In this issue:

Workers’ Compensation Law
Data Security and Confidentiality
Marketing for Translation Companies
ATA Professional Liability Insurance Program

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- Limits ranging from $250,000 to $1,000,000 annual aggregate (higher limits may be available)
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Tables Turned: Workers’ Compensation Law and the Language Services Industry

By Arianna M. Aguilar

Workers’ compensation is an income-generating industry for interpreters and translators. However, as language professionals, we need to be aware of how workers’ compensation law applies to our industry, and who is required to purchase insurance.

Marketing 101 for Translation Companies

By Grant Hamilton

The basics of marketing apply to us, and we disregard them at our peril. Marketing is not just flashy websites. It is the sum total of everything you do.

Protect Your Most Valuable Assets: Data Security and Confidentiality

By Michael Wahlster

It is always shocking to learn how many translators put no thought or effort into developing strategies to secure their data, even though these data are the lifeblood of their business.

Stress Busters for Interpreters (And Everyone Else)

By Julie Burns

Health care interpreters face multiple sources of stress. Learn self-care techniques to change your stress responses before they become a chronic problem.
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The ATA Chronicle enthusiastically encourages members and nonmembers to submit articles of interest. For Submission Guidelines, visit www.atanet.org/chronicle.

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ATA Members Can Access The ATA Chronicle Online

All ATA members have access to complete issues of The ATA Chronicle, from 2000 to the present, on ATA’s website. Each issue is posted there as a PDF. Just log onto the Members Only section today and start reading!

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Take Advantage of ATA’s Member-Provider Program

Who knows what products and services you need to do your job? Your peers. 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. Member providers include:
  - The Tool Kit
  - Payment Practices
  - Translate Write
  - The Translator’s Tool Box
  - Getting Started as a Freelance Translator

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.
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Michael Wahlster is an ATA-certified English↔German translator with over 25 years of experience. Specializing in computer hardware and software, telecommunications, and other high-tech subjects, he also tackles corporate communications and movie subtitling from time to time. He has been writing a blog (Translate This!) since 2003, and you can follow him on Twitter (@TranslateThis). Currently based in California, he serves clients in the U.S., Europe, and Japan. Contact: MichaelW@gmail.com.

Send a Complimentary Copy

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

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

Help spread the word about ATA!
The members of ATA’s Public Relations Committee express particularly well the creativity and sheer smartness of translators and interpreters. They can talk to reporters for hours about every aspect of our industry and profession; look relaxed and confident and informative while surrounded by television cameras; and explain to every conceivable business sector, anywhere in the world, what we do and what we want to accomplish.

More than 10,000 other ATA members are just as talented, however, and their capabilities are not being neglected. Earlier this year, you submitted entries in a contest to name an entirely new public relations “product”: the soon-to-be-published client outreach newsletter that will be known—thanks to Andrea Ondak—as The ATA Compass. The response to this invitation for ideas was so enthusiastic, and the suggestions so ingenious, that ATA members can expect to be called upon again for their marketing and branding expertise.

But you do not need to wait. Every one of us can help advance the cause of ATA, and of the translation and interpreting professions, right now in many different ways and in almost every aspect of our work. Start by taking the very word “profession” to heart: a little extra attention to how you present yourself as a businessperson can pay dividends many times over. For the cost of a modest restaurant lunch, you can order professionally printed business cards from your local copy shop or an online printer; you can then carry over your “corporate identity” onto your letterhead, invoices, envelopes, and marketing materials. That identity should also extend to how you present yourself in every professional interaction. Your e-mail signature, for example, should reflect what you do and how you want to be perceived in the business world (save the clever quotes and pictures of your cat for your personal correspondence). Pay as much attention to how you sound as to how you look: a breathless “Hi?” after four rings, with barking dogs and the Grateful Dead in the background, is much less encouraging to a potential customer than a crisp and prompt “Good morning, Jane Doe Language Services.”

The world beyond your home or office is the final frontier for significant public relations conquests. Wherever you live, you will find opportunities to meet fellow professionals and to live out the same mission that ATA’s Public Relations Committee has defined for itself: to have a positive influence on the behavior and attitudes of people who use the services of translators and interpreters. Start by dressing the part: choose clothing that communicates responsibility and commitment—sports regalia and hiking gear are for family or social occasions only. Keep a supply of those carefully designed business cards everywhere, along with copies of your brochure or flyer. Develop a series of mini-presentations about what you do and why it is important, ranging from the 20-second elevator speech to a longer “escalator” speech to (just in case) a really comprehensive “let’s sit and talk about this for a while” speech.

Every message you send to everyone with whom you interact, from your neighbors to your colleagues to the business community all around you, is an opportunity for you to promote your own practice as well as ATA and the entire translation and interpreting profession. Even without the cameras, lights, microphones, and notebooks, your own public relations campaign can still have a significant impact.
The American Translators
Association Board of Directors met
May 7-8 in Miami, Florida. Here are
the highlights from the meeting.

Science & Technology Division
Established: The Board approved the
establishment of the Science &
Technology Division. S&TD will go
beyond language combinations and pro-
vide terminology research guidance and
professional development opportuni-
ties. In addition, the Board approved
the appointments of Karen Tkaczyk as
acting administrator and Steven
Marzuola as acting assistant adminis-
trator. To join S&TD, please go to

2010-2011 Budget: The Board
approved the working budget for July 1,
2010 to June 30, 2011. The working
budget is $2.8-million. The final budget
will be approved at the July Board
meeting.

2015 Annual Conference: The Board
approved the selection of the Hyatt
Regency in Miami, Florida, as the
host hotel for ATA’s 56th Annual
Conference. The conference will be
held November 4-7, 2015. Here is the
remainder of the schedule:

• 2010: Denver
• 2011: Boston
• 2012: San Diego
• 2013: San Antonio
• 2014: Chicago

Procedures for Presenting Resolu-
tions: The Board approved procedures
for submitting resolutions to the Annual
Meeting of Voting Members. (This
meeting is also known as the
Presentation of Candidates and
Elections, which is held on Thursday
morning at the Annual Conference.) The
Board also approved revising the proce-
dures for submitting resolutions to the
Annual Meeting of All Members. (This
meeting is also known as the Annual
Business Meeting, which is held on
Friday morning at the Annual Confer-
ence.) The complete procedures are

ATA will hold its regularly scheduled election at the upcoming 2010 ATA Annual Conference in Denver, Colorado, to elect three directors.

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

Candidate statements and photos of the candidates will appear in the September issue of The ATA Chronicle and on ATA’s website. Official proxies will be mailed to all eligible voters prior to the conference. Votes may be cast: 1) in person at the conference; 2) by proxy given to a voting member attending the conference; or 3) by proxy sent to ATA Headquarters by the date indicated in the instructions enclosed with the proxy. The candidates proposed by the Nominating Committee are (as of May 26, 2010):

Director (three positions, three-year terms):
Alan K. Melby
David C. Rumsey
Caitlin Walsh
Ted R. Wozniak
The minutes of the Board of Directors meeting will be posted online at www.atanet.org/member-ship/minutes.php. Past meeting minutes are also posted on the site. The next Board meeting is tentatively set for July 17-18. (The location is to be determined.) As always, the meeting is open to all members, and members are encouraged to attend.

**ATA Certification Committee Thanks**

The ATA Certification Committee and Annual Language Chairs meetings took place in Alexandria, Virginia, April 30-May 2.

At this meeting, ATA Certification Committee Chair Jutta Diel-Dominique, an independent German↔English translator, stepped down after serving as the chair for over three years. Geoff Koby, a professor of German translation studies in Kent State University’s Translation Program, became the chair on May 2. David Stephenson continues to serve as deputy committee chair.

The Annual Language Chairs meeting allows representatives from each language combination in which ATA offers a certification exam to discuss and review changes and updates to ATA’s Certification Program. In addition, over 100 graders dedicated to administering ATA’s Certification Program communicate throughout the year and take part in online training.

Thanks to Jutta, Geoff, David, and all the other volunteers for their time and effort on this important ATA program, as well as to Certification Trainer Celia Bohannon, Deputy Executive Director and Certification Program Manager Terry Hanlen, and Certification Program Specialist Jon Mendoza.

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**The ATA Compass**

Your guide to translation in the global market

**Andrea Ondak of Anglocom**

Winner of ATA’s Client Outreach “Name the Newsletter” Contest

After reviewing nearly 600 entries in its “name the newsletter” contest, ATA’s Client Outreach team has selected The ATA Compass as the winning name, adding the tagline “Your guide to translation in the global market.”

Congratulations to French-into-English translator Andrea Ondak of Anglocom for submitting the winning entry! As the winner, Andrea will be profiled in an upcoming issue of The ATA Chronicle. She will also receive free registration to ATA’s 51st Annual Conference in Denver, Colorado (October 27-30).

The ATA Compass is ATA’s first periodic publication aimed specifically at translation and interpreting consumers. It will offer practical tips and best-practice information in a brief, easy-to-digest electronic format.

The first issue will explore how differences in language, culture, and consumer expectations can come between businesses and their foreign clients. The second issue will focus on interpreting, and the third, which will appear shortly before ATA’s Annual Conference in Denver, will address computer translation.

