. If Schreiber could add a reverse search feature (i.e., by entering Chinese terms for searching equivalent English terms), it would be much appreciated. This might help Schreiber to sell the dictionary more effectively.

Frank Y. Mou is an active member of ATA who has served two terms as administrator of ATA’s Chinese Language Division. He holds an M.A. in linguistics from the University of Pittsburgh, where he taught Chinese for three years. He is a full-time freelance simultaneous interpreter and translator (Chinese ↔ English) with 29 years of experience. His expertise focuses on finance, law, medicine, as well as auto, pharmaceutical, and steel industries. Contact: Frank_Mou@yahoo.com.

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Is a big nose funny? A character in John Hersey’s *The Wall* is said to be a “parrot.” How about a bigger nose? Edmond Rostand’s *Cyrano de Bergerac* says that, when he goes somewhere, his nose arrives 15 minutes before he does. How about an even bigger nose? Berkeley Breathed’s cartoon penguin Opus has one ostensibly the size of Massachusetts.

But what if the original authors did not intend one or another of the above to be funny? For whose sensibility should the translator then translate: the reader’s or the author’s?

Consider mangled metaphors. Some are obviously intended to be funny: “You could have knocked me over with a fender!” (Jane Ace, from the 1930s radio program *The Easy Aces*). Some are probably not: “You took an oath to defend our flag and our freedom, and you kept that oath undersea and under fire!” (George W. Bush, January 2006 speech to U.S. troops).

Double entendres are almost always funny, regardless of the author’s intent, as many a hastily written newspaper headline illustrates: “Senator Says Recovery Inevitable—More Lies Ahead.”

And then there are euphemisms, discussed in Peter Unseth’s fine article, “Watch Your Language! Translating Euphemisms” (*The ATA Chronicle*, February 2006). A euphemism’s humor, or lack thereof, is especially problematic because it varies with the sensibility of the reader. Are the much-used expressions “mentally challenged” and “physically challenged” ridiculous? I think so, but many people do not. A far greater percentage of the English-speaking population probably considers “vertically challenged” (meaning “short”) and “horizontally challenged” (meaning “fat”) to be funny. And “metabolically challenged” is unfunny only to those who cannot tolerate any humor on the subject of death.

So what is a translator to do? There are at least three ways to proceed. The first is to be funny or not as the original writer intended; if that can be determined. The second is to translate for someone with the same sensibility as the original author’s audience (which is not necessarily the sensibility of the author), if that can be determined. And the third, and most difficult, is to translate so as to elicit the same range of reactions among likely readers of the translation as was elicited among likely readers of the original.

Who said translation was easy?

Herman is a librettist and translator. Submit items for future columns via e-mail to hermanapter@cmsinter.net or via snail mail to Mark Herman, 1409 E Gaylord Street, Mount Pleasant, MI 48858-3626. Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.
2007 Honors and Awards

Alexander Gode Medal

The Alexander Gode Medal, ATA’s most prestigious award, is presented to an individual or institution for outstanding service to the translation and interpreting professions. This award may be given annually.

Eligibility

Individuals or institutions nominated do not have to be members of ATA; however, a history of constructive relations with ATA and the language professions in general is desirable. Nominees do not have to be U.S. citizens. Petitions and letter campaigns are not encouraged.

Nominations

Nominations should include a sufficiently detailed description of the individual’s or institution’s record of service to the translation and/or interpretation professions to enable ATA to draw up a meaningful short list for approval by the ATA Board of Directors.

Deadline: May 1, 2007

Award

Gode Medal, complimentary ATA Annual Conference registration, transportation to and from the conference, and up to four nights’ lodging at the conference hotel.

Please send nominations of the individual or institution you consider worthy of receiving the next Gode Medal to:

American Translators Association
225 Reinekers Lane, Suite 590
Alexandria VA 22314
Phone: (703) 683-6100
Fax: (703) 683-6122
Email: ata@atanet.org

Ungar German Translation Award

ATA invites nominations for the 2007 Ungar German Translation Award. The award is bestowed biennially in odd-numbered years for a distinguished literary translation from German into English that has been published in the U.S. The next Ungar German Translation Award will be presented at ATA’s 48th Annual Conference in San Francisco, California (October 31-November 3, 2007).

