In this issue:
ATA 2009 Elections: Candidate Statements
ATA’s New Client Outreach Kit
Sub-language of E-mail
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ATA 2009 Elections: Candidate Statements
ATA will hold its regularly scheduled elections to select a president-elect, secretary, treasurer, and four directors (three three-year positions and one one-year position).

Please Welcome . . . ATA’s New Client Outreach Kit
By Dorothee Racette, Lillian Clementi, and Chris Durban
ATA has rolled out a new business development tool designed to raise awareness of professional translation, inform translation consumers, and help you attract new clients by positioning yourself as a solution provider—a triple win.

The Value of Conferences
By Grant Hamilton
Attending industry conferences is a lot more valuable than first meets the eye. Read on to learn the five benefits you can derive from them.

The Sub-language of E-mail
By Wendy Griswold
Translating e-mail can be a challenge for many reasons, including lack of context and deliberate obfuscation. This article offers strategies for overcoming these obstacles.

Opinion/Editorial: Respect
By Terena Bell
The lack of respect shown to our industry by those outside of our industry is our own fault, and no one can fix it but us.

ATA: Looking Back Through Words
A Lexicographer’s Life: Dr. Richard Ernst
The ATA Chronicle enthusiastically encourages members and nonmembers to submit articles of interest. For Submission Guidelines, log onto www.atanet.org/chronicle. The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

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Our Authors     September 2009

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Grant Hamilton, a certified translator, owns and manages Anglocom Inc., an agency specializing in business communications in English and French. He teaches French → English translation for marketing and advertising as part of the certificate program at New York University. He is the assistant administrator of ATA’s Translation Company Division, as well as a regular workshop presenter at ATA events. He is a graduate of Laval University. Contact: ghamilton@anglocom.com.

Dorothee Racette is a freelance translator specializing in medical and biomedical materials. Currently the chair of the Business Practices Education Committee, she served as the administrator of ATA’s German Language Division from 2000 to 2004, and on ATA’s Board of Directors from 2004 to 2007. Contact: dracette@hughes.net.

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!
From the President

Jiri Stejskal
President@atanet.org

American Translators Association 1959-2009:
A Professional Journey

In 1959, a gallon of gas cost 25 cents and people were making $5,000 per year on average. You could buy a loaf of bread for 20 cents and a new house for $12,000. It was a busy year, too: Alaska and Hawaii were admitted to the Union; Fidel Castro overthrew Fulgencio Batista in Cuba; Soviet Union Premier Nikita Khrushchev visited the U.S. (and was denied access to Disneyland); the Barbie Doll made its debut; and 12 translators in New York founded the American Translators Association.

This year we celebrate the 50th anniversary of our Association. Over the course of the past 50 years, it has grown from a small group of like-minded friends to one of the largest organizations for translators and interpreters in the world, with more than ten thousand members in nearly one hundred countries, a three-million dollar budget, and a headquarters staff of 11. We have 15 divisions and a growing number of ATA chapters and affiliated groups. We have a strong certification program that serves as a model to other associations. And we have amazing annual conferences.

It is only fitting that this year’s conference takes place in New York City, the Association’s birthplace. Nick Hartmann, president-elect and conference organizer, has done a fabulous job putting together what promises to be our best-ever educational program. We expect record attendance. Teresa Kelly, our meeting planner and administrative coordinator, is doing an outstanding job making sure that all attendees will have a place to stay and will enjoy the conference from a logistical point of view.

As part of the celebration, a new publication will be introduced at the conference: A Professional Journey. It is a collection of historical documents and photographs, including stories of Henry Fischbach, Alexander Gode, and other founding members, interviews with current members young and old, and other fascinating accounts of the Association’s history compiled by Robert R. Morris, who worked closely with ATA staff and volunteers to produce this Festschrift.

This documentation of ATA’s first 50 years makes it clear that while much has changed in our industry during this time, the basic mission of the Association as envisioned by its founders remains intact. In 1959, the founders stipulated that “The American Translators Association exists as a forum and clearing house to represent and promote the material and intellectual interests of translators and interpreters, and to provide the anonymous collectivity of the profession with an organ of articulate expression.”

And that’s what we are today—an association that promotes the recognition of the translation and interpreting professions ...

American Translators Association
50th Annual Conference
New York City October 28-31, 2009 New York Marriott Marquis
For complete information and registration forms:
www.atanet.org/conf2009
ATA activities are really gearing up. Here is a look at some of the highlights.

**Client Outreach:** As part of the ongoing efforts to help members with the business of running a small business, ATA members Lillian Clementi, Chris Durban, and Dorothee Racette created a Client Outreach PowerPoint presentation. The downloadable presentation and a variety of tips and supporting material are available online at: www.atanet.org/client_outreach. For an overview, please see page 22. A special thanks to Ellen Banker, the designer for *The ATA Chronicle*, who provided pro bono services on the PowerPoint design.

**Elections:** This year, ATA is electing a president-elect, secretary, treasurer, three directors for three-year terms, and one director for a one-year term. There are also some proposed bylaws revisions for consideration. Please see page 9 for the candidate statements and the proposed bylaws revisions. The election material will be mailed this month to ATA voting members.

**Annual Conference:** All signs point to this year’s Annual Conference to be one of the biggest if not the biggest. Plans are set for ATA’s 50th Annual Conference in New York City, October 28-31. The early registration deadline is September 25. Please visit ATA’s conference website (www.atanet.org/conf/2009) for more information and to register. On the site you will see that we have added a greatly enhanced search option. Please check it out and use it to help you plan which educational sessions to attend.

**Annual Conference Hotel Update:** One of the signs of the record turnout is the number of hotel rooms already reserved. Thank you to all those members who booked early as recommended. To those who have waited, we will help you find a room. To date, in addition to the host Marriott Marquis Hotel, we have contracted with three other nearby hotels all at competitive rates. For availability and reservation information, please see the conference hotel page online www.atanet.org/conf/2009/hotel.htm.

**Looking for a Roommate:** For those looking to share a hotel room, you may want to use the conference roommate referral site (www.atanet.org/conf/2009/roommate.htm). There are no guarantees here, but it has helped past attendees find a room and cut expenses. In addition, some division lists have included notices from members seeking roommates, so that is another medium for you to investigate.

**Translator Tales:** ATA’s 50th anniversary naturally spotlights our history. In addition to the commemorative history book (see pages 7 and 51 for more information), ATA is working with ATA Corporate Member Ralph McElroy Translation Company to record the personal histories of translators and interpreters (www.atanet.org/careers/translator_tales.php). As dynamic as ATA’s membership is and the roundabout way that most got into the business, these interviews make for interesting listening. If you would like to participate, additional interviews will be conducted at the Annual Conference.

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### From the Executive Director

**Walter Bacak, CAE**

**Back to Business**

**Correction: Candidates Announced**

In the August 2009 issue, there was an error in the announcement of the candidates for ATA’s Board that ran on page 10.

The announcement included the statement “The candidates proposed by the Nominating Committee are,” and then proceeded to list the correct slate of candidates for office.

The correction is that the Nominating Committee proposed Boris Silversteyn for treasurer. Gabe Bokor petitioned to get on the slate.

We apologize for any confusion this error may have caused.
ATA 2009 Elections: Candidate Statements

ATA will hold its regularly scheduled elections at the upcoming 2009 ATA Annual Conference in New York, New York, to select a president-elect, secretary, treasurer, and four directors (three three-year positions and one one-year position).

President-elect
(two-year term)

Dorothee Racette
dracette@hughes.net

As we move into the second decade of this century, the U.S. translation and interpreting industry faces formidable challenges from rapid technological advances and rising worldwide competition. To stay ahead, we will need new tools and new approaches to our work. If elected, I will work to maintain an effective and functional professional association that provides us with the necessary information and resources to face these challenges together.

In particular, I will guide the effort to offer a broad range of tools for further professional qualification, through our continuing education program and in cooperation with other national translators associations, and will work to advance the international reputation of our Certification Program along with promoting the effort to make ATA certification available to interpreters. Another priority will be to offer more business training tools through a variety of media and channels. To make the most of these tools and strategies, we will also have to find better ways to share information within the organization efficiently.

After more than 20 years of experience as a language professional, I am very familiar with the translation industry and our association. My involvement with languages began in Germany, where I studied Latin, Ancient Greek, English, and Spanish in high school, and continued while I lived in places as diverse as Germany, Argentina, Mexico, Thailand, Tanzania, and the U.S. Thanks to these experiences, I am particularly attuned to intercultural perspectives and communication. After becoming an ATA-certified German↔English translator, I decided to volunteer in our association as a way of giving back in appreciation of the gracious assistance I received from many colleagues when I first started my work as a freelance translator.

Thanks to my extensive involvement in ATA over the past decade, I am familiar with our Association and how it works. While serving as administrator of ATA’s German Language Division, on the Board of Directors, and on many committees, I gained important insight into the diverse voices and interests within the Association. Although ATA volunteers bring an astounding level of talent and creativity to the table, I am convinced we can accomplish even more by learning from each other’s best practices and by networking effectively.

The strengths I will bring to the office of president-elect include my familiarity with the Association’s structure, my consensus-building abilities, and the conviction that members’ professional concerns deserve to be heard and discussed in the Association, even if they are controversial. I believe ATA will be made stronger through open discussion of issues that are important to members. As president-elect, I will work diligently to facilitate and mediate communication between the different membership groups in the Association, and will make sure all perspectives are taken into account when policy decisions are made.

Secretary
(two-year term)

Virginia Pérez-Santalla
virginiasps@comcast.net

It is impossible to believe that two years have gone by so quickly! Here I am, again before you as a candidate for ATA secretary. It always humbles me when I get a call from people I respect asking me to run. It is even more special to run again now that we are celebrating ATA’s 50th anniversary.

I would have liked to recap my service to ATA and to you, my colleagues, during these past six years since I was first elected as a director. I say “would have” because what the Board does, we do together. We discuss at length important matters and listen attentively to opposing opinions. We listen to our colleagues when they approach us, whether it is during the “Breakfast with the Board” at the conferences or in a private conversation. We work in a spirit of cooperation and work through disagreements so that our decisions benefit our profession and our members. As it should be in any association’s board, we do not all think the same way, but we do consider other points of view. We work carefully through all motions submitted so we can reach the best decision for you.

When I was first elected in Phoenix, the matter of continuing education (CEPs) points was a very important topic I mentioned in my address to you. I said we would explore additional options that would not involve too much expense on our members’ part. We listened to members. We have included a “Low Cost Ideas for Continuing Education” section on ATA’s website with many good suggestions. The program
is currently moving along and works as it should. Many members have maintained their certification by accumulating the CEPs required.

I have been working as chair of the Ad-Hoc Committee for Interpreter Certification, even though this year we have not been able to achieve what we wanted due to personal matters. This coming year we will be back on track. I have also represented ATA as a member of the Steering Committee of the National Coalition for Certification of Interpreters in Health Care (NCC). We have had very productive weekly teleconferences and several longer in-person NCC meetings.

Much has happened in the six years I have been on the Board, but we cannot ignore the economy, the event that is affecting everyone now. In these financial hard times, we are all in the same boat whether a colleague, an agency, or a private company. We have the benefit of belonging to an association that works arduously to educate those outside our environment on the need of hiring professionals. There are many ways in which we have achieved recognition throughout the years. I will keep on working toward that end.