Look for the inaugural issue of The ATA Compass on the home page of ATA’s website (www.atanet.org). You can learn more about ATA’s Client Outreach Program by visiting www.atanet.org/client_outreach.
ATA’s Member-Provider Program

Professional translators and interpreters need uncommon answers to common business problems. Some ATA members found their own answers by developing products and services specific to the translation industry. Now, through ATA’s Member-Provider Program, these members are making their products and services available to ATA colleagues at a discount.

Translate Write. A one-on-one consultation is an opportunity to ask questions and get constructive feedback on your business plan, marketing efforts, project management—any aspect of your freelancing career. Consultations are offered by the hour.
ATA member discount: 1½ hour consultation for the price of 1 hour.

Payment Practices. Turn to this site to find “reliability to pay on time” ratings for more than 6,500 language services companies—real information reported by real-world freelancers just like you.
ATA member discount: 25% off subscription and free 7-day trial.

Getting Started as a Freelance Translator. This 12-week online course is designed to teach beginners how to find and keep translation clients, pursue translator certification, establish translation rates, market their services, and more. ATA member discount: $50 off course tuition.

The Translator’s Tool Box. Now in its eighth edition, this downloadable e-book covers terminology tools, freeware and shareware, computer-assisted translation tools, translation memory management, and more. Author and translator Jost Zetzsche is a well-known expert in translation technology.
ATA member discount: 40% off download price.

The Tool Kit. This bi-weekly e-newsletter offers tips and tricks to help you keep up to date and get more out of your computer. If you are a translator looking for ways to work faster and earn more, this is the one newsletter you have to have.
ATA member discount: 33% off premium subscription.

This is an ATA members-only program. To take advantage of these member-provider discounts, go to www.atanet.org/member_provider and login. If you are interested in becoming an ATA member-provider, visit www.atanet.org/member_provider/overview.php.
Client Education & Translation Processes

Yesterday I went to the Barnes & Noble textbook store on 5th Avenue and 18th Street in Manhattan. The store bills itself as “the largest bookstore in the world” on some of its windows facing 18th Street. Not finding any books on translation theory or practice in likely sections (foreign language, linguistics, reference), I asked a store clerk. After looking my request up on a computer, he announced that the store did not carry a single book on translation.

In the March issue, Howard Clark calls the U.S. “an immigrant-based, yet largely language-ignorant society” in his opinion piece “Clients, Freelancers, and Translation Agencies: Productive Partnership or Missed Opportunities?” It seems to me his assessment is spot-on. Mr. Clark then continues that, given this fact, “client education is critical.” Right again, but how do we, as translators, educate an end client whose identity we may not even know? This should be the translation agency’s responsibility, but in my experience in the real world of short deadlines and tough competition for large projects, that education is frequently given short shrift. If we work directly for end clients, our chances of explaining how translation works and what is required for a successful, high-quality product are much better.

One resource for doing so is ATA’s Client Outreach Kit. Another is providing a page on our workflow, either posted on our websites or sent to prospective clients along with other promotional literature. The advantage of such a page (which agencies sometimes already have) is not only client education, but also a way for translators to learn best practices from each other. Maybe another translator has already found a solution to an issue with which I am still struggling. If other translators posted their translation process, I could profit from their experience, rather than having to reinvent the solution.

While each of us works a little differently, much of the process is likely the same, or at least very similar, for all of us. Through sharing our own workflows, we may be able to define a relatively standard process for non-agency projects. Such a standard process would, in turn, simplify client education. End clients would have a better idea of what to expect when hiring a translator and may therefore be more likely to provide the resources and time we need to produce a high-quality translation.

Based on Linda L. Gaus’s article “Top 10 Pet Peeves of a Technical Translator” (The ATA Chronicle, February 2009), here are some items to be incorporated into educating clients about translation processes:

- Provide context
- Provide reference materials
- Provide specialized terminology
- Have time for questions
- Don’t assume you speak the target language better than the translator
- Proofread/edit the source documents
- Finalize the text before translation begins
- Provide diagrams/illustrations where appropriate
- Empower one person to decide translation questions
- Schedule sufficient time for the translation

Josephine Thornton: A Pioneer

I read with sadness the news of Josephine Thornton’s death in the February 2010 issue. What the tribute failed to mention was Jo Thornton’s key role as an advisor to the brand-new translation studies program at New York University (NYU) in the 1980s. The program, first led by Dr. John Miller within the institution’s School of Continuing Education (now the School of Professional and Continuing Studies), benefited from Jo Thornton’s sage advice based on her years of experience pioneering the translation studies program at Carnegie Mellon. Those of us in the NYU program’s initial group of faculty were fortunate to know her and felt honored by her attention to our task of educating future translators.

Jonathan R. Slater
Associate Professor
Center for Communication and Journalism
State University of New York, College at Plattsburgh

ATA’s 51st Annual Conference
Denver, Colorado
October 27-30, 2010
www.atanet.org/conf/2010
Most interpreters and translators are quite familiar with workers’ compensation cases. In fact, for many it is the bread and butter of their small business, as workers’ compensation insurance companies will authorize interpreting and translation services for an injured limited-English-proficient worker for countless medical appointments, hearings, meetings with attorneys, mediations, and other approved ancillary services. However, few in the language services industry have given much thought to how workers’ compensation law affects their bottom line; not as income, but as an expense, and very possibly, one that could wipe out their entire business and personal assets.

In the U.S., each state regulates workers’ compensation law for their workers, and the requirements regarding who must purchase insurance and who is covered can vary widely. Employers can be required to purchase a policy, self-insure, apply for an exemption, or buy into a state-run program. Some states exempt very small businesses with a minimal number of employees from purchasing insurance. However, an exemption does not actually mean that the employer cannot be held responsible under workers’ compensation. It simply means the employer can forgo buying a policy and will have to pay any related expenses out-of-pocket. Unbeknownst to some, in many states, “independent contractors” without their own insurance are also considered “employees” under workers’ compensation law.

However, workers’ compensation state laws, regardless of the requirements, have the same intent. Attorney Zachary Sachs, senior and managing
partner of Sachs & Zolonz law firm in California and an expert in workers’ compensation law, says that the purpose of workers’ compensation law is “to cover a worker who is physically injured while in the employ of another.” The scope of injuries can vary widely, from back injuries sustained from pulling a file cabinet the wrong way, to slipping on a power cord at a job site, to catastrophic vehicle accidents en route to a job. Workers’ compensation looks to compensate the worker for injuries and permanent disability, provides benefits to a deceased worker’s family, and gives tort relief to the employer.

Worker and Employer Defined

Workers’ compensation law can be rather broad in defining “worker” and “employer.” In the wording of many state statutes, an employer can be defined as any person who hires another, with little consideration given to whether either party is a corporation, limited liability company, or sole proprietor. Also, “worker” can include an “employer’s” employees on payroll, 1099 subcontractors, and, if certain requirements are not met, sometimes even those subcontractors’ employees. For example, North Carolina recognizes “statutory employees,” or the employees of a non-insured subcontractor that one may employ. Indeed, Annemarie Pantazis, a North Carolina board-certified workers’ compensation attorney, explains that “employee” is a “legal definition” that must meet “judicial tests.”

Each state uses different tests to classify workers, and they may not be the same as the IRS classification. Common tests are the “ABC test,” the “economic reality” test, and the “common law” test. For example, the ABC test is widely used by courts to determine who is an independent contractor. In general, it states that a worker is an independent contractor if:

A. The worker is free from control or direction over the performance of the services, both under contract and in fact; and

B. The service is either outside the usual course of business of the company, or is performed outside the company’s place of business; and

C. The worker is engaged in an independently established trade, occupation, profession, or business.

Zachary Sachs provides an example of how the courts might determine worker status in California:

“As an independent contract interpreter, I’m asked by a client to send a Swahili interpreter, so I contact an interpreter I know. He works as a Swahili interpreter for a living, has business cards, and has done interpreting on other legal matters. He is a verifiable contractor in business for himself. Under this situation, I would not be required to cover him under workers’ compensation [in California]. However, let’s say that I call another interpreter who is a stay-at-home mom, who is someone I have trained and goes to appointments only when I call her. In that case, she is a devoted interpreter whom I have trained and exert control over. In California, the courts will look at the element of control, the lack of verifiable status as a standalone earner for multiple other possible sources, and probably would find her to be my employee. Workers’ compensation is, at heart, a benefit delivery system, and judges in California are reluctant to find independent subcontractor status if they can find employee status.”

Classification

The determination of worker status usually only comes up if it is challenged by a worker, and is determined by the court on a case-by-case basis. Therefore, most courts do not have specific language in the statutes regarding the classification of workers’ compensation for each industry. However, the State of New York did publish guidelines in 2001 for determining worker status in the translation and interpreting industry for purposes of unemployment, labor standards, and the Division of Safety and Health.

Freelancers and companies try to skip around this issue by classifying all workers as independent contractors, including contract language that states that no employer-employee relationship exists, that the “subcontractor” is responsible for his or her taxes, and that the “subcontractor” holds harmless and indemnifies...
the employer from any bodily injury. As a freelance interpreter, I have personally seen and have been asked to sign agreements that specifically state that I agree that I am not covered and will not sue under workers’ compensation.

However, Zachary Sachs states that this practice is a “violation of public policy. A person cannot contract away their workers’ compensation rights. There are no exemptions for any occupation.” Annemarie Pantazis concurs that those types of agreements are unenforceable as a matter of law, and could not be used as defense in litigation, and are therefore illegal contracts.

Therefore, those provisions are probably just psychological litigation deterrents. In other words, if someone thinks they signed away their rights to sue, then they typically will not sue.