Eligibility

To be eligible for the award, the translation must be from German into English and must have been published in the U.S. in 2005 or 2006.

The published translation must list the translator’s name on the title page and preferably on the dust jacket. Preference will be given to published works that provide biographical information about the translator.

The translator does not have to be an ATA member; however, the translator should have a strong connection with the U.S. through citizenship or permanent residence. The nomination must be submitted by the publisher of the translated work.

Nominations

The nomination must be submitted by the publisher of the work and must include the following:

• Cover letter with complete publication information for the work being nominated, including the date of publication.
• Brief vita of the translator, including place of residence and contact information.
• Two copies of the nominated work with one extra copy of the dust jacket.
• Two copies of 10 consecutive pages from the original work, keyed to the page numbers of the translation. Please do not staple. If providing a dual-language work, copies are still required.
• Two copies of the translated pages that correspond to the 10 consecutive pages provided from the original work. Please do not staple. If providing a dual-language work, copies are still required.

Deadline: May 1, 2007 (Publishers are encouraged to submit nominations early.)

Award

$1,000, a certificate of recognition, and up to $500 toward expenses for attending ATA’s 48th Annual Conference in San Francisco, California (October 31-November 3, 2007).

Please send nominations to:

Marilyn Gaddis Rose
Chair, ATA Honors & Awards Committee
American Translators Association
225 Reinekers Lane, Suite 590
Alexandria VA 22314
Phone: (703) 683-6100
Fax: (703) 683-6122
Email: ata@atanet.org
In 2007, ATA will award a grant-in-aid to a student for a literary or sci-tech translation or translation-related project.

The award, to be presented at ATA’s 48th Annual Conference in San Francisco, California (October 31-November 3, 2007), is open to any graduate or undergraduate student, or group of students, attending an accredited college or university in the U.S. Preference will be given to students who have been or are currently enrolled in translator training programs. Students who are already published translators are ineligible. No individual student may submit more than one entry.

The project, which may be derived from any facet of translation studies, should result in a project with post-grant applicability, such as publication, a conference presentation, or teaching material. Computerized materials are ineligible, as are dissertations and theses. Translations must be from a foreign language INTO ENGLISH. Previously untranslated works are preferred.

Applications
Applicants must complete an entry form (www.atanet.org/membership/honorsandawards_student_form.php) and submit a project description not to exceed 500 words. If the project is a translation, the description must present the work in its context and include a substantive statement of the difficulties and innovations involved in the project and the post-competition form the work will take. The application must be accompanied by a statement of support from the faculty member who is supervising the project. This letter should demonstrate the supervisor’s intimate familiarity with the student’s work, and include detailed assessments of the project’s significance and of the student’s growth and development in translation.

If the project involves an actual translation, a translation sample of not less than 400 and not more than 500 words, together with the corresponding source-language text, must accompany the application. The translation sample may consist of two or more separate passages from the same work. For poetry, the number of words must total at least 300.

Deadline: April 17, 2007

Award
$500, a certificate of recognition, and up to $500 toward expenses for attending ATA’s 48th Annual Conference in San Francisco, California (October 31-November 3, 2007). One or more certificates may also be awarded to runners-up.

Please send your applications to:
American Foundation for Translation and Interpretation, Inc.
Columbia Plaza, Suite 101
350 E Michigan Avenue
Kalamazoo, MI 49007
Phone: (269) 383-6893
Fax: (269) 387-6333
E-mail: aftiorg@aol.com
Web: www.afti.org

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

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

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

Nominations will be judged by a three-member national jury. The recipient of the award will be announced during ATA’s 48th Annual Conference in San Francisco, California (October 31-November 3, 2007).