I am proud to have been able to serve you on the Board and hope I can continue doing so. As a freelancer, translator, interpreter, and as one of you, I will continue serving and listening. I will continue working for our common goal.


treasureer
(two-year term)

Gabe Bokor

gbokor@accurapid.com

Three years ago when I was running for the Board, I promised that, as a Board member, I would work tirelessly to protect the interests of the working translator. I am proud to report that I have kept my promise. Thus:

- I spoke out for a Code of Professional Conduct and Business Practices that, while addressing the challenges of the 21st century, would protect translators against unscrupulous buyers. I also spoke out for a fair and consistent enforcement of this code. I am now on the committee to update the current code, which was adopted 20 years ago during my term as ATA Ethics chair and at my initiative.

- To prevent the adoption of standards that favor large multinational translation companies by imposing costly and largely meaningless certification requirements upon translation providers, I proposed, and the Board accepted, the inclusion of a representative of the freelance community on the Translation Standards Committee. The committee is now instructed to report to the Board on its activities before a standard is adopted.

- I proposed, and the Board accepted, a communications policy, which allows Board members to express their personal opinions about issues or discuss them with ATA members.

- I succeeded in having the printing of The ATA Chronicle, a $200,000+ item in our budget, put up for competitive bidding for the first time.

- I voted for ATA-supported member-to-member benefits and proposed preferential advertising rates in the The ATA Chronicle for such benefits.

- I supported the efforts to further enhance and validate our Certification Program.

My vote on the Board was always guided by what I perceived as the best interests of ATA and its members. My independence and dedication have earned me the respect of my fellow Board members, several of whom, together with a number of friends, encouraged me to run for treasurer as a petitioned candidate. They believe that I am qualified to be an effective treasurer and responsible steward of ATA’s $2.8-million budget in these times of recession because of

- my MBA and engineering degrees, which enable me to “do numbers,” read and analyze financial statements, and pinpoint items where costs can be cut or revenues enhanced;

- my 15-year experience in executive positions with three international companies, where I was responsible for budget and profitability;

- my 30 years as an independent businessman; and

- my 30 years of service to ATA in different capacities, which earned me ATA’s Gode Medal in 2000.

You can learn more about my background, my history of service to ATA, and the principles I stand for from my extended statement (http://translationjournal.net/journal/50gabefortreasurer.htm), and from the interview I gave to Verónica Albin in 2006 (http://translationjournal.net/journal/38interview.htm). You can also read my biography at http://accurapid.com/Gabe_Bio.pdf.

If elected treasurer, I will continue the work I started as a Board member. I will listen to your concerns and wishes regarding the allocation of the Association’s resources and find creative ways to enhance revenues and reduce costs, always making sure that you get maximum value for your dues dollars.
I am honored to be nominated for the position of ATA treasurer.

For the past four years, I have had the privilege of serving as an ATA Director. For the past year, I have also been a member of ATA’s Finance Committee.

What qualifies me for this position? What will I bring to it if elected?

As ATA treasurer, I will bring 40+ years of design and manufacturing engineering experience in the USSR (my old country) and the U.S. In the U.S., one of my responsibilities was value engineering and cost reduction. I helped the companies I worked for save several million dollars and improve the quality of their products. I can apply this experience to help ATA.

I also bring experience as a board member of two condominium associations. One of the main duties of a condominium association board is to make sure the association lives within its budget and has adequate reserves while keeping monthly assessments (“member dues”) as low as possible. I can also apply this experience to help ATA.

I have taken coursework in accounting, and will bring my knowledge of accounting principles to the Association.

As a member of ATA’s Finance Committee, I have gained a solid understanding of the Association’s finances and budgeting process. This experience will smooth my transition to ATA treasurer.

I also bring the commitment to allocate the time and effort required by the treasurer position.

In these difficult economic times, thanks to our members’ unwavering support and to the good stewardship of Peter Krawutschke, our outgoing treasurer, ATA has been able to maintain a good financial position—one that is much better than a number of larger associations. To maintain this position and move forward, we need to keep an eye on expenses and build up our cash reserve. We need to conduct a cost-benefit analysis of ATA programs to ensure proper allocation of overhead expenses. We need to keep looking for new sources of revenue, especially from outside ATA. It is also very important to strengthen ATA’s divisions financially. These are the main areas on which I would focus my attention.

I joined ATA in 1986. I am a freelance Russian and Ukrainian translator and interpreter. I am an ATA-certified English↔Russian translator. For six years, I chaired ATA’s Dictionary Review Committee. I participate in ATA’s Certification Program as an English↔Russian and English↔Ukrainian exam grader. I have given presentations at ATA conferences and published papers in translation and interpreting publications. I held positions in the Chicago Area Translators and Interpreters Association, including treasurer and president. I also volunteer as an interpreter for my county health department.

As a freelancer, I know freelancers’ needs and interests. On the Board, I have always kept my eye on protecting those interests. I will continue to do so.

As a Board member, I have been guided by the goal of serving ATA members and advancing our profession. With your support, as treasurer I will continue working toward this objective.

I would like to begin by thanking the Nominating Committee for recommending me as a candidate for the Board of Directors. It is an honor to be considered for this position.

I have worked extensively as a legal and conference interpreter as well as a translator. I have been an ATA member and a regular attendee of the Association’s events for many years. I recently became an active member.

Growing up in Venezuela, I dreamed of becoming a United Nations interpreter, but when I moved to the U.S., my studies took me into the fields of political science and economics. Life kindly brought me back to a new version of my initial dream, and I happily began to work as a freelance interpreter and translator.

I have worked in this field for the past 25 years, and it is those years of experience and participation in professional organizations that have brought me to the firm belief that one of the primary ways to continue to strengthen and professionalize our field of endeavor is to work through our organizations.

I am a member of ATA’s Interpretation Policy Advisory Committee and of its Standards Committee. It was also my privilege to represent members of both ATA and the National Association of Judiciary Interpreters and Translators (NAJIT) during the European Union’s Department of Justice and Home Affairs Grotius Aequalitas Project regarding the development of standards, best practices, and a code of ethics for legal interpreters. I am a former member and chair of NAJIT’s board of directors (1996-2004), a founding member of the Texas Association of Judiciary Interpreters and Translators, and a member of the Austin Area Translators and
Interpreters Association. It is my intent to put everything I have learned through those experiences and terms of service to use on behalf of this Association and its members.

One of my passions is to ensure that all interpreters and translators are afforded access to a constant and varied source of continuing education opportunities so as to further refine and improve their skills and profitability. Therefore, as a member of the Board of Directors, I will work to enhance and expand these opportunities for all members. I will support and add my efforts to the continued development of the highest of standards of translation and interpreting in a manner that will not only help protect the individual practitioner’s interests, but further strengthen the professionalization of this industry. I will listen to the concerns of the membership and work with others to try and craft appropriate responses to them. I will work with the other directors, Headquarters, and ATA’s divisions and committees to ensure that this Association continues to offer its members even more valuable services and support while allowing it to represent the concerns and interests of our professions effectively before the world at large.

I hope that you will allow me to represent your voice—that of the working interpreter and translator—on the Board. Once again, I thank you for considering me as a possible member of ATA’s Board of Directors.

Directors
(three-year term)
Odile Legeay
odile@legeay.net

I am happy and honored to be nominated to run for a position on ATA’s Board of Directors.

I have been involved in the translation industry since—shall I admit it—the early 1970s, and have seen the profession grow to where it is now: a recognized industry backed by an increasingly influential ATA.

After completing my translation and interpreting studies at the University of Paris, I started my professional career, working as a freelance translator (Spanish and English into French) until I obtained a two-year contract with the United Nations in New York. Back in Paris at the end of the UN contract, I was confronted again with the fact that, in those days, Spanish was still fairly insignificant for translation and interpreting in Europe and jobs were hard to come by. Spain was not even part of the European Union at the time, and would not become a member until the mid-1980s. So, searching for other opportunities to apply my language skills, I branched into international banking and worked for over a decade with European and U.S. banks, specializing in Latin American sovereign and corporate lending.

Through the years, life brought me several other interesting opportunities, including managing the subsidiary of a French company in the U.S. for five years, as well as co-founding a high-tech start-up venture and raising initial capital and organizing the company for public offering. During that time of entrepreneurship, I went back to my original love and became a freelance translator and interpreter of French and Spanish again, part-time at first and full-time since 1999, the year I joined ATA.

Since then, I have continuously tried to make a difference in our profession by getting involved: at the local level, as a board member of the Houston Interpreters and Translators Association and co-chair of the Houston conference committee of the National Association of Judiciary Interpreters and Translators; at the state level, as a board member of the Texas Association of Judiciary Interpreters and Translators; and directly with ATA, as a member of various committees. This broad and diverse set of experiences brings me to where and what I am today—a veteran translator, interpreter, and business executive.

I would be honored to put this experience at your disposal. ATA has become such a powerful organization in the U.S. and internationally, and I believe it must use its full power for an ever-increasing recognition of our profession. We must also avoid the dangers of any big organization, which is to become too cumbersome and rigid. I sincerely hope you will trust me with your vote. I will strive to make a difference in the future of ATA to the benefit of its members.
Every year we hear comments from members about what they expect ATA to do for them. I believe in being proactive. We—you and I—are the operating part of ATA. If I am given the opportunity to represent you on the Board, I will apply myself to making sure that we are more fine tuned to the expectations of the membership. I will also work with the Board to help members find ways to implement those initiatives that will fulfill their expectations with regard to what else ATA can do for all of us.

I believe that it is through our activism as members that we help ATA grow. All the work I have done for our Association has involved volunteering at different levels and in different areas. While I was president of the Florida Chapter of ATA (FLATA), we held events almost every month. The overwhelming majority of presenters were volunteers. Most of the articles in FLATA’s revived newsletter, FLATAFlash, were also contributed by chapter members. During my term as assistant administrator of ATA’s Interpreters Division (ID), the Red Cross/ATA Partnership was developed and implemented using a nationwide all-volunteer network of interpreters. Now more than 1,000 members are involved in that program. As administrator of the ID, I also coordinated a knowledgeable group of volunteers representing various aspects of interpreting and its different modes who came together to create the basis for the Interpreting Booklet. The Interpreters Voice, ID’s newsletter, was revived using material submitted by volunteers from different branches of our profession. During the 2008 conference in Orlando, a task force of over 30 volunteers came together to organize, administer, and staff the hospitality desk.

But I do not just encourage you to work for ATA. I myself have donated my time through outreach presentations at schools such as Miami-Dade College, Children’s House Montessori School, and Palmetto Middle School. While serving on ATA’s Public Relations Committee, I worked with Rina Ne’eman and Kirk Anderson on the “PR Roadshow.” I have also served on the Nominating Committees for ATA’s Board of Directors and the Association’s Portuguese Language Division. I assisted Virginia Pérez-Santalla in representing ATA on the National Coalition for Health Care Interpreter Certification as co-chair of the Communications Committee. I also served as a grader for ATA’s certification exam for three years.

I am honored and humbled to be a Board candidate, and I look forward to serving ATA for many years to come, whether on the Board or outside it.

With a degree in English and Spanish translation from the University of Heidelberg, Germany, and two years of experience in a corporate environment in Germany and the U.S., I had been working as a freelance translator for several years. I was searching for a professional organization when a colleague recommended ATA, which I joined in 1987.