But in what situation could a translator or interpreter theoretically be sued or sue for workers’ compensation? Edward Priz, an insurance consultant on workers’ compensation costs for more than 30 years, gives an example:

“Let’s say an interpreter is driving by car to meet a lawyer and gets in a wreck. In many states, that could be held to be covered under workers’ compensation. It would depend on the individual facts and the state. But in a lot of places, the odds are good for the injured interpreter. States tend to have a broad definition of what is work related, and travel to and from a job is often held to be work related.”

Interpreters, translators, and their clients may think that they are protected against these types of circumstances if they themselves have a liability policy, or if they require subcontractors to have vehicle insurance. However, Sachs explains that liability policies only would come into play if an employer relationship could not be proven.

**Protecting Yourself**

What is a language professional to do? The first step would be to ask an attorney about your home state’s requirements, as well as the states in which any subcontractors work. It may be that you are required to purchase insurance.

In cases where you are not required to insure, it is important to be aware that if an independent contractor or employee ever filed a claim and was granted benefits under state law and there was no policy in effect, a granted claim could cause financial ruin. This could wipe out business and personal assets, including home equity, and lead to a lien on future earnings, civil judgments, bankruptcy, and, in some cases, criminal charges or business closure. Even if a contractor filed a claim with the state and was denied, the “employer,” without a policy, would bear the cost of their own legal defense. This seems like an undue burden, but it is one that an increasing number of freelancers are facing. More and more institutions, such as hospitals, are getting audited by the holders of their own workers’ compensation insurance policies. As a result, these institutions are trying to minimize their premium by turning around and requiring even individual freelance interpreters and translators to provide proof of insurance.

The cost of a policy for a small operation is typically less than $1,000, is a fully deductible expense, and will cover the cost of defending or paying for any workers’ compensation claims made while the policy is in effect. Unless the employer is allowed to opt out of the policy, an “employer” who only employs himself would also be covered. This can provide invaluable coverage for independent contractors, especially if they are working in higher risk institutions.

In fact, sign language interpreters, who are more heavily regulated by the U.S. government, are quite familiar with workers’ compensation and take steps to prevent injuries such as repetitive motion injuries. There are even insurance companies who specialize in providing policies for interpreters.

While workers’ compensation litigation involving interpreters or translators has been nearly nonexistent so far, the reality is that it takes only one case involving a translator or interpreter injury to make the courts take notice and therefore turn workers’ compensation insurance into a standard expense for interpreters and translators.

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**Most courts do not have specific language in the statutes regarding the classification of workers’ compensation for each industry.**
Notes


3. Sachs, Zachary. Telephone Interview (February 18, 2010).


5. Pantazis, Annemarie. Telephone Interview (March 9, 2010).


8. Sachs, Zachary (February 18, 2010).


10. Sachs, Zachary (February 18, 2010).


12. Priz, Edward. Telephone Interview (February 17, 2010).

13. Sachs, Zachary (February 18, 2010).


15. Priz, Edward (February 17, 2010).

16. *Deaf and Hard of Hearing Program Required Procedures for Interpreters and Captioners.* (Disability Resource Center, San José State University), 5.

ATA Scholarly Monograph Series XVI
*Testing and Assessment in Translation and Interpreting Studies*
Edited by Claudia V. Angelelli and Holly E. Jacobson
John Benjamins Publishing Company

The latest edition in the ATA Scholarly Monograph Series examines issues of measurement that are essential to translation and interpreting. Topics include: the theoretical applications of assessment instruments; the measurement of interactional competence in health care settings; standards as critical factors in assessment; the predictive validity of admission tests for interpreting courses in Europe; and meaning-oriented assessment of translations.

ATA members receive a 30% discount off the regular price of each hardcover copy in the collection. To order: www.benjamins.com/cgi-bin/1_bookview.cgi?bookid=ATA%20XVI.
We, as language services providers, may believe that special marketing rules apply to us. For example, we may think we are different because we have to spend a lot of time educating our clients. (Has a restaurant ever had to explain the value of eating, or the value of having an actual chef cook the food instead of a machine?) It is also much harder for us to target our efforts. We cannot just take out an ad in Translation Buyer’s Monthly, because no such publication exists. So yes, some general things that people do to market their businesses—advertise on the radio, hold after-Christmas sales, sponsor a junior league baseball team, include an insert in the local paper—may not make sense for language services providers.

But this is not to say we are completely different, that we exist in some kind of parallel marketing world. The basics of marketing apply to us, and we disregard them at our peril. Let’s have a look at a few marketing tactics.

Reach Out and Touch Someone

Every time we talk to or write to a client, we have an opportunity to market ourselves. You may be thinking, “Of course I know that,” but do you truly pay attention to it? These “touch points” can make or break a relationship.

I once had a client tell me that she loved calling our office. “Everyone seems so glad to hear from me,” she explained. We were a small office at the time, so perhaps it was easier to develop close, personal relationships. But her comment raises a question for us all: Do people feel welcome when they call?

Some general things that people do to market their businesses may not make sense for language services providers.
Making people feel welcome should be an obsession. The person who answers the phone must not only sound friendly, but actually **be** friendly. How does your phone get answered? If it is with a recorded message, ask yourself this: Is the productivity you gain really worth the personal touch you lose when there is no live person on the other end? If I were calling you as an eager, first-time client, I would want to speak to somebody directly, if for no other reason than to be told what a smart decision I had made to call you and how happy the person in charge will be to call me back. Worse than a recorded message, however, is getting a recorded message at 3:00 in the afternoon telling me that business hours are from 9:00 to 5:00. If that is so, pick up the phone!

Which brings me to another issue: Have you ever stopped to consider what your recorded message says about you as a professional? Try calling your office tonight and listening to the message. Is it pleasant? Is it easy to navigate the menu options? Do people have a choice of language? (Now that would be a nice touch, as a translation company and all!)

**Mind Your Grammar**

Most people, however, do not actually call. They e-mail. And if your office is anything like our office, you e-mail them back, and never a spoken word is heard.

I once stopped by an employee’s desk and noticed he was in the midst of e-mailing a client. This in itself was normal. But I did a double-take when I saw his message: there was not a single capital letter in it. It looked like he was texting a buddy about after-work drinks, not forwarding a translation to a client.

Call me crazy, but I think knowing how to use capital letters is one of the services we sell. We also sell proper spelling, punctuation, grammar, style, terminology, and more. Why not showcase it?

In our busy office, many people deliver work to clients. We sometimes send off 30 jobs or more a day. Therefore, we have an e-mail policy that reads as follows:

“In your e-mail communications with clients, always write as if you were composing a letter. Include a greeting (Dear Mr. Jones:), say what attachments you have included (Please find attached the translation you requested for 10:00 this morning), tell them whom to contact if they have questions (usually you), and thank them for their business. And if you are late, apologize.”

Once you have composed your friendly, businesslike e-mail, reread it for typos, misspellings, etc. If you struggle with written English, have someone else reread it, too. You may not be the translator, but your clients will judge the quality of your translations by the quality of your writing. If every e-mail is full of mistakes, it sends the wrong message about you.

**Make It Easy to Contact You**

At our firm we do not have fancy e-mail signatures, but we pack them full of valuable information: mailing address, phone numbers (four in all, including one for overseas), fax number, e-mail address for new work or inquiries, website, and Twitter feed with a short explanation of what we tweet.

E-mail signatures are also great marketing tools for other purposes. Back in the days before Web 2.0, we had a monthly e-newsletter about language that we sent only to people who requested it. We publicized it with a short line at the bottom of every e-mail. In about two years, we collected some 1,500 subscribers using no other means of promotion.

We also use our e-mail signature to reinforce the notion that we are a team. We have in-house translators who work from French into English, and others who work from English into French, so we list their names in every e-mail signature. This adds a personal touch and conveys the message that translators work in only one direction.

I bet you can think of something important to say to your clients in your e-mail signature. It could be something as simple as your president’s name together with an invitation to contact him or her directly if there is a problem.

**Establish a Personal Connection**

If people have a choice between two translators, they will probably pick the one they know—so make sure people know you.

Is it feasible to pay a visit to your clients? If so, do it. At our company, our client base is clustered in two major cities, making it convenient to stop in and say hello. I do this every December, to convey our best wishes for the holiday and personally thank our clients for their business. It takes me six days, but it is worth every
second. For added effect, I come bearing boxes of chocolates molded in the shape of our logo. This has created what we fondly call the “chocolate effect”—a sudden rush of new orders just prior to Christmas.

People appreciate and remember the fact that the company president made time for them. It creates a personal connection that pays dividends in loyalty and communication. And if ever they are disappointed with our work, they call me instead of defecting to a competitor.

There are other ways you can be visible. For instance, if your clients are chiefly other translation agencies, you can—and must—attend industry events. That means, for example, every ATA Annual Conference and every Translation Company Division mid-year event. I know that I am much more willing to entrust work to people I have personally met than to a faceless e-contact.

Play Up Your Local Advantage

Your clients may be all over the world, but you have a “home court” advantage in your hometown that can boost your visibility.

Become a member of your local chamber of commerce. Attend events. Suggest yourself as a luncheon speaker. (How about offering to speak on globalization or how to reduce translation costs?) Is there a German or Italian or some such chamber of commerce in your area? Join it, too. It is a great way to meet people who work in multilingual environments.

