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Naomi J. Sutcliffe de Moraes is a member of ATA’s Board of Directors. She is a freelance ATA-certified Portuguese → English translator, specializing in legal, medical, and engineering translations. She has a PhD in linguistics from the University of São Paulo. Before becoming a linguist, she earned a BS in mechanical engineering and an MS in physics from the University of California, Los Angeles. She wrote her dissertation on legal translation and is currently studying English law at the University of London. Contact: nmoraes@justrightcommunications.com.

Karen M. Tkaczyk translates from French and Spanish into English. She is a freelance technical translator based in Gardnerville, Nevada. She earned a Master of Chemistry with French from the University of Manchester, U.K., as well as a PhD in chemistry and a diploma in French from the University of Cambridge, U.K. She is president of the Nevada Interpreters and Translators Association. Contact: karen@mcmillantranslation.com.

Send a Complimentary Copy

If you enjoyed reading this issue of The ATA Chronicle and think a colleague or organization would enjoy it too, we’ll send a free copy.

Simply e-mail the recipient’s name and address to Maggie Rowe at ATA Headquarters — maggie@atanet.org — and she will send the magazine with a note indicating that the copy is being sent with your compliments.

Help spread the word about ATA!
After reviewing the strengths, weaknesses, and opportunities of our Association, we will now look at the challenges we face. The Board identified the following threats, with the number in parentheses indicating the value assigned to each (the higher the number, the more serious the threat): global outsourcing (7); crowdsourcing (7); economic downturn (6); certification by other entities (5); machine translation (4); increased competition for revenue streams (4); international expansion (3); licensure (3); legislation (1); new administration (1); and brand theft (1). Like opportunities, threats are external attributes which are typically beyond our control. We can, however, make an effort to reduce or eliminate our exposure to threats and, on occasion, turn them into opportunities.

Global outsourcing and crowdsourcing—two related forms of outsourcing—were assigned the greatest values. Outsourcing itself has been a basic business model in our industry for decades, particularly for languages of limited diffusion (for example, companies typically do not have full-time Faroese translators). In translation, global outsourcing is a relatively recent phenomenon. As in other industries, it exploits the inequality in the cost of labor in different parts of the world. Therefore, global outsourcing is a threat to those who live and work in the U.S. and other prosperous countries. To others, it is an opportunity. This is not the case with crowdsourcing, for which the cost of labor is irrelevant because the work is typically done for free.

What exactly is crowdsourcing? The term was coined in 2006 by Jeff Howe, the author of *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*. The book is a worthwhile read. Wikipedia describes crowdsourcing as an “act of taking a task traditionally performed by an employee or contractor, and outsourcing it to an undefined, generally large group of people or community in the form of an open call.” It is not without interest that Wikipedia itself is a product of crowdsourcing.

Examples of successful crowdsourcing efforts include open-source programming and data analysis. For example, Procter & Gamble uses crowdsourcing for research; Threadless.com for t-shirt design; and iStock for stock photography. Closer to home, Facebook uses a crowd of volunteers, mostly amateur translators, to localize its social networking site in a number of languages, with mixed results. Kiva, a California-based micro-lender, figured out the secret of translation crowdsourcing: it attracts translators who are passionate about the cause (connecting people through lending for the sake of alleviating poverty). Some of these translators are professionals, others are not, but they all want to facilitate communication between lenders and the entrepreneurs in developing countries. They find it rewarding in many ways without getting paid. At the same time, Kiva recognizes that the translation of legal documentation is not to be done by a crowd of volunteers, and the company hires professional translation service providers to take care of this aspect of their business.

Unlike the economic downturn or the new administration, global outsourcing, crowdsourcing, machine translation, competition for revenue streams, and other challenges identified by ATA’s Board are here to stay, and we need to ask ourselves a few questions. Are they really threats? If so, can we reduce or eliminate our exposure to them? Can we turn them into opportunities? What if we use crowdsourcing to figure out how to deal with them? With nearly 11,000 members, we are a formidable crowd, and collectively we just might find a solution or two.

Like opportunities, threats are external attributes which are typically beyond our control. We can, however, make an effort to reduce or eliminate our exposure to threats and, on occasion, turn them into opportunities.
The American Translators Association Board of Directors met in Alexandria, Virginia, May 1-2. Here are some highlights from the meeting.

**New Director:** David Rumsey was appointed director to fill the vacancy created by the recent resignation of Alexandra Russell. Rumsey will serve until the regular elections this October, when a candidate will be elected to serve the remaining year of Russell’s term. Rumsey, who was a candidate for director last year, has held various positions within ATA, including administrator of ATA’s Nordic Division.

**Working Budget:** The Board approved the working budget for July 1, 2009 through June 30, 2010. The “working budget” provides funding for ATA’s activities from the start of the fiscal year (July 1) up to the approval of a final budget at the summer Board meeting. The $2.8 million working budget will be submitted with updates and modifications for final approval at the next Board meeting.

**Proposed Bylaws Revisions:** The Board discussed proposed revisions to ATA’s bylaws. These preliminary discussions focused on changes to the governance and structure of divisions and chapters. At its next meeting, the Board will vote on which of the proposed revisions to put forward to the membership. These will then be presented to the membership for approval in the elections this October.

**Modern Language Association 2009 Convention:** The Board discussed ATA’s involvement in the upcoming Modern Language Association’s (MLA) 125th Annual Convention, December 27-30 in Philadelphia.

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**CANDIDATES ANNOUNCED**

**ATA ELECTION | 2009 ANNUAL CONFERENCE | NEW YORK CITY, NEW YORK**

ATA will hold its regularly scheduled election at the upcoming 2009 ATA Annual Conference in New York, New York, to elect a president-elect, secretary, treasurer, and four directors.

Further nominations, supported by acceptance statements in writing by each additional nominee and a written petition signed by no fewer than 35 voting members, must be received by the Nominating Committee by July 20. Acceptance statements and petitions may be faxed to the chair of the Nominating Committee, Tuomas Kostiainen, in care of ATA Headquarters at (703) 683-6122.

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

**President-elect:** Dorothee Racette

**Secretary:** Virginia Perez-Santalla

**Treasurer:** Boris Silversteyn

**Director (three positions, three-year terms):**
Cristina Helmerichs, Odile Legeay, Giovanna Lester, Frieda Ruppaner-Lind, Izumi Suzuki, and Memuna Williams

**Director (one position, one-year term):** David Rumsey

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In Memoriam | Ben Teague 1945-2009

Portions of the following were published in the April 29, 2009 edition of the Athens Banner-Herald and in the online Translation Journal. Thanks to Gabe Bokor, ATA director, for contributing to this piece.

Ben Teague, ATA past president, secretary, and director, died April 25, 2009. Teague, 63, of Athens, Georgia, was one of three people shot and killed while attending a reunion of the Town & Gown Players, the oldest community theater company in Athens. Ben’s tragic death is a major loss to ATA and to the profession as a whole.

Born September 19, 1945 in Oak Ridge, Tennessee, Ben was the son of Anna Kate and the late Benjamin Teague.

He received a BS in physics from Rice University in 1967, where he also did graduate work in space science.

Ben worked for Union Carbide in Oak Ridge, KPFT-Pacifica in Houston, the Houston Independent School District, and in the physics department at the University of Texas at Austin, before beginning his long career as a scientific and technical translator from German into English in 1972. Nationally recognized, he translated for clients from around the world, specializing in patents, energy research and technology, the physical sciences, and engineering. Ben moved his practice to Athens in 1977, when his wife, Fran, took a job teaching at the University of Georgia.

Ben served as ATA secretary from 1975 to 1979, and as the Association’s president from 1981 to 1983. Ben was probably one of ATA’s youngest officers. He was actively involved in ATA’s Accreditation (now Certification) program. At one time or another he headed about half of ATA’s committees, including the Accreditation and Ethics Committees. His column in The ATA Chronicle, “The View from Down Here,” dealt with ATA governance and issues of the profession. As one of the early members of CompuServe’s Foreign Language Education Forum (FLEFO), he was an enthusiastic promoter of the use of technology by language professionals in the 1980s. He was tireless in helping his colleagues by answering their questions about terminology, technology, and business practices. In 1990, he received ATA’s Alexander Gode Medal for distinguished service to the translation and interpreting professions.

Ben’s avocation and great love was theater, and he worked with the Town & Gown Players for many years after moving to Athens. He was involved in nearly every aspect of putting a show together, and worked on well over 100 productions, most notably playing roles in The Oldest Living Graduate and The Tempest, and directing Arcadia. He acted and directed, but took the most pleasure in building sets and teaching novices how to use power tools. His technical expertise in set construction was so revered that Town & Gown named its annual Technical Achievement Award “The Teaggie.”

Survivors include his mother, Anna Kate Teague; his brother and sister-in-law, Tom and Stephanie Teague; Fran, his wife of 41 years; and his nephews, Joseph Townley Teague, Recy Benjamin Dunn, Christopher Dunn, and Nick Dunn.

In lieu of flowers, the family asks that donations be made to the Town & Gown Players, P.O. Box 565, Athens, GA 30601, or to Care International, 151 Ellis Avenue NE, Atlanta, GA 30303.

More information on Ben’s life, as well as other tributes, can be found at:


Ben Teague’s Website
www.benteague.com/index.html

Translation Journal
http://translationjournal.net/journal/49teague.htm

Town & Gown Players
www.townandgownplayers.org
Conference Registration
Registration begins in July.
You will receive the Preliminary Program and Registration Form with the July issue of The ATA Chronicle.

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I have been a freelance German-English translator since earning my MA in translation from Kent State University in 1995. I moved to Germany and worked as a freelance terminologist and translator for a translation agency and later on my own. It was fairly easy for me to find clients in Germany because I was a rare commodity (a native English speaker). Even after the agency was sold and my colleagues scattered to work for other agencies, I received jobs as a result of their recommendations. During my time in Germany, I relied primarily on word of mouth for assignments, but I soon found out that this marketing technique had its limits.

They Will Not Come Looking for You

When I moved back to the U.S., I managed to keep working for some of my existing German clients, but the saying “out of sight, out of mind” certainly rings true. I ended up working part-time at Borders Books to pay the rent, while lamenting the fact that I had no translation work. As some of my colleagues so aptly pointed out, it is difficult for translation agencies and direct clients to send work if they are unaware that you are out there. As a result, I started an e-mail marketing campaign.