My first step toward active involvement happened later that year when I attended a regional chapter conference. I was impressed by the professionalism, enthusiasm, and hospitality of this group, and have been a member ever since. Ten years ago, I was elected to that chapter’s board of directors, and have since held several positions, including three terms as president. I am currently serving as its vice-president.

My interest in further involvement in ATA grew over the years since attending my first ATA conference in 1997, where I also joined the newly formed German Language Division (GLD).

After joining several other divisions that were of interest to me and my work, I came to realize the importance of specialized groups or divisions within a steadily growing organization like ATA. These groups serve as a great resource and provide a “home” by creating a sense of community, especially for new members in our Association.

I have been fortunate to serve two terms as GLD administrator (2004 to 2008), and became chair of ATA’s Divisions Committee in 2005. This allowed me to gain a lot of appreciation for the contributions of ATA members to their divisions and the organization as a whole. I also learned first-hand that divisions need to evolve within ATA, and that we need to provide more flexibility and to improve the way divisions function within our organization. I would like to continue supporting ATA’s Board in the efforts that are underway toward this goal by including input from those actively involved on the division level.

Another important aspect of our organization is creating awareness of our standing as professionals. Great strides have been made over the years toward this goal, including the increasing recognition of ATA’s Certification Program and continuing education. It is important to provide our members with affordable educational opportunities in addition to the annual conference. I would like to support efforts toward finding more cost-effective solutions that reach a wide
It is an honor to be nominated for the Board again. Although I was not elected as a director when I ran for the Board last year, advocating division autonomy and strengthening of interpreters, I was very happy that the Board took up the matter of division autonomy seriously and worked tirelessly to improve the situation under the leadership of ATA President-elect Nicholas Hartmann. I thank all the people who worked hard on this very important matter.

I joined ATA in 1989 and became a grader for the English→Japanese exam in 1991. I became the first Asian Board member, and when I completed my three-year term, I became the administrator of ATA’s Japanese Language Division (JLD). I did not run for the Board again until last year, when I felt strongly that the division situation and the interpreter situation must be addressed.

I have been mainly an interpreter for the past 30 years. I am a member the Interpreters Division and JLD. Back in Michigan, I am president of the Michigan Translators/Interpreters Network (MiTiN), an ATA chapter. This year, I have a number of people who are willing to take over as president if I become an ATA Board member again. I am very happy that MiTiN is now “walking on solid feet,” supported by many enthusiastic members. I own a boutique firm specializing in Japanese and English translation and interpreting, and work as the chief interpreter and translator of the firm.

While I was interpreting at a district court about 10 years ago, I was shocked by the lack of competence of the interpreters that the police and the court hired. When I learned that California offered court certification in Japanese, I took the exam and was certified in 2001. Since that time, more and more courts have started to require certified interpreters in court (which is a wonderful development). I strongly feel that certification will help raise the public’s recognition of our profession, as ATA’s translation certification shows. Although court interpreting certification is covered by the National Consortium of Supreme Courts as well as the National Association of Judiciary Interpreters and Translators, there is no certification for general interpreting. ATA should be the organization to lead the effort. I would like to see ATA solidly represent interpreters, as it does translators.

In July, I took a training course to be a rater for court interpreters. I think this will give me a tool to create a general interpreting certification exam for ATA. A rater does not have to be onsite. A candidate’s interpreting is taped by a proctor and the tape is sent to a rater. This seems like a very feasible process. With this knowledge under my belt, I think I can develop a specific proposal to put forth to the Board.

I am looking forward to an opportunity to serve ATA’s Board again, for the betterment of our professions, at the 20th anniversary of my joining ATA and the 50th anniversary of the Association.
Director
(one-year term)
David C. Rumsey
david@northcountrytranslations.com

I am happy and honored to be nominated to fill the remainder of the open vacancy on ATA’s Board of Directors. I have currently been serving as an interim director since May 2009. I am excited about the ability to continue my undertaking with the Board.

In the past 15 years, I have been involved in all aspects of the translation business; starting as a freelance translator (Danish, German, Norwegian, and Swedish→English), becoming a project manager with an agency, being hired to work as an end client at a major software company, and ultimately back to freelancing.

This broad range of experience, in addition to my practical skills as the administrator of ATA’s Nordic Division, will be a valuable asset to ensure that ATA continues to provide the best quality services and resources for its members.

The translation industry has been undergoing major changes. As the global market expands, end clients are realizing the importance of translation, but struggle to find a way to pay for it or understand what they are buying. Project managers struggle to educate their clients and meet their demands while trying to find and retain high-quality freelancers. Meanwhile, professional freelancers struggle to distinguish themselves from among the millions of amateur and hobbyist translators/interpreters located around the world creating a wide range of prices.

The importance of large organizations such as ATA in addressing the issues related to our craft cannot be understated. The success of the Certification Program has helped to bring legitimacy to the translation profession among agencies and end users. My two terms as Nordic Division administrator and my work with end clients have convinced me of the need to support this program and expand it to smaller languages, so that clients can appreciate the importance of languages beyond the traditional “FIGS” (French, Italian, German, and Spanish).

I also see a greater role for ATA in facilitating better communication between freelancers, agencies, and end clients, as well as providing a greater number of technical and training services through our website. ATA’s website should act as a portal to the profession expanded member profiles, forums, online courses, and downloads.

However, serving on the Board of Directors is less about policy and more about doing the work that is required to make the organization run. I have served two terms as the administrator for the Nordic Division and also editor for Aurora Borealis, the division’s newsletter. I have also been a board member of two local service organizations and my condominium association. I have the skills and dedication to ensure that ATA continues to provide the best services and features to its members.

ATI
Proposed Changes to the Bylaws to be Presented to the Membership for Voting in October 2009

References are to Articles, sections, and subsections of the ATA Bylaws as revised on November 6, 2008. Material proposed to be deleted is struck through; material proposed to be added is underlined. To see the marked up bylaws as proposed, please go to www.atanet.org/bylaws_change.php.

Proposed Bylaws Revisions Article XII, Chapters and Article, XIII Divisions

ARTICLE XII
Chapters and Divisions

Section 1 · Purposes

a. A Chapter of the Association serves as a forum for translators and interpreters in a specific geographic area. It organizes meetings to further cooperation and information exchange among its members, provides information and services needed on the local level, serves as a means of communication between the national Association and local members, and supports and promotes the policies and objectives of the Association.

Section 2 · Establishment

a. A petition for the establishment of a Chapter must be signed by twenty or more voting members of the Association who reside or work in the geographic area defined in the petition and who shall signify their individual intention to remain members of the Association. The petition shall include a copy of the bylaws of the proposed Chapter.

b. Such petitions shall be submitted to the Board of Directors, which, in its discretion, shall determine whether the Chapter or Division may be established.

c. Membership in the Association is not required for membership in a local Chapter. The president and vice president(s) of the Chapter must be voting members of the Association. Individual Chapter members may vote in chapter elections.

d. Nothing shall prevent a Chapter or Division from establishing additional objectives and requirements for membership, provided that such qualifications are not based on race, creed, sex, political belief, or national origin and are not contrary to the stated policies and objectives of the Association.

e. Any changes in the bylaws of a Chapter or Division must be submitted to the Board of Directors of the Association for approval. All Chapters or Divisions must comply with the Association's Bylaws and by the rules and policies established by the Board of Directors.

Section 4 · Reports

Every Chapter and Division shall submit a report of its activities and a financial statement to its members and to the Board of Directors of the Association annually.

Section 5 · Operating Funds

Operating funds for the operating expenses of a Chapter or Division may be provided by allotment of a share of the annual Association dues paid by the Chapter's or Division's members. Eligibility to receive such an allotment shall be determined by the Board of Directors of the Association. Requests for additional funds or loans may be submitted to the Board of Directors and may be granted by the Board of Directors at its discretion. All funds received by a Chapter or Division from the Association shall be used exclusively for purposes incident to fulfillment of the Association's policies and objectives.
Section 6 - Revocation of Charter
Termination of Agreement

When the activities of a Chapter or Division are deemed to run counter to established policies, and objectives or good name of the Association, the Board of Directors, by a two-thirds majority vote, may dissolve the terminate the agreement between the Chapter and the Association.

ARTICLE XIII
Chapters and Divisions

Section 1 - Purposes

b. A Division of the Association consists of members who share a common interest in a specific aspect of the profession. It serves as a means of communication between its members and the Board of Directors, provides information and services to its members in their own specific field of interest, organizes meetings to further cooperation and information exchange among them, and supports and promotes the policies and objectives of the Association.

Section 2 - Establishment

b. A petition for the establishment of a Division must be signed by twenty or more voting members of the Association who shall signify their desire to participate in the activities of the Division. The petition shall include a copy of the bylaws of the proposed Division.

c. Such the signed petitions shall be submitted to the Board of Directors, which, in its discretion, shall determine whether the Chapter or Division may be established.

Section 3 - Membership and Bylaws

b. Membership in the Association is required for membership in a Division. All voting members of the Division must be members in good standing of the Association. The officers of the Division must be voting members of the Association.

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Section 6 - Revocation of Charter
Dissolution and Suspension

When the activities of a Chapter or Division are deemed to run counter to the established policies, and objectives or good name of the Association, the Board of Directors, by a two-thirds majority vote, may dissolve that the said Division or declare its activities suspended.
### Explanation

Note: Sections have been rearranged to separate Chapter and Division language, giving stakeholders a better view of applicable language; Current text is not displayed in order, but is provided in context to show what substantive changes were made to the current text in the proposed revisions.

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<thead>
<tr>
<th>Current text</th>
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<td>Chapters and Divisions</td>
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<td>Move Division language to new article</td>
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<td>Eliminate “intention” language</td>
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<p>| Strike redundancy | Remove language on chapter voting: ATA cannot prescribe chapter election policy |</p>
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Remove Division language  
Generalize restrictions |
| d. Any changes in the bylaws of a Chapter or Division must be submitted to the Board of Directors of the Association for approval. All Chapters or Divisions must comply with the Association’s Bylaws; and the rules and policies established by the Board of Directors. | d. Any changes in the bylaws of a Chapter or Division must be submitted to the Board of Directors of the Association for approval. All Chapters or Divisions must comply with the Association’s Bylaws; and the rules and policies established by the Board of Directors. | Renumber paragraph  
Remove Division language  
Eliminate board approval; process is administrative  
Remove Division language  
Change of verb, punctuation, add preposition  
Remove Division language |
| Section 4 - Reports                                                       | Section 4 - Reports                                                           | Remove Division language  
The report and financial statement go to Headquarters |
| Every Chapter and Division shall submit a report of its activities and a financial statement to its members and to the Board of Directors of the Association annually. | Every Chapter and Division shall submit a report of its activities and a financial statement to its members and to the Board of Directors of the Association annually. | Remove Division language |
| Section 5 - Operating Funds                                              | Section 5 - Operating Funds                                                   | Use more concise language  
Remove Division language  
Remove Division language  
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Remove Division language  
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Remove Division language |
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Remove Division language  
Remove Division language  
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Remove Division language  
Remove Division language  
Remove Division language  
Add language to differentiate between ATA and Chapter funds  
Use more concise language  
Remove Division language |
| Section 6 - Revocation of Charter                                         | Section 6 - Revocation of Charter/Termination of Agreement                     | Rename Section  
Remove Division language  
Remove archaic language  
ATA cannot dissolve another organization; changed to “abrogate agreement”  
Remove Division language |
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Chapters and Divisions | **ARTICLE XIII**  
Chapters and Divisions | Create new Article
Remove Chapter language |
| **Section 1 - Purposes** | **Section 1 - Purposes** | Plural to singular |
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| c. Such petitions shall be submitted to the Board of Directors, which, in its discretion, shall determine whether the Chapter or Division may be established. | c. Such petitions shall be submitted to the Board of Directors, which, in its discretion, shall determine whether the Chapter or Division may be established. | Remove Chapter language |
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*Renumber articles that follow.*
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Reference to Division bylaws deleted  
Remove Chapter language  
Change of verb, punctuation, add preposition                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Section 4 - Reports                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Section 4 - Reports                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remove Chapter language  
Budget procedures are administrative                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Section 5 - Operating Funds                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Section 5 - Operating Funds                                                                                                                                                                                                                                                                                                                                                                                                                                              | Delete language referring to allotment  
Insert new language to reflect budget process  
Remove Chapter language                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Section 6 - Revocation of Charter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Section 6 - Revocation of Charter  
**Dissolution and Suspension**                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Rename Section  
Remove Chapter language  
Remove archaic language  
Add language to allow for suspension rather than dissolution                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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Continued on p. 48
Please Welcome . . .