Get involved in fields outside translation. As I was writing this, I was contacted by a local radio station to do an interview about “passionate” people. Why? Because tonight I am giving a talk on art collecting at a local museum. It has nothing to do with translation, but it has created an opportunity for more people to know about me and my business.

If you are a can-do kind of person, think about doing something high profile, like organizing a fundraiser for your local hospital or chairing the board of directors for an important event or cause. I guarantee it will help your business.

Do Some Direct Marketing

By direct marketing, I do not mean sending a letter to every business in town extolling your services, which is probably a waste of time. I mean micro-targeting individual people.

At our company we get 40% of our business from advertising agencies, so we keep tabs on what they are doing. If somebody wins an award, we write them a letter to congratulate them. If someone gets appointed to an important new position (or even a not-so-important position), we also send a word of congratulations. An actual letter in an actual envelope with a stamp on it. The impact is amazing.

We also stay abreast of trade associations. When new members join their boards, we write them to commend them on their community spirit. I bumped into one such person the other day who had recently received a letter from us on her appointment as president of the local marketing communications association. She was biking with a friend and actually stopped to say thank you. Then she turned to her companion and asked him if he knew me, saying “If you don’t you should, because you’ll probably be needing his services some day.” Talk about a payoff!

To whom should you be writing? Make a list today and start now.

Deliver the News

It is much easier to win new business from existing clients than to find new clients. Take this fact to heart and promote yourselves relentlessly to existing clients. If you have positive news to announce, do it. Write a press release and e-mail it to your clients. Tell them about the Fortune 500 business that has just entrusted you with its translations. Announce a charitable event with which your company is associated. Publicize awards you or your employees have won. Introduce new staff members. Better yet, include the local media on your distribution list and you may also get press coverage. For example, we used the arrival of a new Russian-speaking employee to vaunt the linguistic talents of our other staff members in German, Portuguese, Spanish, and Polish. This brought immediate business our way in languages other than English and French, our main area of specialty.

Fight Website Boredom

Have you ever spent time browsing translation company websites? Ever get the impression they all say the same thing? I know I do.

Admittedly, it is hard to stand out when we all sell the same thing, but
you should at least try. I admire websites that offer interesting insights or features, like a fun-to-read blog (no, I do not have one, but I am working on it!), a useful Twitter feed, helpful links, or good resources I can download and enjoy. I was quite impressed once to come across a site that had most of these, plus a chat button for immediate assistance. “Great idea” I thought, “we should do that!” So I clicked “chat” to congratulate them on their great website, and got a message saying no one was available. Good concept, poor execution.

The thing I am told repeatedly about our old and sorely-in-need-of-an-update website is what a friendly place our company appears to be. That is because we use our website to showcase our employees. It is a cliché, but they are our best asset and the best reason for doing business with us. Why should I hide them behind a lot of industry jargon?

Another comment I get is how well written our website is, in English and French. This is something worth obsessing over. I nearly choked recently in overhearing two company owners discuss adding a GoogleTranslate tool to their websites to make them multilingual. Believe me, you need to translate it yourself, using real humans.

**Is Your Marketing Up to Snuff?**

**Ask Yourself These Key Questions.**

1. Do people feel welcome when they call your office?
2. How does your phone get answered? The person who answers the phone must not only sound friendly, but actually be friendly.
3. Is the productivity you gain by having a recorded message really worth the personal touch you lose when there is no live person on the other end of the phone?
4. What does your recorded office message say about you as a professional?
5. In written communication, if every e-mail is full of mistakes, what sort of message does that send to the client?
6. E-mail signatures are great marketing tools. How can you use your e-mail signature to impart important facts about your services to contacts?
7. Is it feasible to pay a visit to your clients? If so, do it. People appreciate and remember the fact that you made time for them.
8. How can you get involved with your local community? Participating in community events is an opportunity for more people to know about you and your business.

**If your clients are chiefly other translation agencies, you can—and must—attend industry events.**

**Pay Attention to the Little Stuff**

In the end, marketing is not just flashy websites. It is the sum total of everything you do. It is how fast you answer client inquiries. How friendly you are. How generous you are with your time and energy. It is your whole approach and philosophy, your commitment to excellence at every client touch point, from first contact to final invoice. Mind the little stuff, and big success will follow.
While it is easy to grasp that shiny new computers or feature-loaded laptops have a tangible value and should be protected against damage and loss, it is actually the intangible data residing on those computers that are much more valuable and, in many cases, irreplaceable if the proper protective measures are lacking.

For better or for worse, most data that drive a freelance translator’s business exist in electronic form. This goes way beyond source and target documents. We all keep reference material and glossaries on our hard drives and accumulate translation memory entries. The e-mail correspondence with our clients resides on the same drives, as do our bookkeeping files. And that is probably not everything. What about software we downloaded, our fonts, or credentials for access to websites and accounts? What about browser bookmarks and other important reference material we found on the Internet?

Securing data against loss to safeguard one’s business intersects with another important aspect: protecting data against unauthorized access.

Protect Your Most Valuable Assets: Data Security and Confidentiality

By Michael Wahlster
In discussions with colleagues, it is always shocking to learn how many translators put no thought or effort into developing strategies to secure their data, even though these data are the lifeblood of their business. Where does that leave you in case something happens to your computer after a fire, flood, or theft? Hardware is easy to replace—just walk into the nearest Best Buy and you are all set. However, with your accounting, e-mail archives, and translation memories gone, not to mention any projects you may have been working on, you will have a much harder time to recover.

Securing data against loss to safeguard one’s business intersects with another important aspect: protecting data against unauthorized access. One of the cornerstones of our business is confidentiality. Clients hand us documents with all kinds of information, and they have a reasonable expectation that those details will not go beyond our desk. Backing up and securing data will help you maintain client privacy and give you peace of mind. There are several options out there to safeguard data. Let’s get started.

**Backing Up Data**

Hard drives fail. It is not a question of if, but when. Environmental factors such as heat will accelerate failure. The objective is therefore to store the information not only on the hard drive but in other places as well, so that we can retrieve it from there in case of a hard drive failure.

Data backups require a strategy that takes into account the time and storage required for the backup, the ease of restoring data from the backup set, and how often data change on your computer. It is a good idea to invest some thought and planning into your backup strategy. Once disaster strikes, it is too late.

There are two types of backups relevant to the situation of most freelance translators: full backups and incremental backups. You can decide to use only full backups or a combination of full and incremental backups.

The full backup is exactly that: a complete copy of all files you want to back up to your backup storage. It is the first step in any backup strategy. While backing up takes longer with a full backup, restoring data is very simple. The incremental backup copies those files that have been created or changed since the last full backup. It has to be based on a full backup to work. The backup time required is shorter, but restoring data is a more time-consuming process.

In your backup plan, you could decide, for example, to make a full backup every weekend and incremental backups at the end of every weekday. The backup schedule, as well as the selection of files you want to back up, depends entirely on the nature of your work and what data you are planning to secure. In any event, it is probably a good idea to arrange to have several versions of your data available at all times, just in case you want to revert to an earlier version of a file.

**External Drives**

Of the many choices in storage media, the external hard drive seems to have the most advantages. Those drives are available in a wide selection, and it should be possible to find one that fits most budgets and storage requirements. The cost per megabyte has fallen dramatically, so there is no reason to scrimp on external storage.

External hard drives connect through a USB port and have their own power supply. Switching external drives off when not directly in use extends their life and keeps them separated from the computer and any disasters that may happen there. In addition, external hard drives are portable. You can take them with you or store them off-site when you travel, so disasters like fire, water, or theft are less likely to affect your data.

**RAID**

One technology that has become available to average computer users is called RAID, short for “Redundant Array of Independent Disks.” Here, a computer has two (or more) identical hard drives, and a RAID controller makes sure that the content of the first drive is mirrored exactly onto the second. This is called Level 1 RAID.

The great news is that RAID 1 automatically copies all data to a second drive. The downside is that it also automatically copies all mistakes and errors—if you irreversibly delete or overwrite something by mistake, it is gone on both drives. However, if one drive suddenly fails, you can continue working with the other drive until you are ready to get your computer fixed, and that is worth a
lot. Just remember that it is not a true backup system; it secures availability of your computer in case of a drive failure.

Remote Backup
Thanks to broadband Internet access, remote backup solutions have become feasible. These are set-ups where your data are sent via the Internet to a remote location for storage. Remote storage locations keep data safe from disasters that may befall your work location.

The upside of remote backup solutions is that they usually synchronize your backup copies with your hard drive on a continuous basis. You do not have to worry about forgetting to back up your data. The physical safety of the remote location is also a plus.

The downside is the slow pace of data transmission even with fast broadband connections. If you are generating a fair amount of data, it will be difficult to keep up with the backups. Another caveat is that your data will be entrusted to third-party servers, which is something you may not want to do with sensitive files unless they are encrypted.

Unauthorized Access
When we think about keeping our data secure, it is important to understand that this not only serves our own interests but our clients’ as well. As ATA members, we subscribe to the Code of Professional Conduct, which states: “I will safeguard the interests of my clients as my own and divulge no confidential information.” In addition, many of our clients ask us to sign nondisclosure agreements that stipulate adherence to the strictest confidentiality. But even without such agreements, it seems to me that observing practices that safeguard confidentiality is only logical as an integral part of professional behavior.