Alphabet Marketing

As a first step, I gathered the names of my colleagues’ reliable/favorite translation agencies and sent my résumé to them with the body of the e-mail acting as my cover letter. I also used ATA’s printed Membership Directory and, starting with the A’s, looked for any corporate members specializing in German and applied to them. The next step was to go to each company’s website to see if I fit their qualifications (language pair, field of specialization, etc.). I highlighted the names of promising agencies as I went and kept notes in the margins. Most importantly, I did not apply to every corporate member listed. That would have been a waste of my time and theirs.

The subject line of my e-mail was “German-English translator looking for new clients” or “German-English translator looking for freelance work.” Then, in the body of the e-mail, I started off with “Is your company currently looking for a German-English translator?” Next, I highlighted my accomplishments and experience in one or two paragraphs, including my degrees and the six years I had lived and worked abroad as a translator. I mentioned my fields of specialization and stated that “My rates are flexible and vary according to the turnaround time and amount of specialization involved.” I closed the e-mail by citing my website (where I have my terms and conditions listed in more detail) and encouraged the contact to check it out. I kept the e-mail brief and to the point.

I tried to send five targeted e-mails...
a day. I addressed my e-mail to the agency’s contact person, either the one listed in ATA’s directory or specified on the agency’s website. I continued my alphabetical search of company listings in ATA’s directory, but stopped at “Columbia” because I simply became too busy. (One tip that I have given to a lot of beginning translators over the years is that it might be helpful to start your search in the middle or at the end of the directory listings and work backward.) Of course, searching the directory was just one technique I used to reach out to prospective clients.

Check Out Payment Practices Lists

Another source for finding prospective translation agencies is to subscribe to one or more payment practice lists (Payment Practices, ProZ Blueboard, TCR, Yahoo! groups) and to apply to the well-paying agencies that sound like a good fit. Naturally, you should avoid agencies that do not have a good reputation. This is a good idea even if you are not conducting a marketing campaign. Why work for a client if you are not going to be paid in the end?

Get Involved with National and Local Groups

In addition to my e-mail marketing campaign, I got involved with my local chapter and at the national level with ATA. I have become a frequent contributor to various translation newsgroups and listservs, including ATA’s German Language Division listserv. My participation on these forums has lead to many recommendations from colleagues who have read my responses and passed on my contact information to clients. I also present at ATA’s Annual Conference every year and regularly write articles for The ATA Chronicle.

Network: You Never Know Who Will Come to Dinner

In 2004, after passing the Federal Bureau of Investigation language exam and background check and obtaining my security clearance, I decided to attend a smaller ATA regional seminar on working for the federal government, held in Washington, DC. Marian S. Greenfield, ATA’s president at the time, called to ask if I would write an article on the seminar for The ATA Chronicle, and I jumped at the chance. Because I was writing an article, Marian invited me to attend the speakers’ dinner, where I met my soon-to-be favorite client. His agency was expanding and happened to be looking for German translators, so I gave him my card. His agency now makes up 45% of my annual income: all because I sat across from him at a dinner at a regional seminar and had an enjoyable conversation.

I also want to point out that I met another good client at that seminar who specifically attended to look for someone with my qualifications (a German-English translator with a security clearance). I had not sent this company my résumé during my marketing campaign because I assumed from looking at its name (which referenced literary translations) that I was not a good fit. It turns out that this client had a big government contract and did not even do literary translation.

Use a Two-tiered Approach

You should always use a two-tiered marketing approach. Send résumés via e-mail to potential clients and follow up. (One good method for doing this is described in an article by John Shaklee that appeared in the May 2005 issue of Nota Bene, the newsletter of the Northeast Ohio Translators Association.) Aside from this, do not discount the power of a face-to-face meeting. Attend translation conferences and talk to people, and carry business cards with you wherever you go. I have met new clients at a Murder Mystery dinner theater and at a wine tasting. You never know when you will meet your future best client.

E-Mail Marketing Primer

Now that you have a better idea of where to look for clients, how do you increase the odds of them reading what you send? Here are a few specifics on how to conduct a more professional e-mail marketing campaign. They are inspired by a post I read this morning concerning tips for applying for a job from Craigslist. As the author says, it does not take much to distinguish yourself from the rest of the pack. This is also true for the translation field. There are certain dos and don’ts when applying as a freelance translator with a translation agency. Take them to heart to ensure your e-mail does not end up in the Trash folder.
1. **Do not have any spelling errors or typos in your e-mail.** Seriously, just don’t! You are applying for a job as a translator, which requires excellent grammar and spelling. Make sure your e-mail is flawless. Read the e-mail through several times before sending it to make sure you catch every spelling error or typo. You might want to try starting at the bottom and working your way up word by word so as not to miss anything.

2. **Indicate your language pair in the subject line or the first sentence.** The person reading your e-mail should not have to dig through the letter to find out what language(s) you translate.

3. **Use the body of the e-mail as your cover letter.** Do not attach a cover letter and a résumé. No one is going to take the time to look at two files. One, maybe, but certainly not two.

4. **Try to write a unique but catchy cover letter.** Let your personality shine through. In this day and age, no one wants to read a stuffy letter that has obviously been sent to 300 other agencies or could have been written by 300 other translators.

5. **Focus on what makes you special and what makes you stand out.** What makes you the best choice compared to the other prospective translators sending their résumés to an agency? Do you have an MA in translation, a law degree, or are you a Diplom-Übersetzer? Do you have experience working as a medical doctor or researcher? Have you lived in the target country for several years? Did you grow up in a bilingual household, and are you equally comfortable in both languages? Whatever it is that makes you unique, be sure to mention it in first few lines of your cover letter.

6. **Make sure the agency works in your language pair.** If the agency specializes exclusively in Japanese and English translations, do not send an e-mail unless the website says the agency is looking to branch out to include other languages.

7. **Check the agency’s website before applying and follow any directions given there to the letter.** If the agency says it only accepts submissions through the website, do not bother sending a separate e-mail. It will only be deleted, since this shows you cannot follow directions.

8. **Tailor your e-mail to the agency.** Show the agency you did some research and looked at its website to find out if your fields of specialization are a proper fit. Try to find a contact person on the website in order to avoid sending an e-mail starting with “To whom it may concern.”

9. **Make sure the person you are sending the e-mail to is in fact from a translation agency and not another freelance translator.** I cannot tell you how many times I have received unwanted résumés from prospective translators. All you have to do is look at my website to see that I am a one-woman show. That said, if you have a website that talks about “we” instead of “I,” you are making yourself a target for unwanted résumés.

10. **Localize your résumé for your target audience.** If you are applying to a German agency, it helps to send a résumé written in German that conforms with other German résumés. Also, make sure your résumé is proofread by a native speaker.

11. **Think carefully about how you write your name.** Choose one name and spelling and stick with it. This will generate name recognition. For example, I use the name “Jill R. Sommer” on my résumé, on my business cards, on my website, in ATA’s directory, for presentations at conferences, and anywhere else I have a presence (the exception to this being my blog). Also, be sure to clarify your gender if your name is somewhat exotic for your target audience. For example, sign the e-mail as (Ms.) Jill R. Sommer or (Mr.) Chiang Kai-shek. That takes the pressure off the person who might want to respond, but does not know how to address you.
12. Use a professional e-mail address. It simply makes a good impression. Having your own domain name gives the impression that you have invested in your profession. Free e-mail services like yahoo.com do not make a good impression. The only exception to this is Gmail, because it is a more serious provider and has outstanding online file storage capacity. There is some debate on the professionalism of aol.com addresses. Some of those who profess to be against aol.com accounts believe that since AOL started off as an entertainment site it is not as serious as other e-mail providers. Just a little food for thought: e-mail with your own domain name ensures no one has any prejudices when they see your e-mail address. It should also go without saying that e-mail addresses like “cutiecat23@juno.net” or “BigBigGirl@yahoo.com” simply do not convey the professionalism you need to show.

13. Consider naming your résumé document file “Last name first name_ résumé.” If your résumé is called “résumé,” it is simply going to be amended to résumé1.doc, résumé2.doc, and so forth by the agency’s e-mail program. Make sure the agency knows what the file is at a glance and can allocate it to your application.

14. Include a “Summary of Qualifications” instead of an “Objective.” You do not need an objective on résumés to translation agencies. It should be apparent from your e-mail cover letter that your objective is to start working with them.

15. Keep your résumé brief. Try to keep it to one to two pages. I send a brief résumé and refer potential clients to my website, where my résumé is more extensive. For instance, my website résumé includes a list of all the dictionaries and reference material I own to show I have invested heavily in my profession. If the agency is interested in working with me, the information is available on the site. You should not force a prospective client to wade through such material.

It’s All About Persistence and Presentation

So those are my top pointers for a more effective marketing campaign and résumé presentation. If anyone has any other deal-breaking tips, feel free to share them on my blog, http://translationmusings.com. Insights from agency owners or project managers are especially welcome.

Notes

2. Tips for Applying for a Job from Craigslist. www.craigslist.org/about/best/sfo/101949754.html
There are many states that do not have organizations for translators and interpreters, or else have dormant ones, even though there might be a significant number of language professionals in the area. Until recently, Nevada could count itself among them.

We had both been thinking—separately, 400 miles apart—that Nevada needed a professional organization of this type. Therefore, we counted ourselves fortunate when we discovered that several talented and committed linguists had already founded such a group.1 The Nevada Interpreters and Translators Association (NITA) was incorporated in April 2008, and in a short time its board of directors had created a very solid foundation on which to build. We joined NITA’s board a few months after its inception, and are proud to say that the group has worked very hard and made significant progress in broadening the association.

We have learned a lot, and we thought it might be beneficial to share our experience with other potential organizers and organizations-to-be. What follows is a nonexhaustive to-do list for those who would like to start an organization in their state.

First Things First
Research: The first task is to find out if there is already an organization in your state/region. Consider both interpreter- and translator-specific organizations, and try to obtain information on whether anyone else has attempted to form an organization in your area. If so, what challenges did they face? Is there significant interest in this type of group among local professionals? Contact national organizations and ask if they have any contacts in your area.