ATA’s New Client Outreach Kit

By Dorothee Racette, Lillian Clementi, and Chris Durban

“What’s the best way to approach direct clients in my specialty area?”

“I know there are clients out there looking for my set of skills. How do I find them?”

“How can I promote better understanding of the work I do and at the same time help translation buyers make sound business decisions?”
Let’s assume you want to up your game. You have invested in yourself, building specialized expertise and honing your writing style. And you have decided to make 2009 the year you beef up your portfolio of direct clients, offering mission-critical translation services to more demanding buyers.

Or you may want to diversify your customer base as tough times bite deeper.

Both are excellent strategies. You know where you want to go—but how do you start? It’s a problem straight out of Small Business 101.

**Triple Win**

The good news for your small business is that ATA has just rolled out a new set of tools designed to raise awareness of professional translation, inform translation buyers, and help you attract new clients by positioning yourself as a solution provider—a triple win.

For businesses targeting global markets, expert translation offers a distinct, measurable edge on the competition. We translators know that. But many translation buyers don’t. Nor do they know where to start or how to allocate their budget. Instead, they fall for the quick fix, the self-proclaimed bilingual, the snake oil, the smoke and mirrors—when what they really need is you.

Enter ATA’s Client Outreach Kit.

**The Translator as Solution Provider**

Building on the core message underpinning ATA’s nationwide public relations initiative, the Client Outreach Kit is centered on a basic PowerPoint presentation that you can adapt for nearly any business development opportunity—a chamber of commerce meeting, a brown-bag lunch at a law firm, or a panel discussion on export at your local world trade association. And because the PowerPoint file is fully editable, you can weave in examples from your own practice, raising your profile and positioning yourself as a solution provider.

**Free to ATA Members**

In August, the Client Outreach PowerPoint became available to ATA members at no charge. Simply visit www.atanet.org/client_outreach, where you can download the presentation file after a few simple preliminaries.

**The Fine Print**

Before downloading the PowerPoint file, you will be asked to accept a brief Terms of Use Agreement, which covers the following points:

- **Use of Presentation:** You may not represent yourself as speaking for or on behalf of ATA, or use the presentation for purely self-promotional purposes.
- **Transfer and Assignment:** You may not sell the presentation or share the file with anyone else.
- **ATA Directories:** You must mention ATA’s searchable online translation and interpreting directories and display ATA’s Web address every time you give the presentation.
- **Use of ATA Logo:** If you include ATA’s logo in the presentation, you must follow ATA’s Logo Usage Guidelines.

**Tips for Promoting Your Presentation**

- **Draft a brief, lively summary** for inclusion in the organizing entity’s newsletter (check with organizer for deadlines). Prepare a very brief (two-sentence) version as well, and submit this with a humorous translation blooper illustration to the newsletter editor. You’ll find effective examples of translation disasters in the Client Outreach photo archive.

- **Prepare an interview** with yourself for publication before or after the session.

- **If you are speaking as part of a larger event, attend previous sessions** and ask a question or two, identifying your topic and slot. (“I’m presenting a talk later this afternoon on how translation can give U.S. companies an edge on the competition, and was wondering [question relating to current speaker’s theme]?”)

- **With the organizer’s permission, contact a handful of people who are likely to attend.** Encourage them to express an expert opinion on issues they would like to see addressed, and ask whether they have any experience on the topic. This can pique their interest and encourage participation—and it’s a terrific way to build relationships and make yourself known within the organization.

- **If the event is open to the public, e-mail existing clients** to let them know when and where you are speaking. Even if they don’t attend, this will raise your “expert” profile with them.

Excerpted from: ATA Client Outreach Kit (www.atanet.org/client_outreach)
Once you’ve read through the terms, click “I Agree,” download the PowerPoint file, and you’re ready to get started.

**Beyond PowerPoint**

But the Client Outreach Kit doesn’t stop with the PowerPoint file. It also contains a wide range of stand-alone Skills Modules with practical tips on topics that include writing and delivering an elevator speech; developing effective public speaking habits; getting invited to speak; writing your own introduction; and fielding questions from your audience.

Take this excerpt from the module on elevator speeches:

“An elevator speech is a brief summary of who you are and what you offer as a professional—so called because it is concise enough to be delivered during a 30- to 60-second elevator ride. … A well-honed introduction is a useful tool if you’re asked to present yourself to a group at a business gathering, but it’s also a valuable asset at…any other encounter when you only have a few seconds to make a connection…”

Even if you never make a presentation, these supporting materials can help you learn new approaches for marketing your services.

**The Catch**

A word of caution, though: getting the most out of the Client Outreach Kit may require you to rework your standard marketing tools—even change your thinking a bit.

Consider your résumé. If it is designed primarily for agencies, it probably contains information on your computer-assisted translation tools, daily capacity, education, and references from other agencies. Most of this will be of no interest to direct clients, who are focused simply on selling their products and services: what they want to know is how you can help them do that.

So the catch is that you will have to be more proactive, especially if your previous work has consisted primarily of translation projects for agencies. This means positioning yourself as a solution provider—focusing your marketing materials on what you can do for your clients instead of how you do your work. This keeps your message informative and upbeat, and highlights your own expertise.

If you have never considered your work in these terms, think about when and why potential clients would need to buy translations. What contribution can you realistically make to their business? List your personal success stories and show how quality translation helped the client acquire new business, settle a lawsuit, solve a technical problem, or communicate successfully with a supplier.

**Trading Notes**

One way to get started is to brainstorm with other translators who share your philosophy. To help you find them, the new Client Outreach website includes a Feedback Page where you can post questions, insights, success stories, and lessons learned as you begin to put the PowerPoint and Skill Modules into practice. Visit www.atanet.org/client_outreach/feed back.php to join the conversation.

**New York Debut**

You can also get a leg up by attending a 90-minute Client Outreach session at ATA’s 50th Annual Conference in New York City, October 28-31, 2009. Building on last year’s introduction to Client Outreach, we will cover key Skills Modules and offer tips for developing effective presentation habits.

With the world economy in crisis, independent contractors are facing increased price pressure and fiercer competition, even as technological developments such as crowdsourcing and Google’s new translation tools hold out the promise of no-cost translation. All of these trends underscore the need to educate translation buyers on the value of working with a qualified professional—and the trade-offs they accept when they choose to have their materials translated by computer software or unskilled volunteers. It’s a problem. But you can be part of the solution: try out the new Client Outreach Kit to benefit your local business community, your profession, and yourself.

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**Useful Links**

- To download ATA’s Client Outreach Kit and Skill Modules, visit www.atanet.org/client_outreach.
- To review guidelines for use of ATA’s logo, visit www.atanet.org//membership/ata_logo_guidelines_bak.php.
The **HUB** is HERE!

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The Value of Conferences
By Grant Hamilton

I have borrowed the title—and much of the content—of this article from a blog entry I came across by Deane Barker of Blend Interactive (who kindly consented to this theft). Deane had just returned from Web Content 2009, and was musing about conferences and the value of attending them. It seemed like a timely topic to me, especially with ATA’s 50th Annual Conference just around the corner, and with division and chapter events and other professional development seminars occurring year round.

With the economy in the doldrums, the conference world has had it tough lately. It costs money to attend. Conferences eat up valuable time. People think twice about going. But before you dismiss the idea too readily, let’s have a look at the five levels of benefit Deane identifies.

Acquiring Actual Skills
There are things you actually learn at conferences, discrete nuggets of information that you did not know before. Deans cites a presentation on globalization where he “came away with a dozen new ideas about things I needed to consider for [my firm’s] own globalization projects.”

These “nuggets of information” can be anything. Freelance translators who attend seminars in their language combination can pick up actual strategies for solving actual translation problems. Translation company owners can learn valuable information on things like accreditation standards or labor law. And anyone involved in the business of translation can acquire new marketing or communication skills.
What Deane finds interesting, however, is that this is the least common benefit. As he says, “Unless you sign up for an actual workshop or training session that’s designed to teach you a new skill … [you] don’t actually learn a lot of hard skills at conferences.”

Soft Learning or “Trend Learning”
As Deane explains, soft learning refers to those amorphous concepts floating around in your head that you “sort of know” or have “sort of heard of.” During a lot of sessions, you start to hear about these things more and more, and their relative applicability to your work starts to shuffle.

For example, I once figured that machine translation had no bearing on my workday or business. After all, I would smirk, who could take computer-generated translations seriously? Then I attended a seminar on machine translation at the mid-year conference of ATA’s Translation Company Division (TCD) in Denver in 2008, and my whole perspective shifted. Did you know you could “teach” a machine to translate to within 95% reliability in the automotive industry by providing it with two million pre-translated and pre-edited words? That is what Hannah Grap of Language Weaver informed attendees. I didn’t know that then, but now I do.

Expand Your Focus
Says Deane, “Conferences just open your eyes to the bigger picture. The day-to-day of your job often leaves you fighting fires all the time, and never looking further down the road. But listening to big thinkers for a couple of days can result.”

I remember 10 years ago listening to a keynote speaker at a translation convention in Montreal. He was not from the field of translation, but he sure had a knack for sharing business advice that applied directly to me. I remember him asking, “If you don’t have a website yet, what on earth are you waiting for?” I could not answer.

On the trip back home, I began planning mine. And because the speaker had given us a “do” and a “don’t” list, I was able to avoid errors that I still see others making today. I managed to register my own company’s domain name (anglocom.com), but I was too late to grab the domain I really wanted (anglo.com). Maybe if I had attended a conference a year earlier…

Networking Opportunities
This is the big one, Deane explains, and why, if you pick the right conference, you could almost go, not attend any sessions, and still get huge value out of it. The real value of a conference is often what happens between the sessions, and Deane says his experience bears this out. Mine does, too.

I remember a Brazilian Portuguese translator who introduced himself to me at ATA’s Annual Conference in Toronto in 2005. He was pleasant and businesslike, so I was sorry to tell him that as a single language provider, we never had the need for Brazilian Portuguese. I did, however, take his card.