Riccardo Schiaffino describes in a February post in his blog, About Translation, how some translation companies send out requests for quotes to undisclosed lists of translators and attach confidential and/or sensitive documents to that request. This is hardly what clients had in mind as confidential treatment of their material. After sending sensitive files to unvetted recipients, sending them by e-mail without encryption is probably the next-worst breach of confidentiality.

E-mail is inherently insecure. The message content, as well as the attachment content, can be intercepted and read by anyone at any point along the transmission path. In addition, content can be altered without the recipient’s knowledge. To make things worse, the sender of a mail message can be faked easily.

Yet, many translators and agencies seem to trust the Internet. Instead of locking up sensitive content, all they do is add arcane disclaimers to their e-mail messages. By having a system in place that protects the confidentiality of data through blocking unauthorized access, translators can use this as an important selling point in their direct-client marketing efforts.

Transmission
The transmission of data is one of the more vulnerable transactions, but it is rarely protected against unauthorized access. The most logical step to safeguard this process is to encrypt the transmission.

For a long time, the gold standard of encryption for e-mail has been Pretty Good Privacy (PGP). There are open-source versions with reasonably easy interfaces that integrate with popular e-mail clients. There is also a version for Google Mail. Early incarnations of PGP had a hard-to-master command-line interface, which gave it the reputation of being unfriendly. The good news is that this is no longer the case.

Another encryption option is to use secure FTP transfer, for which the server you connect to has to be set up. Yet another way is to encrypt the file only and attach it to an unencrypted e-mail. Many encryption schemes, like the one offered for PDF files, can be circumvented easily. If you are serious about file confidentiality, research the advantages of public-key encryption systems like PGP and select the best method available.

Travel
Many translators lead very mobile lives and carry a lot of their data with them, either on a laptop or on memory sticks. There are many risks associated with transporting your data in this manner. For example, you could lose the data, the memory device could be stolen, or officials could confiscate...
these devices when you enter the country. For that very reason, many business people use remote servers to store their data rather than carry them on their laptops.

If you have to travel with important and sensitive data and you want to keep them from falling into the wrong hands while on the road, you can encrypt your laptop’s hard drive or the memory stick. For an additional level of security, you can also create a hidden volume and even a hidden operating system for what is called “plausible deniability.” Here you can invisibly store data in case you are forced to reveal the password for the regular, not hidden, encrypted hard drive parts.

How Secure Are You?

Take a hard look at your computer and data situation. Determine how you would fare in case of sudden data loss. Ask yourself how well your clients’ data are protected against unauthorized access. If you have no backup and encryption schemes in place, now would be a good time to start protecting your most valuable assets and to show your clients that you take confidentiality very seriously. Make sure to check out the links in the box on this page for more information on various programs available to you.

Notes


I still remember one of those early days in my interpreting career. After trying to interpret over the din of a screaming child and his three unruly siblings at a routine follow-up appointment, my nerves were getting a bit frayed. Barely catching my breath, I scurried across campus to the saddest part of the hospital: the children’s oncology ward.

Teresa was a frail teenager I had worked with before, languishing from the effects of leukemia in spite of the massive doses of chemotherapy and radiation that were ravaging her body. I stepped into her room and was immediately engulfed by the sorrow of her entire extended family crowded around her bedside. My assignment: to interpret the last rites for the Catholic chaplain.

As I stumbled over the phrases, worrying that my lack of familiarity with the terminology of the Catholic church was compounding the family’s anguish, I struggled with my own sense of sadness and futility. Barely recovering from that heart-wrenching experience, I spent the rest of my day in a blur. My last appointment, with a woman in the delivery room laboring to give birth to a stillborn baby, pushed me over the edge. I ended my day by locking myself in the bathroom, sobbing uncontrollably, and wondering why I had chosen this profession.

Health care interpreters face multiple sources of stress that can affect their job performance and long-term health and well-being. Neurological research suggests that first-person interpreting may cause vicarious trauma, resulting in symptoms and reactions similar to Post Traumatic Stress Disorder. Other common sources of stress in our field include hurried providers, upset patients, exhausting schedules, difficult terminology, heartbreaking stories, and challenging ethical dilemmas. Stress can affect our concentration, memory, and ability to handle the mentally strenuous complexity of language conversion. Irritability, sleeplessness, headaches, anxiety, increased blood pressure, decreased immunity, and heart disease are all linked to stress.

So how can we deal with the inevitable stress that accompanies our work? Fifteen years after that harrowing day at the hospital, I am deeply gratified by my career choice. My only regret is that it took me so long to discover the

If the first step in managing stress is to understand it, the second step is to give yourself permission to focus on yourself to deal with it.

By Julie Burns
tools that enable me to continue doing this work without feeling emotionally exhausted by the day’s events. I would like to share with you three powerful strategies that will help reduce stress and decrease your risk of burnout and long-term health consequences.

**Step 1: Understanding Stress**

You may already know that the “butterflies” in your stomach or the muscle tension in your neck is part of your body’s normal response to stress. Many of the effects of stress are not as apparent. Understanding what is happening on a neurological level can give you insight into new approaches in dealing with stress.

**Acute Stress**

Acute stress has an instant effect on your mental, physical, and emotional state. Stress prepares the body for defensive action by releasing hormones that sharpen the senses, speed up the pulse, deepen respiration, and tense the muscles. During this classic “fight-or-flight” response, stress is reflected in your cardiac rhythm. If we were to look at an EKG of a person faced with acute stress, we would typically see jagged lines reflecting an erratic, disordered, incoherent pattern in the heart’s rhythm. In contrast, positive emotions are associated with a smooth, ordered, coherent EKG pattern in the heart’s rhythmic activity. Other body systems reflect this agitation as well. Unfortunately, because of our fast-paced lifestyle, many of our cardiac rhythms look erratic much of the time.

When we are operating under acute stress it becomes more difficult to think clearly. We make more mistakes, we have difficulty processing new information, and emotions cloud our judgment. During an interpreting session, we may have to ask for more frequent repetitions, have trouble maintaining accuracy and completeness, find it difficult to manage the flow of conversation, lose our objectivity, and become emotionally affected by the emotions of those around us. Although training in the standards, ethics, and practice of interpreting gives us the foundation for dealing with on-the-job challenges, we may have a harder time accessing this

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**Box 1**

**Jin Shin Jyutsu Daily Wellness Exercise**

The following routine can be done in five minutes each morning, or anytime you feel stress building up. Gently hold each position for several good breaths.

1. Hold upper arms by folding them across chest.
2. Sit on both hands.
3. Sit on left hand with right hand on left shoulder.
4. Sit on right hand with left hand on right shoulder.
5. Lightly place both hands on opposite inner thighs.
6. Place both hands simultaneously at top of calves.
7. Place fingers on left and right base of skull.
8. Fold hands (as in prayer) and relax.
9. Gently cup each thumb and finger.

This simple technique is extremely helpful in preparing me for the day and for letting go of tension at the end of the day. I use the finger holds as needed throughout the day depending on what emotions I may be feeling.

Courtesy of Deborah Myers. Follow Deborah through the Daily Wellness Exercise at www.healthatyourfingertips.com/services.htm#.
knowledge and being able to put it into practice under the duress of a stressful interpreting session.

Chronic Stress

While acute stress can temporarily impact our job performance and our ability to make reasoned choices, it is chronic stress—i.e., continued stress over long periods of time—that is the most detrimental to our long-term health and well-being. The symptoms of acute stress are usually short-lived and cause no long-term damage. Acute stress unrelieved, however, turns into chronic stress, which is damaging.

Numerous health problems are associated with chronic stress. The American Institute of Stress reports that an estimated 75-90% of visits to primary care physicians are for stress-related issues.¹ In the INTERHEART study conducted by the American Psychosomatic Society, stress was found to triple the risk of heart disease.² This was true across all countries and cultures that were studied. Other health problems that have been associated with stress include strokes, frequent bouts of cold and flu, stomach problems, sleep disorders, reduced brain function, and sexual dysfunction.

Given that interpreting is a stressful profession, how can you manage your acute stress effectively so that it does not become a chronic condition?

Step 2: Focus on Yourself

If the first step in managing stress is to understand it, the second step is to give yourself permission to focus on yourself to deal with it. It may seem obvious, but you cannot take care of others if you do not take care of yourself. Like many in the caring professions, it is often difficult for us as health care interpreters to take the time to do the simple things that will relieve our stress and help us be effective in our work and in our lives. Here are a few ways to help ourselves.

Get enough sleep. How many of us get the required seven to eight hours of sleep every night? Oftentimes when we are stressed, we have a hard time falling or staying asleep, when sleep is actually what we most need. Sleep time is when our bodies literally recharge, renew, and repair.

Nourish your body. Choose nutrient-dense foods in their natural state over the caffeine and sugar/carb fix, which in the long run only exhausts our adrenals and increases our susceptibility to insulin resistance and diabetes.

Nurture your soul. This means something different to each of us, but generally it involves spending some time every day doing what truly nourishes us at the deepest level.

Prepare your body for the day’s events by practicing relaxation techniques such as yoga or Jin Shin

Health care interpreters face multiple sources of stress that can affect their job performance and long-term health and well-being.

Box 2

HeartMath’s Quick Coherence Technique

The following is a very simple technique that you can use any time to help reduce stress and think more clearly.

1. Shift your focus to your heart area: Get comfortable and take a couple of deep breaths. Simply focus your attention on the heart or the center of your chest. You can close your eyes if you wish.