Learn From Other Organizations: Nevada is a very large state, and we would eventually like to have active sections in both southern (Las Vegas) and northern (Reno, Carson City) Nevada, and even in the outlying areas in the longer term. The Carolina Association of Translators and Interpreters (CATI) has been most kind in advising us on how their organization works well over a large region. Other organizations, such as the Northern California Translators Association (NCTA), have also helped out by sharing their experiences and lending advice about how to get started. The main thing is not to be afraid to ask for help. This is a very friendly industry and colleagues are frequently delighted to offer assistance.

Use ATA’s Resources: ATA is very supportive of regional associations and has been extremely helpful. During last year’s conference in Orlando, we...
attended a session on “Recharging Your Local Chapter” and learned a lot from ATA Chapter Committee Chair Caitilin Walsh and representatives of other organizations. It was a great forum for exchanging ideas and getting invaluable input from other, more established groups. Both Caitilin and Jamie Padula, ATA’s chapter and division relations manager, have been valuable resources. (You can find their contact information on ATA’s website, www.atanet.org.)

Create a Good Team: An organization is only going to be as good as its team members. You do not need many: a few committed people will be enough in the beginning. Eventually, you will want to form a board of directors, but more on that in a moment.

Administration
Write Bylaws: This process can be an intimidating task, particularly if no one on the team has previous experience. Start by reading the bylaws of other organizations, which can usually be found on their websites. These can provide you with a basic template for how such documents should be structured. Remember that bylaws are not meant to be set in stone. Therefore, it is important to include a provision in the bylaws allowing for provisions to be made as necessary.

State Administration: Incorporate the organization in your state. Of course, the process varies, so find out what your state requires and collect the necessary paperwork. In our case, we needed items such as bylaws, records of meetings, and copies of NITA’s promotional material. Once NITA was approved for 501(c)6 status (see next item), the board had to follow up with Nevada’s department of taxation.

IRS Administration: Apply for an EIN (employment identification number) and file for 501(c)6 status. Professional translation and interpreting associations fall into the category of business leagues, and are eligible for tax exemption under the 501(c)6 status. NITA had a growth phase where several founding members were in favor of our association becoming a 501(c)3 association (a charity), but with ATA’s advice and after reading IRS documents on the subject, the board reached a consensus to file for 501(c)6 status. You should note that there is a 15-month period from the date of incorporation during which it is best to file Form 1024 for recognition of exemption. There are possible ways around this for those who are not sure they can file within this period, but that timeline was not too hard for us to meet.

Board Management
Create a Board of Directors: This is the most crucial element to the organization’s success. You should be realistic. Your core people will be doing all the work, at least initially. In the beginning, try to recruit two or three officers. Ideally, you will have a president, vice-president, treasurer, secretary, and perhaps others with specific roles (e.g., professional development, membership, and public relations). NITA started out with just six people. Be sure to invite people to the board who are committed to helping the organization grow, and who are not afraid of rolling up their sleeves.

Establish Criteria for Board Officers: Who would you like to have on the board? Professional translators or interpreters only? Students? Corporations? Decide what works for you. In our case, we have professional translators and interpreters, and one translation student, who have all worked in the profession for several years. We invite prospective board members to send us their résumés and tell us why they would like to join the board and what they could contribute. We have thorough “job descriptions” to help people understand what each position involves, and encourage all members to attend board meetings to see how the association functions.

Establish Ground Rules for Expectations: How many hours are you expecting board members to put in? By setting expectations, fellow language professionals will be able to decide if serving on the board or on a committee is something they will be able to fit into their schedules.

Board Meetings: In the bylaws, you will have decided the minimum number of board meetings to hold each year and minimum attendance requirements for board members.

Use Robert’s Rules of Order: This is another of the “don’t reinvent the wheel” concepts. Robert’s Rules are the standard for how to run board meetings, hold votes, make motions, etc. Understanding them is a great way to hold efficient and productive meetings.
Membership
Determine a Membership Fee Structure: Will you have student members? Corporate memberships? Discounted memberships? We went with $35 for a basic membership, as we are a very young organization. We also have student and corporate memberships.

Recruit Members: We looked at ATA’s directory listings for Nevada and wrote notes to all the members in our area, encouraging them to join NITA. In addition, we contacted as many other translator/interpreter organizations as we could.

Building the Foundation
Open a Bank Account: The treasurer is the one who should handle the finances and have authorization to sign checks on behalf of the organization. Be sure to keep all organization finances separate from any personal finances.

Decide How to Communicate: This was somewhat of a challenge for us. We needed to decide which e-mail addresses to use, and whether webmail or direct configuration was most effective and secure. Thanks to our information technology guru, we all have @nitaonline.org addresses as well as our other business e-mail addresses. We also have a great online forum called The Cantina, where board members can exchange ideas. It is separate from e-mail, and we all have to remember to go there several times a week, since our organization moves pretty fast. Once we figured out the best way to handle e-mail communications—who should receive which e-mails, who does not need to be copied—we were able to control the sometimes overwhelming flow of e-mails and replies and streamline the process.

Create a Good Website/Find an Information Technology Guru: The website does not have to be fancy, and can contain just the basics (About Us/Contact Us/Board/Events). A basic site can be set up with Google Sites (which can also host the domain for roughly $10/year). Ideally, you should have associated e-mail addresses for each member. If your budget permits, hiring an information technology person to help you with the site is ideal. If not, try to find a board member with these skills.

Added Value
Design a Logo: We chose a simple design with our state’s outline and our organization’s name inside of it. We were able to use our personal networks to receive several free concept submissions from people with graphic design skills, and offered a free membership to the individual whose design was chosen.

ATA Affiliation: Most new organizations cannot meet the requirements for becoming an ATA chapter, but becoming an ATA affiliate group has less taxing requirements. NITA quickly achieved affiliate status.7

Raise Money: Membership dues will most likely not be enough to keep your organization afloat in the beginning. Raise money by offering workshops and, if possible, have the speaker donate his or her time. Tracy Young, NITA’s founder and immediate past president, donated 40 hours of her time to do a very popular health care interpreting training class, which we offered at a very affordable rate.

Publish a Newsletter: We created our newsletter in Microsoft Publisher, which comes with the regular suite of Microsoft Office products, and sent it out as a PDF. The newsletter is not fancy, but it is a great way to communicate with members. Some of us also regularly contribute to other association publications, and ask to reprint some of their articles so that the newsletter can have a wide range of contributions.

Offer Professional Development: This is one of the most important functions of a professional organization. In our first year, NITA offered two types of interpreting training, and the board has some form of continuing or ongoing education planned at least every quarter in 2009. Of course, we are always looking for excellent and affordable speakers who do not break our piggy bank. While we do not like to do it, sometimes we have to ask folks to donate their time, which many gladly do.
Create Brochures/Marketing Material: While this can really cut into your budget, you can at least make simple tri-fold pamphlets that can be printed at the local office supply store, preferably in color. We have a large banner with the organization’s name on it, and we hang it on the wall wherever meetings or events are held.

Public Relations: Ideally, you will be pitching to local and regional newspapers, television and radio stations, and other media outlets, asking them to profile the organization. Alternatively, you can send out free press releases about your organization online and write about it as much as you can—on translation blogs, Twitter, Facebook, etc. Use social media to get the word out about your organization. Add it to your LinkedIn profile. You can also start a LinkedIn group and post on the discussion boards. The more people know about your organization, the better.

It Just Takes Work Establishing a regional organization for translators and interpreters is not an unmanageable task. Once the work is split among several people whose skills complement each other, the core group can achieve a great deal. Of course, for a thriving organization, a broader membership is needed. NITA had nearly 40 members at the end of its first year, largely in northern Nevada. Our big task for 2009 is growing the association in the Las Vegas area and beginning to hold events there. Karen is NITA’s president for 2009-2011, and Judy is NITA’s vice-president for 2009-2011. There is no doubt that the hard work of all the association’s volunteers will continue to pay off, and that as a group we will meet our goal of elevating the profession in our state.

Notes
1. A Special Acknowledgment: Without these six creative individuals, NITA would not be where it is today: NITA was founded by Tracy Young, Álvaro Degives-Más, Rossana Bertani-Roach, Marianne Pripps-Huertas, Yovanna Estep, and Maricarmen Cresci. Our heartfelt thanks go out to them.
2. Facts on applying for an employment identification number can be found at www.irs.gov/businesses/small/article/0,,id=98350,00.html.
The following originally appeared in the December 2008 issue of GALAxy, the quarterly newsletter of the Globalization and Localization Association (www.gala-global.org).

An online multilingual marketing strategy is essential for any business wanting to expand into international markets. Today, companies are spending thousands of dollars to develop and maintain localized websites outside their domestic market. What good is this expense, however, if a company’s website cannot be found?

Perhaps the most difficult part of gaining online credibility is promoting a company’s website in a variety of search engines, thereby allowing potential and existing customers to locate it easily. With so much research surrounding search engine optimization, it is important to understand that multilingual search engine optimization (MSEO) is a more intricate process—without it, international marketing efforts will almost always be hidden behind domestic competition.

The Challenge

Regardless of the fact that consumers in Germany or Spain do speak English, they do not shop in English. In 2006, the research firm Common Sense Advisory published a study, Can’t Read, Won’t Buy, in which the preferences of 2,400 online shoppers outside the U.S. were examined. More than half of the respondents indicated that they make purchases only on sites with content in their

If the client is unable to ensure the validity of foreign language content, the content creation and localization process must be designed to work in partnership with the client.
preferences and behavior. For example, companies should incorporate basic search engine optimization (SEO) for international markets to ensure translated content includes the most relevant search terms in each local market."

To develop an effective MSEO strategy, a thorough linguistic analysis of a company’s industry is essential.

To develop an effective MSEO strategy, a thorough linguistic analysis of a company’s industry is essential. This ensures an understanding of the technical jargon and popular key phrases in the industry.

A typical SEO strategy begins with a solid keyword research process. In MSEO, however, the keyword research is more complex. Five standard MSEO steps include:

- Understanding key industry terms (construct a glossary when possible).

A Multilingual Search Engine Optimization Strategy

Defining an MSEO strategy is an elaborate, time-consuming process because targeting keywords outside the English language requires research and expertise.