Remember the Big Picture
So, there you have it: Deane Barker’s five benefits to attending conferences. When most people...
The Value of Conferences Continued

go to a conference—especially their first few conferences—they expect nothing but skill-based learning. If that is all you want, book a training session or workshop or something. Conferences are often about the bigger picture, and if you take a step back and focus on that area, you can learn a lot more—and draw untold benefits for your career or business or both.

Notes
1. Gagetopia.com
   http://cmsreport.com/blogs/bryan
   Deane Barker’s blog
2. Web Content 2009
   http://webcontentconferences.com

Don’t get hung out to dry
Tips for cleaning up your online profile

A listing in ATA’s online Directory of Translation and Interpreting Services or the Directory of Language Services Companies can be one of your most valuable member benefits.

Six Tips to Help You Make Contact

1. Check spelling, grammar, and punctuation.
2. Update your contact information, especially your e-mail address and phone numbers.
3. Use the “Additional Information” field, noting education and career experiences, unusual specialties, and any dialects you can handle. By using a “keyword” search, clients can find your services based on a set of very specific skills and experience.
4. List your areas of specialization.
5. Review your listing monthly to experiment with different wording or add new information that may set you apart from others.
6. List non-English-to-non-English language combinations, such as Portuguese into Spanish and French into Italian.

Make those updates online at www.atanet.org/onlinedirectories/update_profile.php.
I AM BILINGUAL. I AM THE BRIDGE TO MY COMMUNITY.

YOUR LANGUAGE SKILLS ARE VALUABLE.

You can help your community in times of need by volunteering for the National Language Service Corps.

Are you fluent in English and at least one of the NLSC languages: Mandarin Chinese, Vietnamese, Russian, Hindi, Thai, Hausa, Indonesian, Marshallese, Swahili, or Somali?

The NLSC is a national initiative to bring together bilingual people like you for the greater good of our country. This is your opportunity to help your community while supporting government efforts in times of crisis.

Find out more by visiting NLSCORPS.ORG/ATA or calling 1-888-SAY-NLSC (729-6572).
Question: What could be worse news for a translator than a stream-of-consciousness, context-bereft, misspelled, unpunctuated or incorrectly punctuated, multilingual sentence fragment?

Answer: Perhaps all of the above packaged as an e-mail.

What makes e-mail, and especially short e-mail, that much more of a problem?

For starters, a lack of context means a lack of markers and clues. The e-mail staring up at you from the screen may be the answer to an unknown question, the middle of a discussion whose beginning or end is lost to you, or a reference to all sorts of prior conditions and situations. It may mention an unidentified “him,” “it,” or “who,” and be filled with words whose meaning depends on context that has not been supplied.

E-mail is quintessentially informal. It is quick, easy, and efficient, and, since the parties on either end have all the context they need, e-mail can be dashed off with minimal attention to detail and without even a re-read to pick up any obvious errors. It is like leaving your colleague a voicemail, except that you do not have the inflections and intonations, which are important clues you might get from a real voicemail.

Since we know what we meant, our eye is more likely to miss what we said.

We type and send our own e-mail. There is no secretary or assistant to type it up and correct the misspellings or to point out things that might be unclear. There is generally no higher-level sign-off or approval. There is no review. Even if the writer proofs it before hitting the “send” button, he or she could miss critical errors. This happens all the time when we check our own work.

As messages are sent more and more frequently from devices such as cell phones and BlackBerries, the
shortcuts, errors, and abbreviations will only proliferate. Small keypads, the real or perceived need to work quickly in order to dig out from that ever-growing pile of electronic messages, and “texting” abbreviations all add to the potential for confusion. For example, I am starting to see the letter “k” as a substitute for the Spanish que. This is not only a texting abbreviation, but a bilingual/bicultural shift. If the texter accidentally hits “l” or “j” instead of “k,” the entire meaning of the sentence (or sentence fragment, more likely) could be lost.

There is also always a possibility of deliberate obfuscation. There are some things you do not want to put in an e-mail that might be forwarded heaven-knows-where or might be subpoenaed in a court case (which is one reason you might be asked to translate it). So there is always a chance that the writer will deliberately try to conceal something or make something unclear.

And where does all of this leave the translator who has been asked to make sense of these missives? Flagging the translation for “issues” the client needs to address, no doubt. But there are a few things you can try in order to ferret the meaning out of a seemingly impossible text.

1. **Work in chronological order.** We often receive the newest e-mail in a series first, and there is a strong temptation to read and translate them in that order. However, there may be important clues in the earlier messages. If it is not possible to translate a series of e-mail in chronological order, it may still be possible to read them, or at least skim them, in chronological order before you begin translating. Proofreading in chronological order could also be helpful.

2. **Flag problematic words.** Do not even try to translate words you do not fully understand until you have a good sense of what the whole document or series of documents is about.

3. **Ask the client for clarification.** There may be background material, previous translations, a set of e-mail in the target language, or a glossary that could help supply context. You never know until you ask. The client may know what that strange word means or what le refers to when your document has no context.

4. **Read it all, even the parts you are not translating.** Skimming through the entire batch of e-mail, even if you have only been asked to translate the first part, could very well yield text in the target language you are looking for. It is generally a mistake to pass this material over in the interest of saving a few minutes. You might find something that will save you hours of guesswork or actually help you translate a problematic word or phrase. Look for clues everywhere.

5. **Team up.** If there is or has been more than one person working on a translation project, pool your knowledge. How often have you heard, “that word is furnished in the target language in my portion of this project”?

6. **Look for homonyms and transliterations/errors.** Sometimes they become clear if you say them aloud and actually hear them. My favorite example of a transliteration is from a letter I once translated: “trabajo en el fil.” (“I work in the field.”)

7. **Expect jargon and slang.** If a word does not sound or feel right in the context, check whether it has an informal, local, “in-house,” or slang meaning. Do not limit your search to the country in which the e-mail was written. You never know when you have an Argentinean sitting in Chile using Bolivian slang he has picked up from someone’s e-mail.

8. **Look for duplicate text.** You may just find that pesky word vida, which makes no sense, in the same place as you find viuda in seven other iterations of an otherwise-identical text.

And finally,

9. **Flag potential problems.** It is not your job to guess.

I love my job because it is a constant challenge. I try to look at e-mail as “one more thing to love.”
Opinion/Editorial

RESPECT

By Terena Bell

The following is a commentary on the recent LinkedIn controversy. For those of you unfamiliar with the situation, here is a quote from the press release issued by ATA: “[The] controversy came to light after a ‘survey’ was circulated by LinkedIn to its members who identified themselves as translators. The survey turned out to be an attempt to find the lure that would identify translators willing to translate LinkedIn materials for free.” (See www.atanet.org/pressroom/linkedIn_2009.php.)

If you Google the word “respect,” the first five links that come up are generally for Aretha Franklin’s lyrics. I must admit, each time I sat down to write this article, I heard that alto voice rolling “Re, re, re, respect” over and over again in my mind. When it comes to respect, I think we all have to acknowledge that Aretha has the market cornered. When it comes to talking about respect in a positive light, you just do not get any better.

But when you move from Motown to Downtown, respect starts to change. The song goes away and conversations about the subject start to shift toward the negative. The beat is gone and no matter how loudly you wail, you still might not get what you ask for.

If you have a group of freelance translators gathering, odds are likely someone will say something like this: “Companies don’t respect freelancers.” “Clients don’t respect any of us.” “Monolingual people think our job is easy.” In the translation world, respect is spoken of more often than theory, and this year it seems to be making its way out of everyday conversation and into the news. In March, it all started with an article by Gianni Davico entitled “Respect Versus Money in the Translation Business,” published in Multilingual.1 In the article, respect is discussed as part of the old freelancer versus language services provider (LSP) debate. To Davico, the debate breaks down to what he thinks contractors and companies crave most: respect versus money, respectively.

Lately, though, both contractor and company have found themselves on the same side of our industry’s battleground for respect. You can say that companies want more money and that contractors want more respect, but the two are intricately linked. LinkedInFail has proven that, if nothing else. If you listen to Renato Beninatto, chief executive officer of milengo, crowdsourcing, the term for the group translation technique LinkedIn wanted to employ, is the wave of the future. I, for one, agree with him. But crowdsourcing is not the issue here. Respect is. Listing reasons why LinkedInFail generated such an uproar, Common Sense Advisory researcher Nataly Kelly pegged it in her blog when she wrote, “Most people don’t value what translators do.” Kelly continues: “Freelancers are guarded, and understandably so. As individuals who are in business for themselves, freelancers have to watch out for their best interests, as they can be a particularly vulnerable group. Stories of freelancers who were not paid for their work—either by end clients or language services providers—are common in the industry. Any organization that approaches these once-bitten-twice-shy professionals is likely to raise suspicion if there is any implication that work will be carried out without pay.”

To summarize, as an industry, we...
feel underappreciated, misunderstood, and used. Three different feelings with one central issue, the pain we feel is like a prism: one polygon twisted to show different lights from different angles. The problem itself is every human’s need for respect, and the angles are created when an impertinent world illuminates the core issues of money, fear, and self-worth.

My solution to this problem will most likely not be popular, and I am willing to bet you have never heard it spoken at a conference or circulated on Twitter. The lack of respect shown to our industry by those outside of our industry is our own fault. No one can fix it but us.

As a child, I was taught that everyone warranted respect. But like Aretha’s, this song was sung before the shift to post-modernism was complete. A jaded adult would say I was gullible to think this, but as a child, I simply believed what I was taught. We can learn a lot from what a culture teaches its children. In Search of Character, a lesson plan series published by Live Wire Media, teaches middle-schoolers about respect, one of 10 virtues designed to mold children into better adults. The respect lesson provides the self-evaluation quiz in the box below encouraging young people to act respectfully as individuals:

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If our industry were to take this test, how well do you think it would fair? Poorly, at times, I fear. Remember when I said that the lack of respect shown to our industry by those on the outside is our own fault? Well, I meant it. In order to be treated with respect, translators and interpreters must first act respectfully.

While there are exceptions, Nataly Kelly’s assessment of the U.S. freelance pool was on target when she wrote that many translators were “once-bitten-twice-shy.” Many freelance translators are understandably wary after having to compete with nonprofessionals. The pain of being disrespected is not nearly as deep as the pain of having been wronged. Perhaps this pain has hardened our industry’s heart. Perhaps we strike out not at those who actually have wounded us, but at those who are simply unfortunate enough to be next in line. Instead of allowing our cumulative hearts to heal, we have created that prism of pain.

Do we as a profession treat others the way we want to be treated? When we joke about clients being cheap or stupid, is that acting in a respectful manner?

Would we want them to say the same of us? When we make fun of or speak poorly of clients who know less about our industry than we do, aren’t we, as In Search of Character puts it, intentionally ridiculing, embarrassing, or hurting other people?

A well-meaning project manager I know once posted an open call for translators on ProZ, asking translators of particular language pairs to submit résumés with rates. As a result, one translator sent her a hate e-mail full of words we teach our children not to use. The translator accused her of being disrespectful by asking for rates sight unseen. When the project manager asked my advice, I asked her who had sent the e-mail. Turns out it was anonymous. A translator who had just accused someone of being disrespectful was not even respectful enough to give his or her name. Clearly, this individual is not the

Continued on p. 38
A Lexicographer’s Life: Dr. Richard Ernst

When I was born in 1900, I had three good fairies waiting for me. The first one bestowed upon me good health for up to 85 years now. The second one promised me that I would see nearly all the world’s countries. And the third fairy dipped me headlong into almost every conceivable branch of technology. None of the three, however, mentioned a single word about what else was waiting for me: World War I, where I served as a soldier in heavy artillery; inflation; deflation; World War II with its bombings; and so on.