2. Breathe from your heart area: Imagine your breath flowing in and out of your heart area. Focus on your breath entering and leaving your body through the heart area.

3. Recall a memory of a time that you felt good: Finally, recall a time when you felt really good. Try to re-experience that moment. Keep breathing gently through your heart, simply enjoying the pleasant memory.

This simple technique, practiced regularly, will have a positive cascade of effects on your stress level as well as on your long-term health and well-being.
**Jyutsu.** Jin Shin Jyutsu is an ancient Japanese healing art that releases the body’s deep tension and imbalance by restoring normal energy flow. It is a simple style of acupressure. Jin Shin Jyutsu recognizes that the body contains energy pathways that nourish our cells and internal organs. When one or more paths become restricted due to tension or trauma, these energy flows can lock up like a circuit breaker to prevent overload. This blockage can eventually disrupt the complete path of energy flow, leading to discomfort, pain, or disease. By placing your own fingertips at designated points and holding them briefly in combination, you can restore normal energy flow, find relief from stress and tension, and prevent it from causing deeper problems. Box 1 on page 25 demonstrates a routine I have found particularly helpful.

Make sure to check the resources section in the box on this page for more tips on achieving healthy living.

**Step 3: Access Your Heart’s Intelligence**

Usually we think of intelligence as being centered in the brain, but did you know that the heart has its own intelligence? Fifteen years of scientific research by Doc Childre, founder of the Institute of HeartMath in Northern California, indicates that, in addition to being a pump, the heart is actually a four-way communication system, sending messages to the rest of the body through pressure waves, neural pathways, hormonal secretions, and electromagnetism.

When we generate heartfelt emotional states such as feelings of appreciation and love, we can retrain the heart’s regenerative and restorative processes and build neural and emotional bridges from states of stress, pain, and discomfort to states of appreciation and pleasure. This shifts our sensual perception from one of threat to safety, rebalances our autonomic nervous system, and creates coherence in our heart rhythms. When we enter heart coherence, the heart sends signals to the brain, giving us a chance to facilitate higher reasoning and to make better decisions. More coherence tends to indicate less stress, which can lead to an improved immune system, relaxation, hormonal balance, brain function, learning, creativity, and emotional resilience. Heart coherence allows us to respond effectively, rather than from our jangled nerves and overwrought emotions. Box 2 on page 26 demonstrates a quick technique to help restore cognitive balance.

**Protecting Ourselves While Helping Others**

Thinking back to that day I broke down in sobs in the hospital bathroom at the end of an emotionally draining interpreting shift, I am grateful that I have found tools along the way to help me deal with those difficult times. As health care interpreters, we give a voice to the voiceless. We are the bridge that enables clear and accurate communication between patients and providers, thereby leading to better health outcomes. It is vitally important that we take care of ourselves so that we can continue to bridge the language gap.

**Notes**


Making the Trade Show Work for You

For linguists who reside in metropolitan areas where conventions regularly take place, going to trade shows and industry-specific fairs is a fantastic, highly targeted way to acquire new direct clients. Many colleagues frequently ask me how to go about acquiring new direct clients at trade shows, so I would like to share what I have learned.

My first trade show was G2E in Las Vegas, the Global Gaming Expo, which is the largest of its kind in the world. I was hoping to use my prior gaming experience and existing gaming company client base to my advantage. I chose to concentrate on the expo floor, which features more than 750 exhibitors, rather than on educational sessions or mixers, as these oftentimes cost extra. While the process was a bit intimidating in the beginning, I highly recommend attending trade shows to find direct clients. Here are a few tips to help make the experience more beneficial.

Get a free pass to the exhibitor halls by volunteering for the event through your local chamber of commerce or convention bureau. Many times, all you have to do is work a few hours to get access to the convention, or at least the exhibit hall.

Sign up for an RSS feed. If your convention bureau offers it, RSS feeds are a great way to learn about upcoming conventions.

Team up. Walking up to strangers and trying to sell them your services is a daunting task. Bring a friend, whether he or she is a linguist or not. Even better, bring a friend who works in the industry, is attending the conference, and can introduce you to some folks. I was lucky enough to have two highly respected people in the industry who did just that for me.

Do your homework. Research the companies ahead of time. Pick 5 to 15 (depending on how many days you have available), look into the companies’ product lines, their websites, and read their press releases. Have something to say when you get to the booth. Go to a trade show for an industry that you are familiar with or have worked in before. If you have previously worked with a client in the field, ask if you can use the client’s name when you talk about your services.

Pre-qualify your lead. Have a look at the exhibitors and determine the ones you would like to approach. Then try to find a contact that you have in common with the person you would like to meet. Consult your LinkedIn contacts, call friends and acquaintances in the industry, or request an introduction. Exhibitors will be happier to see you if you have already been introduced to them before.

Unfortunately, it is impossible to pre-qualify all leads, so you will have to approach some potential clients “cold,” which is uncomfortable, but oftentimes necessary.

Prepare relevant brochures or marketing materials. Come prepared with a customized brochure about your services. The brochure (or handout or flyer) should be targeted to the particular industry. For my purposes while attending G2E, I designed a flyer that highlighted my gaming experience and listed the gaming companies I translate and/or consult for.

Dress the part. In my experience, business dress with a creative/memorable touch (a scarf, a necklace) is ideal for women. For men, a suit means you are always well dressed.

Be mindful of exhibitors’ time. Exhibitors have traveled from afar to make sales, so they might not be in a mindset to buy services unless you play your cards right. I found the last day of the expo and the 4:00 p.m. hour to be a good time. On the last day exhibitors are usually quite tired, but they are also not as busy.

Do not take it personally. Sometimes company representatives are busy and overworked at expos. Most people will be very friendly, but do not get discouraged if they are not.

Be prepared. Bring business cards, pens, and marketing materials. It is important to look your best and make a good impression.

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. Ideas and questions should be directed to judy.jenner@entrepreneuriallinguist.com.
I learned the expression “the tyranny of the sub-goal” from my husband, who most frequently applies it to chores around the house, as in “We need to paint the living room, but before that we have to fix the hole in the sheetrock where we smashed the corner of the washing machine into the wall.” Painting the living room is the goal, but since both of us despise doing drywall, the hole in the drywall becomes the lingering sub-goal that holds up the whole project. I had always assumed that this expression was some sort of standard IT-guy-speak, but it actually does not return any Google hits, so maybe it is original!

I think that there is a lot of truth to the idea of the tyrannical sub-goal, and I also think that attacking these sub-goals usually takes less time than you have already spent procrastinating and complaining about them. I recently experienced this when I had to update the bylaws of the Colorado Translators Association for our upcoming election. I had always assumed that this expression was some sort of standard IT-guy-speak, but it actually does not return any Google hits, so maybe it is original!

Tasks that you despise are ripe for sub-goal tyranny. For example, I have been thinking of hiring an intern, but first I need to research the applicable employment laws related to paid and unpaid internships, so the idea is on hold.

And here are some ideas for defeating them:

Create an external deadline. A lot of sub-goals remain unconquered because unlike our regular work, the time frame for completing them exists only in our heads. In addition, when a sub-goal has been on the to do list for a really long time, we no longer have any sense of urgency about it. The marketing plan? Well, if it did not get done in 2009, then does it really matter if it happens this week or in six months? The solution? Create a deadline. Ask a colleague if he or she is available to proofread your résumé on Monday. Invite a friend over to perform a usability test on your website next week. Once you create a deadline you have to have the task completed by that date.

Admit defeat and hire someone to complete the sub-goal for you. This year I decided that although I am generally anti-outsourcing, I had to hire someone to do my corporate payroll, and I am very happy with the results.

Decide that you do not want to achieve the sub-goal. When you are generally a “120 percenter” (I love this expression, coined by Michelle Obama), it is tough to throw in the towel on a task without feeling like a failure. However, I think that it is important to be honest with yourself about your sub-goals. Sometimes the sub-goal remains undone because a certain project no longer seems important, relevant, fun, or profitable to you. If this is the case, cross the sub-goal off your list and let it go. Move on to something that really inspires you!

Related Links

Goal Setting Tools
http://personaldevelopment.suite101.com

Personal Goal Setting
www.mindtools.com/page6.html

Thoughts on Translation
http://thoughtsontranslation.com
In my last column, I wrote about relationships and their supreme importance in our industry, especially in regard to translation technology. Give me a few more minutes of your time to talk about one more aspect of relationships that I think we all too often ignore.

Twenty years ago, our jobs embraced a different set of challenges, but they were certainly clear cut. We received documents by mail or fax, typed the translation while consulting our dictionaries and other paper-based resources, and then sent it back. While just thinking of that tedious process makes me shudder today, there is also a certain quaint sense of nostalgia about it (the St.-Jerome-in-his-study-with-a-skull-on-his-desk-and-a-quill-in-his-hand nostalgia).

Today, things are different in so many ways—from the transfer process to the resource lookup and research process to the immediacy of the whole experience, and, of course, the environment in which we work. It is beside the point whether it is better or not. The fact is, it is much more complex, and it is a complexity for which many of us are ill prepared.

Here is my point. Though we are already engaged in helping each other in some ways, there are many more possibilities of which we are not taking advantage.