Today, search engines face difficulties providing accurate information on keyword searches in foreign languages, specifically languages with special characters such as Hebrew, Japanese, Chinese, and Korean. These difficulties are a result of inefficient tracking technologies that are unable to function with certain languages. Additionally, Google, in conjunction with other search engines, is still trying to define how to register international search volume in the Google Trends system. Currently, it is difficult to obtain search data with international words because English measurements do not apply in different languages. Per language, the volume of search data is still lower than English, but by combining languages such as German, French, and Spanish, it is easier to achieve better results.

Website Modifications

With an MSEO strategy in place, the next step is to make any necessary website modifications. In general, MSEO involves rapid adjustment of multilingual text to fit the ever-changing algorithms of search engines. In addition, the MSEO vendor the company hires to handle the localization project often needs to add a significant amount of multilingual content to the existing website. The modification process is similar to general localization, requiring ongoing management and, optimally, the involvement of four separate teams:

- The MSEO team is in charge of modifying the content and working closely with the localization and quality assurance teams.
- The localization team translates new content while providing regular updates and translation memories for the website.
- The quality assurance team performs ongoing verification of the updated Web pages and ensures that the content maintains its integrity.
Finally, the client must remain in control of the website content. If the client is unable to ensure the validity of foreign language content, the content creation and localization process must be designed to work in partnership with the client.

The last point is critical. Many companies do not have the in-house resources to validate the changes an MSEO vendor will suggest or implement. This results in inconsistent marketing messages and diminishes the quality of the website. In order to tackle this challenge, the MSEO vendor should provide a testing team, completely separate from the SEO and localization departments, which can offer an objective review of each change. An approved glossary from the client is still necessary, but this supplementary team will help ensure international consistency for the company.

With the appropriate teams established, genuine optimization of a global website can begin. The process of MSEO is similar to the English SEO process, with the addition of the following steps to promote the multilingual website:

- Website code optimization.
- Website content optimization as per the keyword algorithm.
- Website usability optimization.
- Website quality testing.
- Website submission.
- Website link building in the target language.

The translation process is affected by the intention to perform MSEO on future or existing multilingual websites. Due to frequent content changes and potential new keywords, translators will already have a pre-SEO guideline to follow once the localization process has begun.

It is not uncommon for translated websites to be unable to compete in their relevant online segment, and for drastic or complete relocalization and rewriting to occur in order to regain a favorable position in the search engine rankings. For example, one client, a homeopathic medical herbs company, had already localized their website in German, Spanish, and French before seeking MSEO services. Starting the multilingual SEO process with this unique range of products and treatments revealed that the selected terminology and key phrases used were not directed to the proper target market, nor were they popular search terms. In this case, conducting a full linguistic analysis of the website and retranslating the entire site with the correct online terminology was essential.

The benefits of the MSEO process are immense. It is important to realize that even though most Internet users are not native English speakers, the majority of the search engine competition is still conducted in English. MSEO provides a relatively fast technique to brand and expand a company’s business in the global market. A website designed with SEO tools will enjoy a diversity of visitors, rapid growth, and steady traffic, ultimately improving the website’s online position in search engine results.

MSEO will also affect a company’s international branding and allow it to create online connections and additional business opportunities that were previously beyond reach. Likewise, the ability for potential non-English partners and affiliates to search actively for the company increases awareness of its services and products in the global online community.

MSEO can actually provide market advantage. For example, let us examine the following keyword combination in English and German—website translation and Website Übersetzung—using Google.de (the major stakeholder of online searches in Germany). The amount of competition is so high that even minor changes in the keyword combination can significantly impact the search results.
tion for this keyword combination in English is about 12 million. In German, however, only 9,000 are competing for this same combination, even though just about as many searches are performed in German as in English. This is a perfect chance for a company using MSEO strategies to advertise their brand and achieve top search engine rankings more quickly.

Today, companies that practice MSEO enjoy increased traffic, international branding, and higher conversions from their website. There are many vendors that can help with localization, translation, and MSEO strategies. For instance, one source for finding a vendor to support an MSEO project is the Globalization and Localization Association’s Language Technology and Services Directory. You can also search ATA’s online directories for localization experts.

A Worthy Investment
A business will find investing in an MSEO project worthwhile. In today’s Internet landscape, multilingual websites are essential in order for a company to reach its entire target market.

Notes
1. You can read a summary of the survey findings by registering for free at www.commonsenseadvisory.com/members/registration.php.
4. Go to www.atanet.org/onlinedirectories, select Directory of Translation and Interpreting Services or Directory of Language Services Companies, then go to Advanced Search and specify “localization” in the Keyword option.

From the Executive Director Continued from p. 8

Pennsylvania. Plans call for a panel presentation featuring ATA President Jiri Stejskal as well as a possible ATA exhibit at the meeting. MLA President Catherine Porter, who is an ATA member, announced that this year’s theme is “The Tasks of Translation in the Twenty-First Century.” With over 30,000 members, MLA is the nation’s largest language-related group of educators. Their annual convention typically draws 8,500 attendees.

American Foundation for Translation and Interpretation (AFTI): The Board was briefed on AFTI’s Board meeting, held April 30 at ATA Headquarters. ATA Past President Muriel Jérôme-O’Keeffe was elected president, succeeding Peter Krawutschke, who is ATA’s treasurer and an ATA past president. AFTI is a 501(c)3 charitable organization whose primary educational activities consist of sponsorship and dissemination of research and education in the fields of translation and interpreting through scholarships (including ATA’s Student Translation Award), conferences, and the establishment and maintenance of an archive for the collection of documents and artifacts in translation and interpreting.

The minutes of the meeting will be posted online at www.atanet.org/membership/minutes.php. Past meeting minutes are also posted on the site. The next Board meeting will be July 25-26 in Chicago, Illinois. As always, the meeting is open to all members, and members are encouraged to attend.
The opportunity came in the spring of 2008. ATA member Clarisse Bandeira de Mello had studied with Dr. Yolanda Gamboa during coursework for her MA in Spanish, and she willingly agreed when her former professor asked if she would make a presentation on interpreting to undergraduates enrolled in translation studies at Florida Atlantic University (FAU) in Boca Raton.

Nuts and Bolts

Though she has been an ATA member for over a decade, Clarisse was unfamiliar with ATA’s School Outreach Program at the time. That meant starting from scratch and drafting her own PowerPoint slides for a 90-minute class period—no small undertaking. The presentation she developed introduces the various types of interpreting, describes working conditions, and examines the personal qualities that a good interpreter should have, including endurance, self-control, good judgment, and the ability to divide her attention.

In addition to these standard topics, Clarisse chose to emphasize the lesser-known aspects of interpreting as well, taking advantage of the unusually generous amount of class time to focus on the nuts and bolts of the profession. “I wanted to show them both the technical side of an interpreter’s job and the business side,” she recalled. To do that, she included specifics in areas that ranged from care of the voice to note-taking technique, and went on to discuss good practices for invoicing, handling contracts, and working with agencies. Handouts included an interpreter evaluation form, which is an excellent tool for illustrating the many specialized skills involved in the profession.

Clarisse is no stranger to the classroom—having taught Portuguese, English, translation and interpreting at various universities in Brazil and Florida—but with her ambitious agenda, it was a challenge to fit everything in. “Even 90 minutes was on the short side for all the material I wanted to present.”

Translators United

An interpreter since the mid-1980s, Clarisse currently practices both translation and interpreting, working from Portuguese→English, Spanish→Portuguese, and Spanish→English. Her translation practice is geared around medicine, law, engineering, information technology, and news reports. When she interprets, she says, “I do what comes up—mostly conferences and deposi-
Sharing Resources

Clarisse has generously agreed to contribute the material she developed for the FAU class—a set of 15 slides with detailed notes for speakers—to ATA’s School Outreach Program. Her PowerPoint presentation, “The World of Interpretation,” will soon be added (with acknowledgment) to the collection of college/graduate level resource materials on the School Outreach Web page (www.atanet.org/ata_school/level_college.php).

Very Satisfying

Speaking at FAU was a positive experience for Clarisse. “The students were familiar with translation,” she said, “but many of them had never really heard about interpreting. It was very satisfying to open a new door to them.” They were surprised at what they learned. “Interpreting is not widely known as a career opportunity,” she reflected, “and it is good to spread the word.”

Do you have new presentation material or a creative new handout idea that you would like to contribute to ATA’s School Outreach Web page? Contact Lillian Clementi at Lillian@LinguaLegal.com.

Clarisse Bandeira de Mello can be reached at hbmello@bellsouth.net.

The students were surprised. Interpreting is not widely known as a career opportunity, and it is good to spread the word.

2009 ATA School Outreach Contest

Make a School Outreach presentation this year, and you could win free registration to ATA’s 50th Annual Conference in New York, New York, October 28-31, 2009.

The deadline for submissions is midnight on July 20, 2009. The winner will be contacted no later than August 17, 2009.

You must be a member of ATA or an ATA-affiliated organization to enter.


2. Choose the age level you like the best and download a presentation, or use the resources on the School Outreach Web page to round out your own material.

3. Speak on translation and/or interpreting careers at a school or university anywhere in the world between August 18, 2008 and July 20, 2009.

4. Get someone to take a picture of you in the classroom. For tips on getting a winning shot, visit the School Outreach Photo Gallery on ATA’s website at www.atanet.org/ata_school/photo_gallery.php and click on Photo Guidelines.

5. Send your picture electronically to pr@atanet.org with the subject line “School Outreach Contest,” or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include: your name and contact information; the date of your presentation; the school’s name and location; and a brief description of the class. You may submit multiple entries.

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I hope many readers have already tried and are using a translation environment tool (TEnT). There are two basic types of environments:

- The dual-column environment used in MemoQ, Déjà Vu X, and others, which includes translation memory (TM) management and terminology database (TB) management as integrated modules.
- The word-processor based environment, like the older versions of SDL Trados and Wordfast, which adds macros to Microsoft Word and provides separate programs for TM and TB management.

The advantage of a dual-column environment is that it is independent of the format of the original document (.doc, .xls, .htm), but one of the disadvantages is having to keep the original document open in the background when formatting context is needed while translating.