In 1923, my monthly salary as an electrical engineer with the Swiss firm Brown Boveri amounted to the equivalent of $26, of which after deductions for taxes, health insurance, unemployment insurance, and for advance payments, I received a whole 15 cents. We learned to bear hunger and cold, an ability which proved very helpful after the second war.

In 1923, my monthly salary as an electrical engineer with the Swiss firm Brown Boveri amounted to the equivalent of $26, of which after deductions for taxes, health insurance, unemployment insurance, and for advance payments, I received a whole 15 cents. We learned to bear hunger and cold, an ability which proved very helpful after the second war.

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breast” should be “window breast.” Not so the computer; he sticks to the breast of a widow.

On the other hand, composing the whole thing into pages and editing it with page numbers and running titles now takes just one hour. No more printer’s errors; no first, second, and third proofreadings. Reversing source into target language shrinks to hours. Formerly, we (or somebody for us) had to rewrite the whole book by hand.

I used the two jobless years not only to work on the dictionary, but also to get my doctorate. Eventually, I found a new job with a German exporter of machinery to Japan and became manager of his newly opened office in Mukden, Manchuria. I was sole representative for more than a hundred German manufacturers, ranging from mining equipment, blast furnaces, diesel engines, textile machinery, and motorcars to blind-landing installations for airports.

My voyage to Mukden via the Atlantic, the Canadian Pacific Railroad, and aboard the S.S. Empress of Japan to Yokohama, and then by rail through Japan and steamer to Dairen, took about two months. My homeward journey just before World War II, via Manila-Singapore-Suez, was only six weeks. These were the good old times.

Back in Germany, I joined the Bosch Corporation in Stuttgart (auto parts and refrigerators) until the end of the war, which overturned everything once again. Further steps in my professional career involved developing and manufacturing electronic dictation machines, sewing machines, taximeters, tachometers, bookkeeping machines, and finally computers. I found a good team, and at the 1968 Hannover Fair we surprised the world with the first second-generation computer. It was generally considered a sensation. One year later, IBM and other competitors caught up.

Since 1969, I have been a full-time lexicographer, having retired from business. I have been trying and shall continue to try with my best efforts to help translators and interpreters in their so useful and, alas, so difficult work.
Before accepting work from a new client, small business owners should always assess the background and payment history of a prospective new account carefully. Although the vast majority of contacts will be legitimate, it is helpful to keep in mind a few “red flags” that may be a warning sign of deceitful intent.

Dear Business Smarts,

Early this year, I received an e-mail from a new contact who asked me to complete an urgent translation for a subsidiary of a well-known international corporation. I did not have any other work at the time and was pleased to accept the order, especially since the client had no problem with my proposed rate. To make a long story short, I delivered the translation and never got paid. I now know that the same outfit scammed a number of other colleagues and that I most likely will have to write this money off. Please tell other colleagues not to work for this “company.”

Scammed in Boston

Dear Scammed,

We are sorry to hear your story. Unfortunately, our industry, like any other, has its black sheep who have learned to hide their true identities in cyberspace and have no intention of running a legitimate business. They are a particular threat to less experienced freelancers who are just starting their own business.

No matter how attractive an offer from a new client may sound, business owners are well advised to observe a few basic precautions before entering into a new business relationship. The steps outlined below are generally referred to as “due diligence” and serve to protect your interests as a self-employed contractor. Instead of typing an instant response to an inquiry from a new customer, take a few minutes to do the following:

1. Check the identity of the person who contacted you. At a minimum, an e-mail message should contain his or her full name, title, and business contact information. A legitimate business should have a proper domain name and would not use a free mail service such as Gmail or Yahoo! for sending out e-mail. Take a quick look at the website of the company and assess how professional it looks. Typos or a “home-made” appearance are red flags, as is the absence of identifying information about the site owner.

2. Research the business in one or several of the available translator forums that discuss the payment practices of translation outsourcers, such as Payment Practices (www.paymentpractices.net), the ProZ BlueBoard (www.proz.com/blue board), or a language-specific forum. Since data on these sites have accumulated for many years, it is possible but somewhat suspicious for a legitimate translation agency not to be listed on at least one of them. Keep in mind that direct clients may not be listed.

3. Decide how to respond. If your due-diligence research leaves any doubt as to the legitimacy of the offer you received, proceed with great caution and do not accept the work right away. It is perfectly acceptable to politely request further details or even references about the company before finalizing an agreement about a project.

4. Gauge the response you receive. A legitimate business has nothing to hide and will readily answer questions about its history, location, and other suppliers. Do not let anyone fool you into believing that a translation project is so urgent that there is no time to ask questions or deal with the necessary formalities.

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.

Many clients will ask their freelance translators to sign contracts or work for hire agreements before beginning work. While these are often quite harmless in nature and not something to be concerned about, it is important to read what you are signing and to make sure that you are not agreeing to a clause that you will later regret.

These contract clauses are mostly applicable if you work through translation agencies. For example, you should carefully consider, possibly with the advice of a lawyer, whether you will agree to terms such as:

Agreeing not to get paid until the end client pays the agency: Of all the terms that translators are asked to accept, this is probably the most difficult. In one sense, it is understandable that an agency does not want to take the risk of having to pay tens of thousands of dollars to translators for a project that the agency itself is never paid for. In addition, if a translator returns poor quality work, the agency does not want to be responsible in the event that the end client refuses to pay. On the other hand, the agency’s role as a middleman between the translator and the end client involves some financial risks, such as nonpayment on the part of the end client. If you agree to this type of clause, it is important to realize that you are accepting some risk of nonpayment yourself.

Agreeing to indemnify (hold harmless) the client against lawsuits and/or claims resulting from your translation: If you sign a contract with this type of clause, make sure that you carry your own professional liability or errors and omissions insurance in case one of your clients is sued because of an error in your translation. The client should have a quality control system in place so that an error by one translator does not have a disastrous effect on the final project, but not every client will have this. This type of contract clause is more of a concern if you work for direct clients, who may be less likely to have your work edited or proofread before distributing it.

Agreeing not to accept or solicit work from the agency’s clients: Most intermediaries between end clients and freelancers, not just translation agencies, require this type of non-competitive agreement. It is perfectly reasonable to ask that you not go behind the agency’s back and ask the end client to hire you to translate for them directly. However, unless you and the agency compare your client lists (something the agency will probably be unwilling to do), you cannot really know that you are not working for one of them.

Agreeing to abide by confidentiality standards: Especially if you work in legal, financial, or patent translation, you will probably come into contact with trade secrets, confidential financial information, patent applications, etc. If you sign this type of document, again it is important to read and abide by its provisions. For example, financial translators might be required to agree not to engage in insider trading as a result of their knowledge of a company’s financial information before it is released to the public. This type of document is often referred to as a nondisclosure agreement, or NDA.

Agreeing to submit to a credit check, criminal background check, or financial review in order to be bonded: Like the confidentiality agreement described above, there are good reasons why some translators have to be bonded (insured against stealing

Just make sure you read it before signing, and if you commit to doing all the work yourself, do not share it with someone else.

Related Blogs and Links

Errors and Omissions Insurance
https://ota.haysaffinity.com

Translation Times
www.translationtimes.blogspot.com

Thoughts on Translation
http://thoughtsontranslation.com

(Note: This is intended for informational purposes only, not as an endorsement of an individual or company.)
• The following language services providers have been named among the 5,000 fastest growing private companies in the U.S. by Inc. magazine.

**CETRA, Inc.**
Elkins Park, PA

**CyraCom International, Inc.**
Tucson, AZ

**Dynamic Language Center**
Seattle, WA

**Eriksen Translations**
Brooklyn, NY

**Geneva Worldwide, Inc.**
New York, NY

**Language Services Associates**
Willow Grove, PA

**LinguaLinx, Inc.**
Cohoes, NY

**Sajan, Inc.**
River Falls, WI

**TransPerfect Translations Intl., Ltd.**
New York, NY

The Inc. 5,000 list represents companies that have had significant revenue growth over three consecutive years, are independent and privately held, and are based in the United States.

• **Renato S. Beninatto** has been appointed chief executive officer of milengo.

• **Sandra L. Kingery** was among 16 translators to receive literature fellowships for translation projects from the National Endowment for the Arts. The fellowships support projects by literary translators to translate works written in other languages into English.

• **Rocio Txabarriaga** has joined Common Sense Advisory as a language services strategist.

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**Opinion/Editorial: Respect Continued from p. 33**

cream of the translation crop. What if the project manager had been a client trying to find a translator for the first time? How much respect would she then have had for our industry upon receiving such an irate e-mail?

Unfortunately, the line between professional translators and nonprofessionals is not as clear to those outside our profession, and that is part of the problem. Remember, I said that the real problem was us. We do not agree amongst ourselves, and when we try to make a difference, egos and dividing opinions tend to get in the way more often than they should. In order for LinkedIn to think that it could get its site translated for free, there had to be registered users whom LinkedIn thought would agree to the task. LinkedInFail would not have happened if the division between those who would say yes and those who would say no did not exist.

We need greater standards, including a wider-spread national certification program. Organizations such as ATA have gone to outstanding lengths toward this goal, but the fact that certification is still not out there for certain languages or for interpreting allows nonprofessionals to pose as professionals, making it harder for us to project a positive image of our industry to the world. We will not gain respect from outsiders by having different standards for different languages or by creating division amongst ourselves.

We must unite. We must work to rid our industry of unprofessional behavior, to present a uniform front of what is right and wrong. We must help ATA in its efforts to offer certification for more languages, and we must speak out against unprofessional business practices. Most importantly, we must let go of our grudges. We must realize that former errors might not be repeated by the next client in line. We must look at the respect we have already gained, and when we gather, we must discuss it positively.

The time has come for the prism to stop shining on its pain and to let the more beautiful colors through. The time is here and the time is now, be you in Motown or Downtown, to stand for change, no longer injured by what we do not have, but instead proudly singing about what we do—just as assertively as Aretha.
ATA Certification Exam Information

Upcoming Exams

New York
New York City
October 31, 2009
Registration Deadline:
October 16, 2009

New Certified Member

Congratulations! The following person has successfully passed ATA’s certification exam:

English into German
Thomas Lederer
Seattle, WA

Active and Corresponding Membership Review

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

Active
Thomas C. Boltik
Birmingham, MI

Hiroki Fukuyama
Cypress, CA

Marcela A. Renna
Overland Park, KS

Corresponding
Tony Younghwan Yeo
Seoul, South Korea

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.

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For more information about the courses or to sign up, visit our website or call us at 313-871-0080.
The American Translation and Interpreting Studies Association (ATISA) was established in 2002 to encourage, support, and further develop translation studies. ATISA works toward these goals by organizing meetings, publishing a journal, disseminating information to the public, and fostering ties with allied organizations.

ATISA Biennial Conference
April 22-24, 2010
Theme: “The Sociological Turn in Translation and Interpreting Studies”
New York University
New York City, NY

Translation and Interpreting Studies
This biannual (spring/fall) peer-reviewed journal:

• Addresses common concerns among scholars working in different areas of translation and interpreting studies.