Let’s first look at the ways in which we are already helping each other. Freelance translators have a great multitude of subject-specific online discussion groups (many on sites like Yahoo! Groups or TranslatorsCafe.com). The number of opportunities through social networking sites like Twitter and Facebook is increasing. Of course, there are the physical get-togethers and conferences that organizations like ATA and its many chapters provide. Likewise, for the agency owner there is a similar slew of possibilities, though it might be slightly more institutionalized (through organizations like the Globalization and Localization Association, Association of Language Companies, and ATA’s Translation Company Division). These are fantastic support opportunities, and I can only hope that they will continue and become ever stronger.

What you might have noticed about the above list is that there is little mention of help between freelancers and language services providers (LSPs). This is an area where I think there could be much improvement. Let me explain.

If your day-to-day work is anything like mine, you do not work in one single work environment, but in many different ones. In fact, sometimes I use many different environments throughout just one day. I am not talking about e-mail versus word processing versus researching and browsing on the Internet (that’s all a given), but about the many different translation environment tools (TEnTs) with which we have to deal. With the advent of online-based translation memories and terminology databases and a greater diversification of the tool market, we often cannot work in that one environment of our choice, but must adapt to our clients’ preferences.

We also need to consider data sources. There is now a plethora of client- and subject-specific data sources online. Some of these are well known and readily accessible, but some are not—even though they might very well contain all the necessary data that we need to use for our project at hand. But how do we access these when we might need some in-depth knowledge on how to align quickly hundreds of Web documents or manipulate URLs between different language editions of the client’s website?

All of this asks a lot of us freelancers—at the very least flexibility and a willingness to learn new things—but I think that this should ask a lot of LSPs as well: a willingness to offer intelligent training or instructions to avoid leaving the burden solely on the shoulders of the contracting freelancer. (And, yes, this means that freelance translators actually have to be willing to participate in these trainings or read the instructions. As an encouragement, some kind of reimbursement might help, especially if it is a skill that pertains only to that particular LSP and/or project.)

But, what goes around has to come around, and I believe that the same willingness to share experience needs to be something that freelancers should be open to passing on to their LSP clients (or direct clients for that matter).

Too many of us know how woefully untechnical some project managers are, and it should not and cannot be “beneath our dignity” to offer some help. (Of course, it should also not be beyond the dignity of the project manager to accept the help that is offered.) Not only is this the right thing to do, but it also makes a lot of business sense. By doing so we strengthen relationships and therefore future business opportunities, we make our own lives easier by receiving projects and files in a more easily workable manner, and in some instances we might be able to charge for consulting—or at least use it to launch a more formal, paid consulting relationship.

Of course, the basis for any of this lies in mutual respect for each other—and we all know that this is something we can work to improve.
Are You LinkedIn?

Sometimes it is a small world, and that is the point of LinkedIn.

E-Networking with ATA

The ATA group on LinkedIn provides an ideal starting point for online networking. It also offers you contacts for individuals outside ATA who are connected to your fellow ATA members. Joining the ATA group on LinkedIn is a fast track to building your e-network.

What is LinkedIn?

LinkedIn is a free e-networking service that helps you create an online community of links to new contacts, prospective clients, and great jobs. Through a LinkedIn network you can discover inside connections and reach the clients you need to meet through referrals from people you already know and trust. Your professional relationships are key to building your business.

How Does It Work?

Begin by inviting colleagues and clients to join LinkedIn and connect to your network. Next, add to your community by searching LinkedIn for professional contacts you already know and inviting them to connect to you. Then, post a profile summarizing your professional accomplishments, associations to which you belong, schools you have attended, and places you have worked so that former business associates, co-workers, and classmates can find you and connect. Each connection expands your network. The result? Your network now consists of your connections, your connections’ connections, and the people they know, linking you to thousands of qualified professionals.

Jump Start Your Networking with ATA

Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit www.atanet.org/linkedin.php.
Member News

• Utah’s Honorary Consul to Peru, David Utrilla, was part of an official delegation to visit Piura and Lima, Peru. David traveled to Peru with representatives from the Utah State government and Utah State University to promote economic and developmental ties between Peru and Utah, to further educational exchange (particularly in the areas of agriculture and water conservancy), and to reinforce political ties. The trip was sponsored by the Regional Government of Piura, Peru, and the delegation was hosted by Regional President of Piura César Trelles Lara and Regional Manager of Economic Development Jimmy Torres Sias. David is the president of U.S. Translation Company of South Ogden, Utah.

• Sara Freitas-Maltaverne, founder of SFM Traduction in Grenoble, France, announced the expansion of her company. In May 2010, Sara joined forces with Sylvia Smith, a freelance financial translator based in Paris, and Sandra Fratelli, a business development and project manager, to create SFM Traduction SARL. The new company specializes exclusively in marketing, finance, and human resource translation from French into English, and offers English copywriting and written communication training.

Employment Growth Predicted for Translators and Interpreters


Did you know that employment of interpreters and translators is projected to increase 22% over the next decade? According to the U.S. Bureau of Labor Statistics, which released its Occupational Outlook Handbook, 2010-2011 Edition with an updated profile on translators and interpreters, this represents a faster than average growth rate compared to other occupations. Other information on the industry includes:

- Nature of the Work
- Training, Other Qualifications, and Advancement
- Employment
- Job Outlook
- Projections
- Earnings
- Wages

Check out the complete profile at: http://data.bls.gov/cgi-bin/print.pl/oco/ocos175.htm.
### New Certified Members

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

**Russian into English**
- Michael W. Collins  
  Chapel Hill, NC
- Todd M. Jackson  
  Chicago, IL
- Deborah J. Kolosova  
  Long Beach, CA

**English into Chinese**
- Jianqing (Jane) Yu  
  Surrey, British Columbia, Canada

### Active and Corresponding Membership Review

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

- Steven Marzuola  
  Houston, TX
- Sosthene E. Mikala  
  West Orange, NJ
- Klaudia F. Schaller  
  Hudson, OH
- Kathryn P. German  
  Tukwila, WA

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### ATA Certification Exam Information

#### Upcoming Exams

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Date</th>
<th>Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>San Diego</td>
<td>September 11, 2010</td>
<td>August 27, 2010</td>
</tr>
<tr>
<td>Colorado</td>
<td>Denver</td>
<td>October 30, 2010</td>
<td>October 15, 2010</td>
</tr>
<tr>
<td>Georgia</td>
<td>Alpharetta</td>
<td>August 28, 2010</td>
<td>August 13, 2010</td>
</tr>
<tr>
<td>Illinois</td>
<td>Chicago</td>
<td>July 17, 2010</td>
<td>July 2, 2010</td>
</tr>
<tr>
<td>Michigan</td>
<td>Novi</td>
<td>August 14, 2010</td>
<td>July 30, 2010</td>
</tr>
<tr>
<td>Nevada</td>
<td>Las Vegas</td>
<td>September 10, 2010</td>
<td>August 27, 2010</td>
</tr>
<tr>
<td>Tennessee</td>
<td>Nashville</td>
<td>September 12, 2010</td>
<td>August 27, 2010</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>Washington</td>
<td>July 25, 2010</td>
<td>July 9, 2010</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>Milwaukee</td>
<td>September 12, 2010</td>
<td>August 27, 2010</td>
</tr>
</tbody>
</table>

All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA’s website or from Headquarters.
The Irish Translators’ and Interpreters’ Association (ITIA) was established in 1986 as the Irish Translators’ Association, and adopted its current name in 2002. It is the only professional association in Ireland representing the interests of practicing translators and interpreters. Membership also includes translator and interpreter trainers and those with a general interest in the area of language, translation, and interpreting. ITIA is a member of the International Federation of Translators and the European Council of Associations of Literary Translators.

Mission
- To promote translation and interpreting in Ireland as well as the translation of Irish writers abroad.
- To protect the interests of translators and interpreters.
- To provide general professional advice to members.
- To catalog the works of translators in areas of Irish interest.
- To promote the academic study of translation and interpreting and the practical training of translators and interpreters.

Benefits
- Professional development courses and workshops, including the Annual General Meeting. ITIA members can attend continuing professional development courses at a number of European sister associations at the normal member rate charged by those associations.
- Publication of the ITIA Bulletin, a monthly e-zine, and an annual journal, Translation Ireland.
- Listing in the association’s searchable online member database.
- Certification exam (for translators).
- Reduced rates on professional indemnity insurance through a professional provider (for Professional Member category).

Additional Information
For complete information, please visit www.translatorsassociation.ie.

Quick Facts
- Established: 1986
- Website: www.translatorsassociation.ie
- E-mail: itiassecretary@gmail.com
- Address: Secretariat
  Irish Translators’ and Interpreters’ Association
  c/o Irish Writers’ Centre
  19 Parnell Square
  Dublin 1, Ireland

Think beyond business development. Several companies from Austria exhibited at G2E, so I stopped by their booths. I really was not trying to sell these folks anything; I just wanted to say hello and speak German. To my surprise, after the event, I received an e-mail from one of the Austrian companies requesting a price quote for a translation. That company is now a client.