MemoQ has solved this problem by providing a preview pane, shown in the bottom left of Figure 1 on page 27. It places each translated segment into the preview as you translate.

**Special MemoQ Environment Features**

I especially like the search/filter mechanism, shown in the upper left of Figure 1. If you type a word, or several, in the source or target filter, all cells not containing the word(s) are hidden. I find this easier than scrolling through a document like you have to do with most other tools and Microsoft Word. I also like that searching in the source or target language is just as easy, and you can even filter for both source and target languages simultaneously!

MemoQ uses codes for some formatting, similar to Déjà Vu X (which uses codes for everything), but like Microsoft Word, it uses buttons for bold, italics, and underline. (These are shown in the upper right of Figure 1.) This is great when the source and target languages have very different grammatical structures. Across also uses a similar system for bold, italics, and underline, although the last time I looked it was not through buttons, but rather a drop-down list, and the drop-down list only contained the options appearing in the source text. If there were no italics in the source, you could not put italics in the target.

The integrated TB feature, similar to the one in Déjà Vu X, is easy to use. Just
select the term in each column and click, and a small dialog box allows you to add more information. I especially like that it allows you to add alternative spellings/conjugations for a word in the same dialog box, as shown in Figure 2 on page 28. All of the target possibilities show up in the pick list on the right in Figure 2 when any of the source possibilities are encountered in the source text. There is space for additional information, but it is optional. Note that TB entries can include wildcards, which means you can type in just the stem of a verb, rather than all its conjugations. I do miss Déjà Vu X’s lexicon feature, which lets you add terms to a second project-specific database. This is great for proper names and long terms you simply do not want to have to type out 100 times in a given project and do not want in your permanent TB.

MemoQ includes other nice features, for example:
- It works with Dragon Naturally Speaking, the speech-to-text program.
- It can be configured to pre-translate numbers and dates automatically.
- It has an autocorrect function to speed up typing and automatically fix typos.

Figure 1: MemoQ Translation Environment
• It has a quality assurance feature to make sure, for example, that numbers match, identical sentences are translated identically, and terminology is used consistently.

• It allows you to add comments to cells, which are not included when the text is exported.

The shortcuts were not as configurable as I would have liked, but this is a common failing of TEnTs. For example, the default to go from one cell to the next, marking it done, is CTRL-Enter. Why do so many tools ignore the obvious, simple **Enter**? SDLX is the only tool that uses Enter as the default. Across and MemoQ use CTRL-Enter and Déjà Vu X uses the less than optimal CTRL-Down Arrow, which makes you move your right hand far from the home row and is not configurable. MemoQ does let you configure this shortcut, but to anything but Enter. Many other shortcuts are configurable.

On my personal MemoQ wish list is an integrated Internet search option within the program, like the one Across has been moving toward. For more details, see my review of Across in the October 2007 issue of *The ATA Chronicle.*

**Under the Hood**

The most important feature in MemoQ is how it allows collaboration with other users regardless of whether or not they have the program, including full SDL Trados compatibility. It even lets you edit TTX files (the SDL Trados TagEditor format).

It can export a translation to its own bilingual format (MBD) for editing by another MemoQ user, or export it into the Trados segmented format, which some agency clients prefer for delivery.

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**Summary Data on MemoQ**

- **Version reviewed:** 3.2.14 (MemoQ Translator Pro for 45 days, then MemoQ4Free for another week).
- **Manufacturer:** Kilgray (Budapest, Hungary) [www.kilgray.com](http://www.kilgray.com).
- **Price (as of April 2009):** $910, €620.
- **Runs on:** XP or Vista, but not other operating systems. Microsoft Office must be installed if Microsoft Office files are to be imported into the program.
- **Interface languages:** English, German, Hungarian, and Spanish.
- **Working languages:** Chinese, Japanese, Korean, Arabic, Hebrew, and all languages using the Latin and Cyrillic alphabets. (See the manufacturer’s site.)
- **Can import and export many file types,** including PowerPoint, HTML, TTX, Trados Bilingual RTF, XML, Adobe FrameMaker, Adobe InDesign. (See [www.kilgray.com](http://www.kilgray.com).)
Even better, if the exported file is edited, it can be imported back into MemoQ so the edits are incorporated into the exported final translation and the TM. (Déjà Vu X has an “external view” function similar to this which produces a two-column word processing file.) MemoQ uses open standards like TMX for TMs and text files with tables for TBs.

One of my favorite features is that you can use an unlimited number of TMs and TBs. MemoQ is the first tool I have used that allows more than two TMs or TBs, though I have been told that other tools not mentioned in this article do permit more than two.

**Freeware Version**

After the 45-day trial, MemoQ turns into the freeware version. Projects can contain no more than one document. If the documents are in Microsoft Word, you can copy everything into one file, but this is not so easy with other formats. The freeware version creates a new TM and a new TB for each project, so you can only take advantage of repetitions within the document, not from past translations.

The project TM can be exported to another format. The project TB cannot be exported, so you will only be able to use it during the project. Files cannot be aligned and added to the project TM. Though the freeware version is limited, it is still usable.

**Final Thoughts**

MemoQ is constantly adding new features, while there have been no significant changes to Déjà Vu X since the X version came out a few years ago. Many of MemoQ’s innovations could be incorporated into other dual-column tools, and probably are incorporated into some tools not mentioned here. I was impressed by its stability, which is as good as Déjà Vu X, if not better. It did not crash once during more than a month of use for over 35,000 words. Installation and activation were also a breeze. In short, MemoQ is a great, all-around tool.

**Note**


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**Other Tools Mentioned:**

<table>
<thead>
<tr>
<th>Tool</th>
<th>Website</th>
</tr>
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<tr>
<td>Wordfast</td>
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</table>

**Translation: Getting it Right**

“By applying even half the tips in this guide, you will improve your chances of getting a translation that works.”

*Translation: Getting it Right* is an ATA client education booklet available in print and online. ATA members can order up to 100 copies at no cost. To download a PDF copy of this booklet, visit [www.atanet.org](http://www.atanet.org).
I first heard about word processing quite a few years ago, and I had long been wondering just how useful such a system might be to translators. I knew the equipment was expensive, but I felt that electronic word processing might be the answer to a translator’s prayer.

The cost of the machinery has since dropped to within my reach, so I have acquired an IBM Memory Typewriter for $5,400 (basic price), plus $900 for the extra-cost option known as the “reverse index.” I have been using the machine since the end of November and I am convinced that it is worth the price.

One of the most striking features of this machine is its ability to erase typographical errors automatically. A very large percentage of errors are detected the moment they are written. With the Memory Typewriter, which is similar to the IBM Selectric Typewriter, all you need to do is depress the backspacer, and the machine will backspace and, one by one, automatically pick off the letters last printed, simultaneously erasing them from the machine’s memory. Upper and lower case characters disappear with equal ease as long as they have been entered in the machine’s memory. The Memory Typewriter’s system of removing letters from the page is astounding.

Word processing is essentially a system of editing text. Every detail of the typewritten text is recorded in a buffer memory automatically. The contents of the memory can then be transferred to the Memory Typewriter’s storage, which has a capacity of up to 50 pages of copy. If at any time a correction or revision has to be made on a particular page, the page can be transferred from storage back to the memory. A small keyboard on the right side of the machine is then manipulated to locate the text to be changed. You can then delete a character, word, or line and write the correction, even if this involves adding lines. The touch of a button returns the machine to the beginning of the page. You insert a fresh sheet of paper, position it, depress the “Auto” button, and the machine will retype the entire page at a dazzling, letter-perfect speed. It will automatically rearrange the words on the page to compensate for insertions, stopping from time to time if a word at the end of a line is too long and needs to be hyphenated. In that case, you depress a key which causes the memory to print out letter by letter until you come to the point where you want the hyphen, and then you print a hyphen from the keyboard.

The reverse index feature is important, especially for anyone dealing with chemistry translations on a frequent basis. It enables you to raise and lower the point of printing by half a line, which allows you to print exponents and subscripts. You can even use this feature to lay out chemical structural formulas. These actions are also recorded in the memory, enabling you to reprint complex typing of this kind automatically, including tabulations of sum formulas. You type the tables, check them, make corrections with speed and ease, and then let the machine spill out the final copy for you while you sit idly by, watching it.

It will no doubt be difficult for many translators to justify such a large investment in a typewriter. If you consider that the cost can be amortized over the useful life of the machine, plus the fact that impeccably typed and highly accurate translations can be produced in significantly less time, it might be possible to justify the investment.
Enhance Your Skills = Advance Your Career

Why should you attend this seminar?

The ATA/ATISDA Medical Translation Seminar offers a unique opportunity to enhance your skills and advance your career!

By attending this seminar, you will:

- Receive training specific to your needs as an experienced interpreter and translator
- Acquire the necessary skills to take on the challenge of translating medical records, doctors orders, and prescriptions
- Understand medical shorthand, standardized medical writing, and record formats
- Increase your knowledge of cardiovascular procedures and heart surgery to achieve an accurate translation
- Connect with colleagues, company owners, and seasoned professionals at the Networking Session
- Market your services by taking part in the Job Marketplace
- Obtain the professional development you need to enhance the added value you offer in a competitive marketplace

Registration Form

First Name  Middle Initial  Last Name  ATA Member#
Employer/School (only list employer or school if you want it to appear on your badge)  ATISDA Member#
Street Address  Suite/Apt
City  State/Province  Zip/Postal Code  Country
Telephone  Email

*Association of Translators and Interpreters in the San Diego Area (ATISDA) members can register at the ATA member rate.

Register for Both Days & Save!

Register online at www.atanet.org/pd/business
Fax registration form to +1-703-683-6122
Mail registration form to ATA 225 Reinekers Lane, Suite 590 Alexandria, Virginia 22314 USA

Don’t Forget

Include payment with this form
Make your hotel reservations
Tell a friend about this event

Program is subject to change.

ATA/ATISDA Medical Translation Seminar
Professional Development for Translators and Interpreters
Doubletree San Diego Downtown  San Diego, California  July 11-12, 2009

Join ATA and Save!

Save $170 on registration rates by joining ATA. Visit www.atanet.org/membership/join_now.php today!