• Encourages empirical research that could serve as a bridge between academics and practitioners.

• Facilitates communication among those who may be working on related subjects in other fields, from comparative literature to information science.

• Publishes English translations of relevant scholarly research originally published in languages other than English.

Quick Facts

• Established: 2002
• Website: www.atisa.org
• Phone: (330) 672-1814
• Fax: (330) 672-4009
• E-mail: gkoby@kent.edu
• Address: American Translation and Interpreting Studies Association
c/o Dr. Geoffrey S. Koby
President
Kent State University
MCLS, Satterfield Hall 109
Kent, OH 44242

For complete information, please visit www.atisa.org.

Blog Trekker Continued from p. 37

because of information that they have access to). For example, if you work with a bank’s clients’ financial information, or translate information about a mutual fund’s identity verification procedures, you have access to information that would allow you to steal money from the company or its clients. In order to be bonded, most insurance or bonding companies will investigate your financial records and/or criminal background. Just make sure you are clear on what you are agreeing to when you sign this clause, and that you understand what information about you the company is going to collect or ask for. If you have a past criminal background, make sure you understand what types of charges, arrests, or convictions must be reported.

If you find a clause in a contract that you do not want to sign, you have a few options. You could cross out the clause in question, modify it, or refuse to sign the contract completely. Whether or not this is successful depends on the client. Some agencies will agree to a change, others will refuse to work with you if you do not sign their contract. The most important thing is to realize that if you sign a contract, its terms are legally enforceable, even if your client tells you, “I can’t imagine we would ever really enforce that...” If the client would not enforce the clause, it should not be in their contract.

Remember that although it is intimidating to be presented with a contract as a prerequisite for a certain job, you are an equal party to the contract and are entitled to object to terms that are unfair to you. Also, although contracts do not appear to be negotiable most of the time, they often are negotiable. In any event, you are highly unlikely to lose a client simply because you have questioned one of their contract’s clauses.
Upcoming Events

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

October 9-11, 2009
International Medical Interpreters Association  
Annual Conference  
Boston, MA  
www.imiweb.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.atlanta.org/alta

November 20-22, 2009
American Council on the Teaching of Foreign Languages  
Annual Convention and World Languages Expo  
San Diego, CA  
www.actfl.org

December 27-30, 2009
Modern Language Association  
125th Annual Convention  
Philadelphia, PA  
www.mla.org

Visit the ATA Calendar Online  
www.atanet.org/calendar/  
for a more comprehensive look at upcoming events.

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The **Berlitz Dutch Pocket Dictionary** Dutch–English/Engels–Nederlands, measuring 4.1” x 2.8” x 0.8”, is advertised as “one of the few truly pocket-sized dictionaries for travelers, professionals, and students alike.” This is an accurate description. So, for those of you always on the lookout for new additions to your dictionary collection, this dictionary is not intended, nor a valuable tool, for translators and interpreters due to its basic level and terminology.

The dictionary contains a bilingual introduction, a bilingual guide to pronunciation, two glossaries (Dutch-English and English-Dutch), some basic phrases, Dutch abbreviations, a mini Dutch grammar, sections on numerals and time, and conversion tables.

While there are several positive things to say about this dictionary, it does not get off to a good start. The title of the very first page is “Contents—Innhold.” After some online research, I have reasons to believe that Innhold is Norwegian.

### Quality of Binding, Paper, and Print

The dictionary looks good and the binding is of good quality. The dictionary is presented in an environment-friendly vinyl cover with paper sourced from a sustainable forest. It has a nice cover design in striking “Berlitz blue.” The bold, blue headwords make the dictionary easy to read and navigate.

### Content

Most of the online booksellers state in their synopses that the dictionary is packed with practical, accessible vocabulary for every situation; that the book has over 12,500 entries (some websites even claim it has over 16,000 entries!); that it has an expanded menu reader; and that it contains both core words and the latest jargon.

Although I agree with the publisher that the Berlitz is packed with accessible vocabulary to cater to the practical needs of travelers and students, I have to disagree with some of the other claims. First, there is no menu reader. Second, after doing an (approximate) entry count based on entries per page multiplied by the number of pages, I stalled at 9,000 words, even after rounding up several times in an attempt to affirm the claim that the dictionary contains over 12,500 entries. Furthermore, the dictionary contains some very outdated words and phrases, and there are hardly any headwords that could qualify as “the latest jargon” (the only one I can think of is BlackBerry.) And finally, the Dutch abbreviations section contains far too many errors, and the phonetic transcriptions that show you how to pronounce the words leave much room for improvement.

### Glossaries

The Dutch-English and English-Dutch glossaries take up 388 out of the dictionary’s 416 pages. In general, the words are easy to find, useful, and correct. The glossaries are very basic and contain few subentries. Of the list of 20 core words I checked, all were found. The amount of compound words is limited, but this is acceptable considering the general nature and compact design of this dictionary. Out of the 20 (common) compound words I expected to find, eight were listed in the glossaries. I did not find some typical items for the Netherlands that would most likely have come in handy for travelers, like fietspad (bike path), bollenveld (bulb field), or bitterbal (a typical Dutch appetizer). Some headwords are more or less uncommon, at least in the Netherlands. (The dictionary should have
mentioned if Flemish words were used intentionally.) To give the Dutch-speaking readers some examples: webstek (website); plaatskaartenbureau (box office); schrijftafel (desk); and abuis (as a noun) for “mistake.”

The main problem with the glossaries is that the entries are very concise and no comments are added on grammatical function, usage, or meaning. No attempts are made to explain the distinctive meanings of some headwords, and sometimes only one meaning is given. For instance, the word krak in the Dutch-English glossary only gives “crutch”; the second meaning, “stool,” is omitted. The reader will even be misled in some instances. Take, for example, the headword bagageoverschot (overweight luggage or more luggage than allowed) in the Dutch-English glossary. Besides the fact that this is not a very common word in Dutch, the only translation given is “overweight,” with no further mention to the luggage or whether or not “overweight” is a noun or an adjective. Chances are the user will interpret this as “being obese.”

Some Basic Phrases
The basic phrases section is divided into five categories: 1) Arrival; 2) Hotel; 3) Traveling; 4) Meeting People; and 5) Emergencies. With an average of 10 phrases per category, this leaves plenty of room for expansion. Although most of the phrases are correct, some of them are uncommon. For example, the Dutch translation of “Do you have a fixed-price menu?” is “Hebt u een menu à prix fixe?” The use of French words in menus might be fancy, but asking for a menu à prix fixe will raise eyebrows. The Dutch translation of “Mag ik u vanavond ten eten uitnodigen?” for “May I invite you to dinner tonight?” is very outdated. And if you want to speak to the manager of the restaurant, you ask for de manager rather than de directeur. The fact that the Emergencies category consists of only three phrases makes it tempting to believe that the Netherlands is a very safe place to travel.

Dutch Abbreviations
This section needs a lot more tender loving care. Numerous abbreviations are peppered with periods between letters that do not belong. Of the 68 abbreviations in this section, 23 use periods incorrectly or contain other errors. Examples: A.N.W.B.; K.N.M.I.; B.V.; N.S.; t./m.; and A° (for anno).

Pronunciation
The book contains two guides: 1) Guide to Pronunciation (written in English for English-speaking people who want to pronounce Dutch words); and 2) Uitspraak (written in Dutch for Dutch-speaking people who want to pronounce English words). Particularly in the English guide, the explanation on how to position the lips, tongue, and jaw when pronouncing letters, symbols, or letter combinations used to represent Dutch sounds is too complicated for a foreigner to use. Although we all understand how hard it is to teach unknown sounds to people from other language regions, it does not mean that things should be unnecessarily complicated. The dictionary’s phonetic transcriptions are sometimes inconsistent, inaccurate, and confusing. While I encourage people to try to speak Dutch, it will be very hard to pronounce words when following the guidelines in this book. Fortunately, you will be fine without it, since most Dutch people speak English reasonably well.

Another problem is that the phonetic transcriptions for English-speaking people are only given in the Dutch-English glossary. Here is why that does not make sense. Suppose you are traveling to the Netherlands and you are brave enough to attempt to say “Thank you” in Dutch to the waitress who serves your appetizer. You go to the English-Dutch glossary, you look for “Thank you,” and find the Dutch translation Dank u. Unfortunately, you will find that in the English-Dutch glossary, there is only a phonetic transcription of the English word for Dutch-speaking people. So you go to the Dutch-English glossary, look for Dank u, and are finally ready to speak. Unfortunately, by now the waitress is two tables down. It gets even worse when you want to ask the waitress for the bill. You will find this sentence in the section entitled Some Common Phrases, but the phonetic transcriptions are missing.

Overall Evaluation
The Berlitz Dutch Pocket Dictionary Dutch-English/Engels-Nederlands caters to the practical needs of tourists, business travelers, and students. Given the size, price, and objective of the book, it is unfair to expect more than that. The glossaries contain a basic set of entries that will be useful to travelers in many situations. The convenient size of the book makes it easy to bring it along in a pocket or purse. The dictionary’s smaller sections, such as the mini Dutch grammar and section on numerals, are absolutely helpful. However, the book could improve significantly if and when the publisher decides to solve the three main flaws described in this review by editing the abbreviations section, simplifying and reorganizing the phonetic transcriptions, and bringing the terminology more up to date. For now, I rate the Berlitz Dutch Pocket Dictionary Dutch-English/Engels-Nederlands as fair.
Take Advantage of ATA’s Newest Member Benefit!
ATA’s Member-Provider Program

Who knows what products and services you need to do your job? Your peers. As a new benefit of ATA membership, ATA’s Member-Provider Program gives members the opportunity to offer their products and services to other ATA members.

Here are a few highlights:
- The program will showcase only those products and services developed by ATA members that are specific to the practice of translation and interpreting.
- Member-vendors will guarantee discounts or other favorable conditions of use to ATA members.
- Participating vendors and their products/services will be featured on ATA’s website and in The ATA Chronicle.

To learn how the program will work for you, please visit www.atanet.org/member_provider or contact ATA Member Benefits and Project Development Manager Mary David, mary@atanet.org.

WHY ATTEND AN ATA EVENT?

Because it is a unique opportunity to receive in-depth, high-quality information presented by experts in their field. Still not convinced? Here’s what some of your colleagues are saying about events they have attended:

“Really, really interesting in an exploratory, enthusiastic way. Tons of great resources.”

“It was very encouraging to learn about real issues blocking a growing business. Very real solutions.”

“I had no idea the extent to which computer-assisted translation tools could assist translators.”
Not having been to an ATA event since the conference on financial and business translation in Jersey City at the end of April 2005, I found it so gratifying to meet and greet some of you—Californians, overwhelmingly—at the Seminar on Medical Translation and Interpretation in San Diego on July 11-12. The teaching was very good, the discussions great, and the many opportunities for making contacts belied the short duration of this seminar. Much applause goes to ATA and the Association of Translators and Interpreters in the San Diego Area for organizing this event!

New Queries

(D-E 9-09.1) Beveerde boom is the problem term in this Dutch botanical text: een boom die al zijtakken heeft vanaf maaiveld of bijna maaiveld, dit noemen we beveerde hopen (het verschil kan u zien bij de maatvoering van de boom). To add a bit more context to help with this puzzle, there is this from a tree nursery or arboricultural center: De beveerde boom onderscheidt zich van de struikvorm door een grotere hoogte bij volwassenheid. Now that should be enough context.