Deadline: September 18, 2007

Please send nominations to:
American Foundation for Translation and Interpretation, Inc.
Columbia Plaza, Suite 101
350 E Michigan Avenue
Kalamazoo, MI 49007
Phone: (269) 383-6893
Fax: (269) 387-6333
E-mail: aftiorg@aol.com
Web: www.afti.org
This is a $2,500 non-renewable scholarship for the 2007-2008 academic year for students enrolled or planning to enroll in a degree program in scientific and technical translation or in interpreter training.

**Eligibility**
1. Applicants must be graduate or undergraduate students enrolled or planning to enroll in a program leading to a degree in scientific and technical translation or in interpretation at an accredited U.S. college or university.
2. Applicants must be full-time students who have completed at least one year of college or university studies.
3. Generally, an applicant should present a minimum GPA of 3.00 overall and a 3.50 in translation- and interpretation-related courses.
4. Applicants should have at least one year of study remaining in their program; however, in certain circumstances, one residual semester may be accepted.
5. Applicants must be U.S. citizens.

**Selection Criteria**
1. Demonstrated achievement in translation and interpretation;
2. Academic record;
3. Three letters of recommendation by faculty or nonacademic supervisor;
4. A 300-500-word essay outlining the applicant’s interests and goals as they relate to the field of translation or interpretation.

**Application Process**
1. Application forms may be obtained by contacting the American Foundation for Translation and Interpretation at: Columbia Plaza, Suite 101, 350 E Michigan Avenue, Kalamazoo, MI 49007; or by e-mail at aftiorg@aol.com.
2. Completed applications must be received by AFTI by June 1, 2007.
3. A completed application consists of:
   a) Application cover sheet;
   b) Three letters of recommendation in a sealed envelope with recommender’s signature over the envelope flap;
   c) Essay;
   d) A copy of the applicant’s academic record with a copy of the major/minor or other program form, or a departmental statement of admission to the translation or interpretation program.

**Award**
A national award committee will announce the name of the scholarship award winner by the end of August 2007. The committee’s decision is final. Disbursement of the award will occur at the beginning of the Fall Semester, 2007.

**About JTG, Inc.**

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**Harvie Jordan Scholarship**

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

**Description of Award**
Paid registration to ATA’s Annual Conference or the SPD Mid-Year Conference, as desired.

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

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

Please limit your response to each of the selection criteria above to 100 words or less.

**Deadline: September 18, 2007**

**Applications**
Applications are available at www.afti.org. Send your completed application via e-mail to the American Foundation for Translation and Interpretation at: aftiorg@aol.com.

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

All selections are final. The number of scholarships available will depend on the funds available. Scholarship winners will be asked to contribute an article to Intercambios, the SPD newsletter, reporting on the conference or a session they attended.
ATA invites nominations for the 2007 Alicia Gordon Award for Word Artistry in Translation. This award has been established in memory of Alicia Gordon, known for creating imaginative solutions to knotty translation problems based on rigorous research. The award was established by Alicia’s sister, Dr. Jane Gordon, and award funds are administered by the American Foundation for Translation and Interpretation (AFTI).

**Eligibility**

The award is open to ATA members in good standing. Passages may be submitted by the translators themselves or by others on their behalf. The translation that, in the opinion of the judges, demonstrates the highest level of artistry in translation will receive the award.

**Submission Guidelines**

1. Translations of up to 750 words between (to or from) English and Spanish or French in any subject matter field will be considered.

2. The translation and the source text must be submitted electronically by June 1, 2007 to aftiorg@aol.com.

3. Only one submission per applicant will be accepted. Submission of more than one translation will result in disqualification of the applicant.

4. The translation must have been done by an individual (no group efforts).

5. If the translation was done as a work for hire, the party that contracted for the translation must consent in writing to its submission for the award.

6. Former award recipients are excluded from subsequent cycles.

7. The decision of the judges is final.

8. Applicants will be notified of the judges’ decision with respect to their submission. Notification will be by electronic or other means as determined by the committee of judges.

9. By submitting a translation for consideration, the applicant expressly agrees to comply with these guidelines.

10. The award will be announced at ATA’s 48th Annual Conference in San Francisco, California (October 31-November 3, 2007).