Hotel Information

The Doubletree San Diego Downtown offers complimentary high-speed Internet access and is conveniently located to the historic Gaslamp Quarter and Little Italy. A block of rooms has been reserved at $119 single/double a night, plus tax. Take advantage of special rates, available until June 19 or as space allows, by calling the Doubletree at (619) 239-6800 or 1 (800) 222-TREE (8733) and don’t forget to ask for the special ATA rate!

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Tell a friend about this event

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Small business owners cannot regard their earnings as a guaranteed salary, but instead need to make specific investments to promote their services. Dollar for dollar, networking efforts provide a better return on investment than print advertising.

Dear Business Smarts,

I have been in business for two years and provide both translation and interpreting for Spanish. Because of the economic downturn, the past business year has not been particularly good. I keep reading in online forums how important it is to attend conferences for networking, but the events I read about are so expensive that I cannot even consider them at the moment. Why does ATA not offer more affordable networking options for its members?

Can’t afford it in Texas

Dear Texas,

We agree with your colleagues’ assessment of the importance of networking. As surveys of our industry have repeatedly shown, recommendations and word of mouth play an important role in securing translation and interpreting work. While it is certainly useful to advertise your services online, it is in your best interest to get to know your colleagues in person. Conferences are an ideal venue for personal interaction, providing you with valuable contacts. If attending a national conference or regional seminar is financially out of reach for you at the moment, do not forget to look into the activities of ATA chapters and affiliated groups in your area. To find out about chapter events near your location, visit www.atanet.org/chaptersandgroups/chapters.php. Regular attendance at chapter or group meetings will enhance your name recognition and make your contacts that much more useful.

Also keep in mind that as the owner of a new business, you must put special effort into marketing and advertising your services. You have to spend money to make money, particularly when you are just getting established. It may help to start thinking of the money you earn with your business activities not as a salary that you can spend as you please, but as earnings that can be reinvested to make your business grow. Set aside a certain amount specifically for marketing, and think about where those dollars can be most wisely invested. Experience has shown, for example, that advertising in the Yellow Pages or in generic online business directories is not particularly helpful for linguists who work alone. By comparison, investments in networking offer a much better rate of return. If you do decide to attend a regional or national event, there are many ways to cut down on expenses. You might consider attending only one day of a conference, staying with friends or relatives, or exploring public transport options for getting to the conference hotel. Bring plenty of business cards and plan to attend all the sessions—particularly the receptions and other get-togethers—relevant to your area of specialization and language combination. Get actively involved in discussions and introduce yourself to as many people as you can. Once you return home, make the most of your new connections by staying in regular contact with the colleagues you have met.

The information in this column was compiled by members of ATA’s Business Practices Education Committee for the benefit of ATA members. This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Send your questions about the business of translation and interpreting to The ATA Chronicle—BPEC Q&A, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314 USA; Fax: +1-703-683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.
Five Ways a Blog Can Boost Your Freelance Business

By Susan Johnston

(Guest post from Monday, April 20, 2009 on Judy and Dagmar Jenner’s Translation Times, www.translation-times.blogspot.com. Susan Johnston’s blog, The Urban Muse, can be found at www.urbanmusewriter.com.)

These days, almost everyone has a website, and that can be a great way to showcase your professional accomplishments and list your qualifications. To really stand out, however, I would suggest blogging. Here are five ways that freelancers can benefit from writing a blog.

1. Connect With Others in Your Industry: Through blogging, I have “met” a ton of like-minded writers and other freelancers. Some of them have suggested new ways to market myself, and others have actually referred me to new projects. At the very least, blogging gives you the feeling of a virtual community, which is something that every work-from-home freelancer needs to fight social isolation or the occasional frustration over difficult clients.

2. Build Credibility: Several months ago, I contacted an editor about writing for her publication, and she e-mailed me back saying that she already knows my work from reading my blog. Who knew? Many other freelancers find that blogging helps them establish authority in their field, which can lead to referrals and even interview requests from the media.

3. Improve Your Online Footprint: I am one of about a million Susan Johnstons in the world. But since my blog is updated regularly and gets a lot of incoming links, it ranks #2 in Google’s organic search results (my website is #1). When clients Google you (as many will), you want them to find relevant items that showcase you as the fabulous freelance professional that you are, rather than getting a bunch of outdated research papers you wrote in graduate school or photos from your community newspaper. Blogging helps ensure that you maintain control of your Internet image.

4. Hone Your Skills: The most obvious skill you develop while blogging is writing. But good bloggers are also savvy project managers, a useful skill for any freelancer who needs to meet deadlines or endure editing by committee. In the course of maintaining your blog, you might also learn how to edit and resize images, record a podcast, or tweak basic HTML. You never know when a client might say, “this is great, but could you add X?” Now you can. And of course, you can charge extra for the extra skill.

5. Show Your Human Side: Your website and LinkedIn profile show your professional side, while blogging is a chance to let your hair down and show some personality. True, you probably do not want to get too personal and reveal details about poker night or that wild pub crawl, but you can write a bit more informally so that readers and potential clients connect with you as a person, too.

What about you? Has blogging improved your freelance business in other ways? If so, leave a comment at the blogs listed in the first paragraph.

Related Blogs and Links

- About Translation
  http://abouttranslation.blogspot.com

- Blogging Translator
  http://blog.philippahammond.net

- Freelance Switch
  www.freelanceswitch.com

- Freelancedom
  www.freelancedom.com

- Freelance Translators from Scratch
  http://workingwithwords.wordpress.com

(Note: This is intended for informational purposes only, not as an endorsement of an individual or company.)
This segment might bore a lot of people who are more technical than the rest of us, but here it is anyway.

I have found it very helpful to learn to interpret URLs (Web addresses) from a language/translation point of view. There are numerous parts of a URL that can identify the language of the Web page it displays. The cool thing about this is that chances are that same Web page is also displayed in other languages (otherwise, there is not much reason to note the language in the first place).

For instance, let us look at this long URL from the Microsoft help site:

http://windowshelp.microsoft.com/Windows/en-US/help/fe7ea80e-52a2-48d6-947a-05e02e78bc371033.mspx

Not really interesting you might say, but if you need to translate something for which you need that particular terminology, things might be different.

This URL has two language identifiers. One is very obvious: en-US (in this case, a mixture of the standards ISO 639-1 and ISO 3166). The other identifier may not be as obvious: the last four digits at the end are the widely used Microsoft Locale ID (see http://msdn.microsoft.com/de-de/goglobal/bb964664(en-us).aspx).

To change that page into, say, Japanese, you could just manually replace the URL in those two places with the appropriate codes:

http://windowshelp.microsoft.com/Windows/ja-JP/help/fe7ea80e-52a2-48d6-947a-05e02e78bc371041.mspx

Doing so would create the Japanese counterpart with all the Japanese terminology at your fingertips.

Here is another URL that I have been using a lot lately. There is a lovely English and German parallel SAP glossary at http://help.sap.com/saphelp_glossary/en/index.htm. In this case, all you need to do to change the language is to replace the “en” with “de.” However, since this is a glossary within an HTML frame, it is not quite as easy to get to specific entries. If you click on any of the actual English entries in the above page, the URL does not seem to change. However, Firefox has a sweet and easy way to let you open the page within the frame as a stand-alone page.

Once you click on an entry and have the English term and description displayed, right-click on that page and select “This Frame Open Frame in New Tab.” This might open

http://help.sap.com/saphelp_glossary/en/3b/57a67b78608045852d629395c6844b/content.htm

And sure enough, we get the translated page just by changing it to

http://help.sap.com/saphelp_glossary/de/3b/57a67b78608045852d629395c6844b/content.htm

Now I realize that this particular example is only good for the small handful of you who work in that language combination, but there are many other cases where this can be adjusted easily to other Web pages and language combinations.
Upcoming Events

July 18, 2009
American Translators Association
Medical Division/Interpreters Division
Joint Conference
Washington, DC
www.atanet.org/divisions/ID_MD_conference.php

July 30-August 1, 2009
ATA Translation Company Division
10th Annual Conference
Quebec City, Canada
www.ata-divisions.org/TCD

September 12-13, 2009
Tennessee Association of Professional Interpreters and Translators
Annual Conference
Nashville, TN
www.tapit.org

October 9-11, 2009
California Federation of Interpreters
7th Annual Continuing Education Conference
San Francisco, CA
www.calinterpreters.org

October 28-31, 2009
American Translators Association
50th Annual Conference
New York, NY
www.atanet.org/conf/2009

November 11-14, 2009
American Literary Translators Association
Annual Conference
Pasadena, CA
www.utdallas.edu/alta

Visit the ATA Calendar Online
www.atanet.org/calendar/

for a more comprehensive look at upcoming events.
• **CETRA Language Solutions**, of Elkins Park, Pennsylvania, has been recognized as a 2009 Blue Ribbon Small Business Award winner by the U.S. Chamber of Commerce. Jiri Stejskal, founder and president of CETRA, is also the winner of the Small Business Association’s Philadelphia District Office 2009 “Eastern Pennsylvania Business Person of the Year” award.

• **Eriksen Translations Inc.**, of Brooklyn, New York, has opened a new production center in Córdoba, Argentina.

• The following members have been elected to the board of directors of the **Northern California Translators Association**: Tuomas Kostiainen (president); Yves Avérous (vice-president); Sonia Wichmann (director); Janeth Mónica Pérez (director); Paula Dieli (director); Stafford Hemmer (director); and Norma Kaminsky (director).

• **Syntes Language Group**, of Centennial, Colorado, has been ranked among Colorado’s “Top 100 Woman-Owned Businesses” by *ColoradoBiz Magazine*.

• **Mark Ritter** has been appointed as the first chief language officer at *McElroy Translation*, of Austin, Texas.

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**ATA Translation Company Division**

10th Annual Mid-Year Conference

**Smart Strategies**

for Tough Times: 

Translating Words into Profit

July 30-August 1, 2009

Loews Le Concorde Hotel

Quebec City, Quebec, Canada

• Thursday evening reception and banquet at Loews Le Concorde Hotel.

• Two full days (Friday and Saturday) of educational sessions tailored to the needs and concerns of translation company owners and managers.

• Focus on industry trends, project management practices, human resource management, market differentiation strategies, productivity enhancements, and more!