(Da-E 9-09.2) The business term afvikling is being used in a text NOT related to bankruptcy, liquidation, etc., as is usually the case, in a document about general conditions related to a vacation home rental. The context: afvikling (Da-D 9-09.2) under no lokaal for lejer eller dennes forvikling. This sentence means “mande that consists of the final two words embedded in the following text.”

(E-F 9-09.4) “Self-educating nozzle” in a fire-fighting context is the problem term here. Additional context, but not a definition, is found in the sentence: “The nozzle is preset at the factory for single 3% proportioning.” How to deal with this in Russian?

(E-V 9-09.5) Welcome aboard (I hope) to Vietnamese, which is appearing for the first time in this column on my watch. The context is automotive, and the problem term is in this sentence: “The sender fuel feed pipe has two anti-siphon holes in the middle of the pipe which are too large.” Now we will find out if there are any Vietnamese linguists among ATA’s members; there should be.

(F-E 9-09.6) Retrocédé la quotité is the problem term in this commercial query: Les participants avaient recommandé que la quotité soit rétrocédée par l’OFIDA aux services et organismes qui interviennent réellement dans le circuit des exportations des produits. What is it?

(I-Po [E] 9-09.7) Here is a legal puzzle that consists of the final two words embedded in the following text. Il sottoscritto fa domanda in nome e per conto di tale società di essere ammesso al passivo del fallimento emarginato. Go for it if you can.

(Po-E 9-09.8) Here is a general legal query going from Polish into English, with the problem words in bold print: Poniosłam w tym wypadku szkoda w postaci uszkodzenia drzwi samochodu. Zeznanie po wypadku. Proszę o pomoc i z góry dziękuję. Pardon me if I included too much text as part of this query. I suspect the final sentence is “I’m asking for help, and thanks in advance.”

(Sp-E 9-09.10) Actualmente en vigor has an ambiguous sound in reference to a power of attorney document in which there is a representative who will act on behalf of another. “Currently in force” is what comes to mind immediately, but does it refer to something being “effected” or is it confirming that the attorney is appointed as prescribed?

(Sp-E 9-09.11) The individual querying about the following stumper is resisting just following the first notion that comes into her head about masticarlo y apoyarse en el tiempo dedicado al
trabajo previo para lograr, which was a phrase from a video.

Replies to Old Queries

(Lv-E 7-09.8) (jodofila flora) Shifra Kilov answered this to everyone’s satisfaction in another forum, but here it is again: “iodophilic microorganisms” or “iodophilic flora,” meaning flora or microorganisms sensitive to iodine.

(Sp-E 11-08.12) (La parte actora pretende que toda alimentaria recaiga a cargo del suscrito): Boy, this query has staying power. Respondents are still sending stuff in about this, even about items other than the 11 words that formed the query! Susan Greenblatt says that in this context, alimentaria means pension alimentaria, which is “alimony” or “child support or maintenance.” It does not refer directly to food.

(Sp-E 6-09.8) (Licencia liviana, NIT, DUI, ISSS): Susan Greenblatt explains that Licencia liviana is a type of driver’s license with the explanatory sentence, Autoriza a su titular para conducir vehículos con capacidad de hasta treinta pasajeros y hasta cinco toneladas de peso. NIT is Número de Identificación Tributaria (“taxpayer identification number”). DUI is documento único de identidad, the national identity card. ISSS is Instituto Salvadoreño de Seguro Social, the health care system for people who are formally employed. It used to also include the pension system.

(Sp-I 7-09.10 (puente doble)): Ellie de la Bandera says that the context definitely was suggestive of puente doble being a “double bypass,” and her research confirmed it.

Thanks for all your input this month. It is much appreciated!

Call for Proposals

American Translation and Interpreting Studies Association

Fifth Biennial Conference

The Sociological Turn in Translation and Interpreting Studies

April 22-24, 2010

New York University
New York, NY

1. Presentations on all aspects of translation and interpreting studies are welcome.

2. Submit proposals (200-300 words) for individual papers as an MS Word attachment.

3. Include your contact information in the body of the e-mail, not in the file. Name your file with the first three letters of your paper title.

Papers will be divided into sections on translation/interpreting theory, research, pedagogy, and technology. Presentations will be 20 minutes in length, followed by discussion. There will be sessions on Friday morning, Friday afternoon, Saturday morning, and Saturday afternoon.

Deadline: October 15, 2009. Send your proposals to Claudia Angelelli, chair of ATISA’s Scientific Committee, at claudia.angelelli@sdsu.edu.

For more information, visit www.scps.nyu.edu/translationconf2010, or e-mail your questions to translationconf2010@nyu.edu.
Although I have read an English translation of the classic novel El ingenioso hidalgo Don Quijote de la Mancha (first book published in 1605) by Miguel de Cervantes Saavedra (1547-1616), I cannot recall any adventure that the Don had that involved a dog. That could be because of poor memory on my part, or it could be that Don Quijote did not own a dog.

Yet, in the very first paragraph of the very first chapter, the Don is described as “un hidalgo de los de lanza en astillero, adarga antigua, rocín flaco y galgo corredor.” The final phrase is translated by two recent translators as “skinny nag and a greyhound for racing” (Edith Grossman) and “a skinny old horse, and a fast greyhound” (Burton Raffel). And many other translators have rendered the phrase similarly.

Since galgo does mean “greyhound” and corredor is an adjective meaning “running,” and since two professors of Spanish at Central Michigan University have also confirmed this translation, it would seem that Don Quijote owned a dog.

Ah, but native English speakers know there are English locutions whose meaning defies any rule of grammar commonly taught to non-native speakers (neither of the two professors mentioned is a native speaker), and that the situation becomes far more complicated when a classical author, such as William Shakespeare (or Miguel de Cervantes), is involved. And so, it is possible that the meaning of the above phrase has been repeatedly mistaken by translators. According to an essay in Spanish by Peruvian writer Gregorio Martínez, translated into English and submitted to me by Franco Gamero, who was born in Arequipa, Peru, and is now living in Michigan, that is indeed the case.

The problem, according to Martínez, is the lack of an indefinite article, “un,” before galgo. If there were one, Martínez maintains, Don Quijote would indeed have owned a dog. However, lacking “un,” the two-word construction galgo corredor becomes an adjective like flaco (skinny), modifying rocín (nag). Therefore, according to Gamero, a proper translation of all of Cervantes’ first-paragraph description of Don Quijote that followed Martínez’s suggestion would be: “one of those knight-wannabes with a lance at the ready, an ancient shield, and a horse greyhound skinny.”

If any scholars of early seventeenth-century Spanish are reading this, I invite your comments.

Meanwhile, let me quote from slightly shortened versions of Franco Gamero’s amusing explanations, derived from Cervantes’ own definitions, of Cervantes’ choice of names:

Don Quijote: Don gives status to the name. Quijote comes from “quijada” (chin), the first nickname (“Quixada”) mentioned by Cervantes; the ending “-ote” implies a very large chin, larger than Jay Leno’s. The face that you see in most drawings is not an exaggerated cartoon; it is a true depiction of his face.

Dulcinea: The name of the Don’s “lady” comes from “dulce” (sweet), to which has been added “-nea,” making the name fit for a classical goddess such as Athena.

Sancho Panza: The Don’s chubby sidekick has a “panza” (belly, gut) that is made even bigger by the resonance of “Sancho” with “ancho” (wide, ample).

Rocinante: The name of the Don’s horse comes from “rocín” (a nag, a work horse, a coarse fellow), which is added the glorifying suffix “-ante,” creating an oxymoronic “noble nag.”

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

<table>
<thead>
<tr>
<th>Current text</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARTICLE VII</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Other Committees</strong></td>
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<tr>
<td><strong>Section 2 - Standing and Other Committees; Purposes</strong></td>
<td>Name change to underscore the importance of audits.</td>
</tr>
</tbody>
</table>

The Association shall have the following standing committees exercising the authority of the Board of Directors: Executive Committee, Finance and Audit, Ethics, Active Membership Review, and Nominating. The delegation to such committees of authority shall not operate to relieve the Board of Directors or any individual Director, of any responsibility imposed upon them by law.

a. **Finance and Audit.** The Finance and Audit Committee shall include, but not be limited to, the members of the Executive Committee. This committee shall oversee the finances of the Association, including, but not limited to, drawing up a budget for each fiscal year to be submitted to the Board of Directors for approval before the beginning of the fiscal year.
ATA Bylaw Amendment (To Protect Members’ Private Information)

The following Bylaw amendment is hereby proposed to the American Translators Association. It is hereby noted that if an alternate resolution is passed that amends the Bylaws to eliminate the actual or potential collection and distribution of immigration status information on our membership, other than as required by law, this resolution will be withdrawn.

Proposed Resolution:

Whereas the American Translators Association strives to actively serve and engage the translation community in the United States.

Whereas the purpose of the “active” membership category is to offer such membership category to any person who is professionally engaged in translating, interpreting, or closely related work, who has passed a certification examination administered by the Association or has achieved demonstrable professional status as determined by peer evaluation, and who, in a generic sense, forms a part of the society of the United States.

Whereas the distinction between the Active and Corresponding membership categories is understood to have been originally intended and has been actually applied based on a practical, generic, broad interpretation of the concept of residency.

Therefore, Article III (Membership) Section 2 (Eligibility) of the Bylaws of the American Translators Association shall hereafter read as follows:

Section 2 - Eligibility

a. Active:

1) Any person who (a) is professionally engaged in translating, interpreting, or closely related work, (b) is a citizen of or permanently resides in the United States, and (c) has passed a certification examination administered by the Association or has achieved demonstrable professional status as determined by peer evaluation, is eligible for active membership.

2) Members having active status at the time provision a.1) went into effect will retain their status as long as their membership is not terminated and they continue to remain a citizen of or permanently resides in the United States.

3) Active membership is in the name of the individual only and confers no corporate or institutional membership on the individual’s company, employer, or institution.

b. Corresponding: Any person who meets all qualifications for active membership except U.S. citizenship or permanent primary residence is eligible for corresponding membership.
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Record Your Story at ATA’s 50th Annual Conference
Translator Tales: Translator Oral History Project

Translators and interpreters tell stories, but the stories they translate and interpret day in and day out are not their own. From that simple thought, the Translator Oral History Project was developed by McElroy Translation and its Director of the Project Management Office Patricia Bown. The objective was to develop an audio library of interviews with translators and interpreters. The result will be a unique audio library of “tales” available online at no cost.

The project got underway with a pilot program at ATA’s 49th Annual Conference in Orlando. Interviews with conference attendees were recorded by McElroy in the Exhibition Hall. Each participant told the story of his or her life in translation or interpreting in their own way. The project was a huge success.

ATA has joined with McElroy Translation to co-sponsor the Oral History Project. The recorded interviews will be made available on both websites at no cost, and there will be a recording session at the upcoming ATA 50th Annual Conference (New York City, October 28-31). Look for details in the daily conference newsletter.

This is a wonderful way to leave a legacy. The goal of bringing translation and interpreting careers to life through personal stories is important to the profession and one that the Association believes deserves support. We hope you’ll think about telling your story at the conference.

To learn how to get involved, visit www.atanet.org/careers/translator_tales.php.
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