**Deadline: June 1, 2007.** (Candidates are encouraged to submit nominations early!)

Award: $250 and a certificate of recognition

**Please send nominations to:**

Alicia Gordon Award for Word Artistry in Translation

American Foundation for Translation and Interpretation, Inc.

Columbia Plaza, Suite 101

350 E Michigan Avenue

Kalamazoo, MI 49007

Phone: (269) 383-6893

Fax: (269) 387-6333

E-mail: aftiorg@aol.com

Web: www.afti.org

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The Center for the Art of Translation is once again co-sponsoring the Northern California Book Award in Translation for the best translation by a Northern California translator.

Please send recommendations of book-length translations from any language into English (primarily fiction and poetry, though some nonfiction will be considered) published by Northern California translators in 2006. The publisher does not have to be from Northern California, but the translator must currently reside there. For more information, please contact Olivia Sears at osears@catranslation.org.
Upcoming Events

February 6-8, 2007
Israel Translators Association
Fifth International Conference
Haifa, Israel
www.ita.org.il

March 2-3, 2007
California Healthcare Interpreting Association
7th Annual Educational Conference
San Jose, California
http://chia.ws/pages/index.php

March 8-10, 2007
Transadaptation, Technology, and Nomadism
Concordia University
Montreal, Quebec, Canada
http://etfran.concordia.ca/conf07

April 11-15, 2007
Critical Link 5
“Quality in Interpreting:
A Shared Responsibility”
Sydney, Australia
www.criticallink2007.com

April 21-22, 2007
Institute of Translation and Interpreting
21st Birthday International Conference
London, England
www.iti.org.uk

May 13-16, 2007
Society for Technical Communication
54th Annual Conference
Minneapolis, Minnesota
www.stc.org/cfp/cfp_GeneralInfo.asp

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

May 31-June 3, 2007
ATA Medical Division
First Mid-Year Conference
Cleveland, Ohio

July 28-29, 2007
INTERPRETA 2007
Buenos Aires, Argentina
www.interpreta2007.org

October 31-November 3, 2007
American Translators Association
48th Annual Conference
San Francisco, California
www.atanet.org

August 1-7, 2008
International Federation of Translators
XVIII World Congress
Shanghai, China
www.fit-ift.org

Scam Alert Websites

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.
**Japanese Translator & Writer**
Japanese Translator & Writer - fluent in Japanese and English languages. Bachelor’s required. Send resume to MSI Resources, Inc. PO Box 4029, Oak Park, IL 60303.

**Japanese Translator & Writer**
Japanese Translator & Writer - fluent in Japanese and English languages. Bachelor’s required. Send resume to MSI Resources, Inc. PO Box 4029, Oak Park, IL 60303.

**Customer Relations/Translation Manager**
Customer Relations/Translation Manager sought by Keihin Carolina System Technology, Inc. for Tarboro, NC location. Must possess two (2) years of experience in translating Japanese in a customer-service environment $36,192.00/ Year. Respond to: Connie Hunt, Human Resources Manager, ATTN: Requisition 2, Keihin Carolina System Technology, Inc., 4047 McNair Road, Tarboro, NC 27886. KCST is an EOE.

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When I’m a customer, there may be times when I’d like to escalate an issue, or even congratulate someone on a job well done. It’s not always that easy to do.

We want to make it easy for you to talk to us, and we want to listen to your comments and feedback.

Therefore, we’re changing the way we work with our customers and how we work internally. This means a greater focus on customer needs, and more importantly, creating a customer experience that is rewarding at every encounter.

To enhance your interaction with us, we will be introducing a number of initiatives that will culminate in 2007 becoming the year of Global Customer Service.

This year, you’ll be able to escalate issues directly to my management team, and to me. You’ll be able to post product and service improvement ideas on a completely open online forum. You’ll even be giving our support engineers their annual review. These and many other new initiatives are currently being developed to enhance your customer experience this year and beyond.

Why not start now? If you have any comments on our level of customer service, please email me at keithlaska@sdl.com.

— Keith Laska
Vice President, SDL TRADOS Technologies

To improve is to change. To be perfect is to change many times.

The year so far
January - Escalate to my manager
February - Free installation webinars