• Sightseeing, shopping, gallery-hopping, and fine dining in Old Quebec.

Visit [www.ata-tcd.com](http://www.ata-tcd.com) today for more details!
New Certified Members

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

**Arabic into English**
Frank R. Nettleton
San Francisco, CA

**Spanish into English**
Jerald E. Rice
Bethany, OK

**English into Chinese**
Fang T. Gann
Sioux City, IA

**English into Ukrainian**
Nataliya V. Solomashenko
Carrollton, TX

Active and Corresponding Membership Review

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

**Active**

Marjon van den Bosch
Alexandria, VA

María Teresa Velez
New York, NY

ATA Certification Exam Information

Upcoming Exams

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<tr>
<th>State</th>
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<tr>
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All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA’s website or from Headquarters.
The Washington State Court Interpreters and Translators Society (WITS) is a nonprofit organization for court interpreters and translators in the State of Washington. Officially established in September 1988, WITS seeks to enhance the professional standing of its members and inform the public about the work of translators and interpreters.

Objectives

• Unite court interpreters, translators, and those interested in this field into a society that represents their professional ideas and interests, in accordance with the Washington State Code of Conduct for Court Interpreters.

• Establish standards and guidelines for the profession.

• Provide continuing education opportunities to members.

• Keep members abreast of developments within the profession.

• Maintain communication with similar organizations and related professionals.

• Provide a forum for members to receive and exchange information of professional interest.

• Protect and promote the interests of interpreters and translators.

• Provide information about the role of translators and interpreters to the general public and to the federal, state, and local court systems.

Additional Information

For complete information on what WITS has to offer, please visit www.witsnet.org.

ATA’s chapters and its affiliates, along with other groups, serve translators and interpreters, providing them with industry information, networking opportunities, and support services. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the profession.

How to Succeed as a Freelance Translator

The road to a successful translation business is often much harder than it has to be. In this guide to setting up shop, freelancer Corinne McKay offers lessons learned and shows you how to avoid the most common mistakes—from finding clients to collecting payment. This how-to is great for translators and interpreters just entering the field as well as for old hands who want to make their businesses run better.

*How to Succeed as a Freelance Translator* (members $20, nonmembers $30) is available from ATA’s website. Look for the online order form at www.atanet.org/publications or call 703-683-6100.
Webster’s New World Italian Dictionary is a portable dictionary (5x8 inches, 1-3/8 inches thick). Its introduction states that it is designed to provide users who want to learn, read, and understand Italian with “wide-ranging and up-to-date coverage of current usage—from the colloquial to the more formal—and an extensive treatment of all areas relevant to modern life.”

Features
Typeface: The typeface is legible and the entries, which are in bold, are easy to consult.

Paper Quality: The paper is of good quality, but due to its size and binding the dictionary will not remain open unless it is opened right in the middle. If you want to read the definitions carefully while using both hands for another purpose (as I was doing while typing this review), you will need to put an object over the pages to keep the dictionary from closing. Of course, this will not matter if you just need to look up a word quickly.

Introduction: The introduction is comprehensive and explains how best to use the dictionary. For example, it defines derivatives, homographs, compounds, Italian pronominal verbs, and English phrasal verbs. To get the most out of the dictionary, I recommend reading the entire introduction carefully (unless you are already a professional English-Italian translator with knowledge of the basic concepts of linguistics). I did find the long section “Signposting of Meanings” a little confusing. It basically tells you that in order to translate a word correctly, you need to see it in context and read different examples of its usage. The specific example given—how to translate “lock” correctly in a sentence like “we got to the lock around lunchtime”—is not clear either. (The answer would be chiusa.)

Phonetic Transcription Table: The introduction is followed by a phonetic transcription table. At the end of the dictionary there is a table of English verbs (present, past tense, and past participle) and a phonetic alphabet table.

Other Good Usability Points:
• All feminine endings for Italian adjectives are given on the English-Italian side of the dictionary: “driver” (guidatore/trice), “teacher” (professore/essa), etc.
• Irregular plural forms are shown on both sides of the dictionary for headwords.
• Italian verbs requiring essere as their auxiliary in compound tenses are marked appropriately.
• There are plenty of examples of usage. As stated on the back cover, the dictionary contains “thousands of phrases that show how the meaning of words can vary in different contexts.”

Importance of Context and Translating Metaphors
We know how important context is when translating even simple words, and how difficult it can be to translate metaphors correctly. To test the dictionary in this respect, I looked up a few words while reading national newspapers and browsing online for translation-related issues. Here are a few findings with comments:

Caramelized, as in “Thoroughly clean the fryer vat by removing caramelized oil from vat.” The dictionary does not have the verb “to caramelize”; it just has “caramel”
translabeled as caramello. If you go to the Italian-English section hoping for clues, you will see caramellare followed by “(zucchero) to caramelize,” which does not help because you just cannot write olio caramellato. (The correct translation would be olio incrostato or, even better, olio bruciato. You will need to do a little online searching to figure out the solution if you do not know it offhand.)

Coveralls, as in “Coveralls (cotton or Tyvek disposable) must be worn when working with chemicals or fuels/oils,” translated as tuta (overall). Such a translation would suffice in this example, but it does not allow you to expand your search for other alternatives in Italian. At the very least, the entry should have been tuta (da lavoro). If the conscientious learner of Italian, suspecting the existence of other possible meanings of tuta, looked it up in the Italian-English section, he or she would find—appropriately—tuta da ginnastica, tuta spaziale, tuta mimetica, and tuta subacquea translated as “tracksuit,” “spacesuit,” “camouflage clothing,” and “wetsuit,” respectively. A missing entry that would have been useful to find, especially because it has a well-known metaphorical meaning, is tuta blu for “blue-collar worker.”

Delicato, as in the following line from a Ferrero spot: Kinder Bueno, wafer croccante e delicato, con un cuore di latte e nocciole. The dictionary provides several translations: “(gen.) delicate; (tessuto) delicate, fine; (colore) delicate, soft, pale; (profumo) delicate, light; (carezza) gentle; (salute) delicate, frail; and (meccanismo) delicate, fragile.” None of the translations offered refer to food, however, which is strange, given the love of Italians for food and for the various ways to describe it. Therefore, you might be left wondering how to translate “delicate” in this case. (You would need to read the definition from an Italian monolingual dictionary—cibi delicati: accuratamente preparati e facilmente digeribili—and then conclude that you could use “light” for a wafer.)

Gusher, as in “The financial world is a mess, both in the United States and abroad. Its problems, moreover, have been leaking into the general economy, and the leaks are now turning into a gusher.” No translation is offered for “gusher” in the dictionary, even though a good English monolingual dictionary gives at least two definitions: “an oil well from which oil flows profusely without being pumped” and “a thing from which a liquid flows profusely.” However, we find in the English-Italian section of the dictionary under the entry “gush”: “(of liquid) getto; (of blood) fiotto; (of feeling) ondata.” (The first two entries could point you to an appropriate translation, like emorragia.)

Immersive, as in “immersive driving simulators.” The dictionary does not have this word, even though it is not overly technical (it simply means “generating a three dimensional image that appears to surround the user”). It could be translated simply as tridimensionale.

Weather vane, as in “These people have no integrity—they are political weather vanes.” The dictionary cross-references you to “weathercock,” which has the correct literal translations segnavento and banderuola. However, the dictionary does not tell you that banderuola also has a figurative meaning and would be the correct translation for the figurative meaning of “weather vane” (“changing frequently, especially as regards one’s loyalty”).

Loan Translations

The influx of English into Italian has given new meanings to a lot of already existing words, or has caused the widespread usage of loan translations. How does the dictionary tackle this trend? Here are a few examples:

Affluent/Affluente: The dictionary translates the English only with ricco and the Italian with “(Geog) tributary.” Today, however, affluente has also taken the widely used meaning of ricco, opulento. Looking up affluente after having heard or read it used as a loan word and finding only “tributary” could puzzle the beginner or intermediate student of Italian.

Intrigant/Intrigante: In the English-Italian section, the dictionary does not have “intrigant,” but it does have “intriguing,” for which it gives affascinante. In the Italian-English section we find “scheming” for intrigante. Today, intrigante has also taken the widely used meaning of interessante (interesting). It would have been useful for the reader to find this loaned meaning after intrigante.

Malfunction/Malfunzionamento: The prefix “mal-” is widely used in Italian (e.g., malnutrizione and malformazione) to make loan words from English words that use it. For “malfunction,” the dictionary gives only cattivo funzionamento, even though malfunzionamento (not found in the Italian-English section of the dictionary) is widely used, especially in technical documentation.

Realizzare/To Realize: In the Italian-English section, we find “(opera, pro-
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In this medical text, TdP must be an arrhythmia, because the source text states that, “although a small increase in the QTc interval has been characterized in humans, results of extensive nonclinical investigations indicate that this does not indicate a potential to cause TdP or other arrhythmias.” Do not bother checking it as a search term, since all you will get are versions of this abbreviation that are all uppercase. What is it, and what is the Russian for it?

In this medical text, TdP must be an arrhythmia, because the source text states that, “although a small increase in the QTc interval has been characterized in humans, results of extensive nonclinical investigations indicate that this does not indicate a potential to cause TdP or other arrhythmias.” Do not bother checking it as a search term, since all you will get are versions of this abbreviation that are all uppercase. What is it, and what is the Russian for it?

“Fire at the outskirts” seems to be a very odd phrase to include in a material safety data sheet, but that is what it says: “7. Handling and Storage: Avoid fire strict prohibition, fire at the outskirts, spark, use of a high temperature body. Use only in well-ventilated areas.” One must wonder whether this is a poor translation from some other language. What on earth can be made of the problem phrase, and what about the Russian?

The translator thought of “alertness” and “development” for the word in bold found in a report about the outcome of a pregnancy exposed to antiretroviral drugs: sa croissance staturo-pondérale ainsi que l’éveil est normal à l’âge de 12 mois. Any other ideas?


In the phrase that follows, the word emanando poses a problem going into English: emanare la pubblicazione dell’emanando provvedimento entro x giorni dalla sua pubblicazione sui quotidiani...per una sola volta su due colonne con caratteri doppi del normale. What is it?

Possibly from the same proximity in the list were “DUI” and “ISSS,” if that is of any assistance.

In a sports-and-fitness context, mention is made of apoyo secante, and here is the last half of the context provided, which should suffice: se comprueba como la evolución que desarrolla el atleta es correcta representando las características de un apoyo secante típico en el salto de longitud. What is it?

The term roll-tipp lösning is problematic in this engineering text: Granatens svängsträcka synes vara ca 50 m för en genomförd pendling, vilket är ca 50 ms eller med andra ord en tippegenfrekvens på ca 120 rad/s. Detta skulle tyda på risk för en så kallad roll-tipp lösning. What might it be?

Responses to Old Queries

Sam Addington says the best translation for the Chinese sentence on page 42 of the March issue is: “A sleight of hand by his wife, Dong Quooyun, turned software outsourced to an individual for 6,000 yuan into a falsely reported 150,000 yuan.”
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), Pr AZ.com (www.praz.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.

(E-D 3-09.2) (dramming): Dick Lodge says that in English it means “drinking a dram” (a wee glass of whiskey). He calls it “whiskey proven” in Dutch.

(E-Po 3-09.4) (on-board): Expressions like this have evolved with the board itself, says Stan Drozdowski. In the era of tracing paper and ink, it meant the stage when draftsmen were toiling over the early stages of a project. Currently, it might be a printed circuit board on which electronic components are being assembled for further testing.

(E-Pt 2-09.3) (range finder tests): Dominique Carton says that the 96-hour test is used to determine the toxicity (LC$^{50}$ = concentration causing death in 50% of the tested environment) of a product on the environment over 96 hours of exposure. Between what Denzel Dyer presented on this last month and Dominique this month, are we ready to tackle the Portuguese?

(E-Sp 3-09.5) (equilibrated cleavage medium): D. Vilma Vosskaemper likes medio de escisión equilibrado for this, and for the entire sentence on page 42 of the March issue: Clasifique todos los cigotos y agrupelos para cultivo en medio de escisión equilibrado verificando que se hayan lavado minuciosamente antes de la incubation.

(F-E 2-09.4) (engages entre les latéaux): Dominique Carton refers readers to the following website for an explanation of this: www.ffec.com/infos/formation/documents/nature/Famille_des_indices.pdf.

(G-E 2-09.5) (Entgeltvolumen): Jack Thiessen prefers “total amount payable” for this.

(G-E 2-09.6) (Vielleicht kann man): Jack Thiessen suggests the following, while admitting that it still sounds a bit homogenous: “Perhaps one would eventually arrive at admitting it, and in other matters one had already managed to do so; the fact that one loved one’s native country because one enjoyed living in it, one did manage to think and admit.” See page 40 of the February issue for the full German original.

(E-Sp 3-09.5) (famille des indices): Claudio Cambon researched this matter and found it to be some sort of an extension premium to cover the fact that they have not yet released a guarantee, presumably while wanting another one. He does not know the correct term in English, but “extension premium” is a literal translation. Later in the month, he reconsidered “extension premium” and after some online research, decided that “extension surcharge” is better, a penalty for not having released a guarantee. More from Claudio in the July and August issues.

(D-E 2-09.6) (familia de índices): D. Vilma Vosskaemper likes family of indices for this.

(G-E 2-09.6) (Entgeltevolumen): Gonzalo Ordóñez offers: “and omits to mention that she has income through a paid activity.” By the way, the Spanish word alimentaria is an adjective and its use here looks inadequate. Probably a better Spanish rendition would be, for instance, todo lo relativo a alimentación, meaning “all of the food issues.” L. M. Montoya contributes: “and neglects to mention that she is working and receiving income.”

(Sw-E 2-09.11) (språngskikt): Peter Christensen calls this a “metalimnion,” either a thermocline or a halocline, depending on whether temperature or salinity is the determining factor. Thermocline seems to be by far the most common term of the three, even though “metalimnion” is the generic term. A lake with such characteristics is close to Peter’s home.

The death of Ben Teague, former ATA president and a frequent contributor to this column, is a grievous loss indeed. Very early in my membership in ATA, I perused the membership list and found it curious that there was a translator in Georgia who handled the very same language pairs as I did. Later it came to my attention that he was just about the same age as I was. I had the pleasure of meeting him face to face at the Austin conference in 1994, and it hurts me now to know that another such meeting will not take place. We must all depart this mortal life some time, but his particular manner of departure is very sharp, distressing, and vacuum-producing.
The scorned translator is none other than Martin Luther (1483-1546), leader of the Protestant Reformation and, with his translation of the Bible, virtual creator of modern literary German. And his fury was aroused by criticism of that very Bible translation. Few translators have ever hurled such vituperative and overblown rants at their critics, at least not publicly. Indeed, Luther sometimes seems to imply that what he considered to be the lack of translation skill on the part of church officials was, by itself, sufficient grounds for his rejection of the entire Catholic Church.

The material in this column is taken from “Martin Luther and the ‘Papal Asses’: A Page from the Racy History of Biblical Translation/Interpretation,” an article appearing in the Summer 2008 edition of Source, the newsletter of ATA’s Literary Division. It is still available online for those who want a fuller account. The author is Michele McKay Aynesworth, who is also the editor of Source, and who has kindly granted me permission to reprint parts of her article. Luther’s diatribes appear in his 1530 “Open Letter on Translation” (Sendbrief vom Dolmetschen). The English translation—also available online at www.bible-researcher.com/luther01.html—is a revision by Michael Marlowe of a translation originally done by Dr. Gary Mann, also incorporating the work of other translators. Michael Marlowe has kindly put his translation online without any copyright notice.

Luther writes:

Grace and peace in Christ, honorable, worthy and dear Lord and friend! ... You ask why in translating the words of Paul in the third chapter of the Epistle to the Romans, ... I rendered them, “We hold that a man is justified without the works of the law, by faith alone,” and you also tell me that the papists are causing a great fuss because Paul’s text does not contain the word sola (alone), and that my addition to the words of God is not to be tolerated... You can give the papists this answer from me, if you like.

First of all if I, Dr. Luther, had expected that all the papists together were capable of translating even one chapter of Scripture correctly and well into German, I would have gathered up enough humility to ask for their aid and assistance in translating the New Testament into German. However, because I knew (and still see with my own eyes) that not one of them knows how to translate or speak German, I spared them and myself the trouble. It is evident, however, that they are learning to speak and write German from my German translation, and so they are stealing my language from me, a language they had little knowledge of before this.

It is my Testament and my translation, and it shall remain mine. If I have made some mistakes in it (although I am not aware of any, and would most certainly be unwilling to deliberately mistranslate a single letter) I will not allow the papists to be my judges. For their ears are still too long and their hee-haws too weak for them to criticize my translating. I know quite well how much skill, hard work, sense and brains are needed for a good translation. They know it even less than the miller’s donkey, for they have never tried it.

... If your papist wishes to make a great fuss about the word sola (alone), say this to him: “Dr. Martin Luther will have it so, and he says that a papist and a donkey are the same thing.”

... For we are not going to be students and disciples of the papists. Rather, we will become their teachers and judges. “For once, we also are going to be proud and brag, with these blockheads; and just as Paul brags against his mad raving saints, I will brag against these donkeys of mine!

... I will go even further with my boasting: I can expound the psalms and the prophets, and they cannot. I can translate, and they cannot. I can read the Holy Scriptures, and they cannot. I can pray, they cannot. Coming down to their level, I can use their rhetoric and philosophy better than all of them put together.

Please do not give these donkeys any other answer to their useless braying about that word sola than simply this: “Luther will have it so, and he says that he is a doctor above all the doctors of the pope.” Let it rest there. I will from now on hold them in contempt, and have already held them in contempt, as long as they are the kind of people (or rather donkeys) that they are. And there are brazen idiots among them who have never even learned their own art of sophistry, like Dr. Schmidt and Dr. Snot-Nose... Truly a donkey does not have to sing much, because he is already known by his ears.

[...Luther goes on to explain why he wrote “alone.” He then continues:...]

Why should I even bother to talk about translating so much? If I were to explain all the reasons and considerations behind my words, I would need an entire year. I have learned by experience what an art and what a task translating is, so I will not tolerate some papal donkey or mule acting as my judge or critic. They have not tried it. If anyone does not like my translations, he can ignore them, and may the devil repay him for it if he dislikes or...
criticizes my translations without my knowledge or permission. If it needs to be criticized, I will do it myself. If I do not do it, then let them leave my translations in peace. Each of them can do a translation for himself that suits him—what do I care? …

Noteworthy in the above screed is Luther’s wordplay on the names of two of his enemies, as explained by Michael Marlowe in a footnote. “Dr. Schmidt” is Johann Faber of Leutkirch, whose father was a blacksmith. “Snot-Nose,” referring to Johann Cochlaeus, is a translation of the German slang word Rotzlöffel. But löffel, the literal meaning of which is “spoon,” is also slang for “ear.” Latin cochlea means “snail,” or anything twisted like a snail’s shell, and also means “spoon.” But cochlea also has a connection to the ear, which is why the English word “cochlea” designates the spiral-shaped part of the internal ear, in which are the auditory nerve endings. And so, using this chain of meanings, Martin Luther uses his enemy’s name to brand him a snot-nosed, donkey-eared, incompetent sophist.

Dictionary Review Continued from p. 40

getto to carry out; (scopo) to achieve; (fig. capire) realizzare”; and in the English-Italian section, “(become aware of) rendersi conto di, accorgersi di; (understand) capire.” A more insightful entry would specify that realizzare, with the meaning of capire, is a loan translation that is still not fully accepted by every Italian speaker, especially in formal writing.

Overall Evaluation

This dictionary is a good resource for people new to Italian or English, such as students or travelers visiting Italy. This is confirmed by the reader reviews on Amazon.com and BarnesandNoble.com Most of the reviews are favorable and come from people who are college students or have been studying Italian for a few years. However, the dictionary might fail to help you if you are a proficient user of one language, know the other language passively, and need to figure out the translation of terms that are heavily dependent on context or are used figuratively. Also, the dictionary is not an up-to-date resource for some loan translations, which, due to the heavy influx of English into Italian today, are widely used by native Italian speakers.

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