Follow up. As soon as you can, jot down notes on the back of people’s business cards to help you remember them and what you talked about. (Did you talk about the new industry publication? Do you share an alma mater?) All this information will also help remind your counterpart who you are once you follow up, which you should do within a week. Do not forget to ask your new contacts to connect with you via LinkedIn.
Upcoming Events

August 5-7, 2010
Nebraska Association of Translators and Interpreters
11th Annual Regional Conference
Lincoln, Nebraska
www.natihq.org

August 13-14, 2010
Texas Association of Healthcare Interpreters and Translators
4th Annual TAHIT Symposium on Language Access
Houston, Texas
www.tahit.us

September 3-5, 2010
International Medical Interpreters Association
Annual Conference
Boston, Massachusetts
www.imiaweb.org

September 10-13, 2010
Tennessee Association of Professional Interpreters and Translators
Annual Conference
Nashville, Tennessee
www.tapit.org

September 11, 2010
Midwest Association of Translators and Interpreters
7th Annual Conference
Milwaukee, Wisconsin
www.matiata.org

September 25, 2010
Upper Midwest Translators and Interpreters Association
Annual Conference
St. Paul, Minnesota
www.umtia.org

September 25-26, 2010
Atlanta Association of Interpreters and Translators
4th Annual Conference
“Toward Excellence in Multilingual Communication”
Atlanta, Georgia
www.aait.org

October 2, 2010
Michigan Translators/Interpreters Network
Regional Conference on Legal, Medical, Community Interpreting
Novi, Michigan
www.mitinweb.org

October 8-10, 2010
California Federation of Interpreters
8th Annual Continuing Education Conference
Santa Monica, California
www.calinterpreters.org

October 20-24, 2010
American Literary Translators Association
Annual Conference
Philadelphia, Pennsylvania
www.utdallas.edu/alta

October 27-30, 2010
American Translators Association
51st Annual Conference
Denver, Colorado
www.atanet.org/conf/2010

November 6-8, 2010
Sixth International Federation of Translators Asian Translators’ Forum
“Translation and Intercultural Communication”
Macau, China
www.umac.mo/fsh/de/atf

November 11-13, 2010
American Medical Writers Association
70th Annual Conference
Milwaukee, Wisconsin
www.amwa.org

November 15-19, 2010
Nevada Interpreters and Translators Association
Connecting Worlds: Training for Health Care Interpreters
Las Vegas, Nevada
www.nitaonline.org

November 19-21, 2010
American Council on the Teaching of Foreign Languages
Annual Convention and World Languages Expo
Boston, Massachusetts
www.actfl.org

November 27-28, 2010
Mexican Translators Organization
XIV International Translation and Interpretation Congress
“San Jerónimo 2010”
Guadalajara, Mexico
www.omt.org.mx

Visit the ATA Calendar Online
www.atanet.org/calendar/
for a more comprehensive look at upcoming events.
The good news: if you know what you are looking for, chances are you can find it in this small but content-rich dictionary. The even better news: you can find things not found in some other legal dictionaries. The bad news: finding what you are looking for is not always easy.

According to the author, the “dictionary is designed to help those who need to communicate in real-life situations where it is vital to find an English or Russian legal term or phrase quickly.” It is divided by section (topic): General and Procedural Terms; Commercial Law; Criminal Law; Family Law; Health Care Law; Housing Law; Immigration Law; and Traffic Law. This structure is used “for easy reference,” so “users will be sure to quickly find the right word.”

Here is the bad news: to find a term, one often has to look in more than one section, as a term falling under more than one topic is listed in a not-so-obvious section. For instance, “fair trial” is listed under Criminal Law, while “trial” and “fair hearing” are listed under General and Procedural Terms. Because of this, the search can sometimes take much longer than if terms were just listed in alphabetical order. Tables 1 and 2 list a few examples.

Because of the sectional structure of the dictionary, some terms are listed in several sections (e.g., affidavit, claim, code, informed consent, residence, аффидавит, дело, вердикт, кодекс, доход, посредник). This wastes valuable dictionary space. Waste also happens when there are several entries for practically the same term. For instance, there are two separate entries (on the same page but separated by three other entries) under Жилищное право—акт о передаче правового титула and акт передачи правового титула—with the same English term for both. Another example: three separate entries for Chapter 11 Bankruptcy, Chapter 7 Bankruptcy, and Chapter 13 Bankruptcy (in that order), with

<table>
<thead>
<tr>
<th>Term</th>
<th>Looked for it under</th>
<th>Found it under</th>
</tr>
</thead>
<tbody>
<tr>
<td>abuse of power</td>
<td>General and Procedural Terms</td>
<td>Family Law</td>
</tr>
<tr>
<td>aid and abet</td>
<td>Criminal Law</td>
<td>General and Procedural Terms</td>
</tr>
<tr>
<td>claim</td>
<td>General and Procedural Terms</td>
<td>Health Care Law</td>
</tr>
<tr>
<td>collect unemployment compensation</td>
<td>General and Procedural Terms; Commercial Law</td>
<td>Health Care Law</td>
</tr>
<tr>
<td>consent</td>
<td>General and Procedural Terms</td>
<td>Family Law</td>
</tr>
<tr>
<td>file, file a motion/an appeal</td>
<td>General and Procedural Terms</td>
<td>Criminal Law</td>
</tr>
<tr>
<td>heir</td>
<td>Family Law</td>
<td>General and Procedural Terms</td>
</tr>
<tr>
<td>homicide</td>
<td>Criminal Law; Commercial Law</td>
<td>General and Procedural Terms</td>
</tr>
<tr>
<td>letter of credit</td>
<td>Commercial Law</td>
<td>General and Procedural Terms</td>
</tr>
<tr>
<td>restitution</td>
<td>Commercial Law</td>
<td>Criminal Law</td>
</tr>
<tr>
<td>traffic infraction, traffic ticket</td>
<td>Traffic Law</td>
<td>Criminal Law</td>
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**Table 2: Russian-English Part**

<table>
<thead>
<tr>
<th>Term</th>
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<th>Found it under</th>
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<tr>
<td>агент</td>
<td>Общая и процедурная терминология</td>
<td>Коммерческое право</td>
</tr>
<tr>
<td>аннулирование</td>
<td>Общая и процедурная терминология</td>
<td>Коммерческое право</td>
</tr>
<tr>
<td>виза</td>
<td>Иммиграционные законы</td>
<td>Общая и процедурная терминология</td>
</tr>
<tr>
<td>возбуждение дела</td>
<td>Общая и процедурная терминология, Уголовное право</td>
<td>Семейное право</td>
</tr>
<tr>
<td>гашиш</td>
<td>Уголовное право</td>
<td>Общая и процедурная терминология</td>
</tr>
<tr>
<td>иммигрант, иммиграция</td>
<td>Иммиграционные законы</td>
<td>Общая и процедурная терминология</td>
</tr>
<tr>
<td>методист, методические</td>
<td>Общая и процедурная терминология</td>
<td>Семейное право</td>
</tr>
<tr>
<td>рекомендации</td>
<td></td>
<td></td>
</tr>
<tr>
<td>наркоман</td>
<td>Уголовное право; Правовая терминология здравоохранения</td>
<td>Общая и процедурная терминология</td>
</tr>
<tr>
<td>спид</td>
<td>Правовая терминология здравоохранения</td>
<td>Общая и процедурная терминология</td>
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**Table 3: English-Russian Part**

<table>
<thead>
<tr>
<th>Term</th>
<th>Russian</th>
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<th>Ref. 2*</th>
<th>Ref. 3*</th>
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<tbody>
<tr>
<td>blockbusting</td>
<td>спекуляция недвижимостью за счет насаждения паники среди домовладельцев</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>breathalyzer</td>
<td>детектор алкоголя</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>child support</td>
<td>содержание ребенка (как обязанность родителей); алименты на ребенка</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>covered benefit</td>
<td>денежное покрытие льготы</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>drug dealer</td>
<td>наркоделец</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>expedited hearing</td>
<td>ускоренное рассмотрение дела</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>informed consent</td>
<td>информированное согласие; согласие, основанное на полученной информации</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>irreconcilable differences</td>
<td>психологическая несовместимость, ведущая к разводу</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>notice of claim</td>
<td>извещение об иске</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>offshore</td>
<td>оффшорный; не подпадающий под национальное регулирование</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>price gouging</td>
<td>надувательство в ценах</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>sealed indictment</td>
<td>обвинительный акт за печатью (секретный)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>self-surrender</td>
<td>явиться с повинной</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>trespassing</td>
<td>вход на чужую территорию</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>unlawful stay</td>
<td>незаконное пребывание в стране</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

* Terms checked in dictionaries listed under Related References on page 38.
Dictionary Review Continued

Table 4: Russian-English Part

<table>
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<tr>
<th>Term</th>
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</thead>
<tbody>
<tr>
<td>абсолютная ответственность</td>
<td>absolute/strict liability</td>
<td>No</td>
</tr>
<tr>
<td>апелляционный суд</td>
<td>court of appeals; appellate court</td>
<td>No</td>
</tr>
<tr>
<td>допустимое доказательство</td>
<td>admissible evidence</td>
<td>No</td>
</tr>
<tr>
<td>дочерняя фирма</td>
<td>affiliated company; branch; subsidiary</td>
<td>No</td>
</tr>
<tr>
<td>замешанный</td>
<td>implicated</td>
<td>No</td>
</tr>
<tr>
<td>изменить статус проживания в стране</td>
<td>adjust status</td>
<td>No</td>
</tr>
<tr>
<td>информированное согласие</td>
<td>informed consent</td>
<td>No</td>
</tr>
<tr>
<td>круглосуточное депозитное обслуживание</td>
<td>night deposit</td>
<td>No</td>
</tr>
<tr>
<td>надувательство в ценах</td>
<td>price gouging</td>
<td>No</td>
</tr>
<tr>
<td>обладание правом</td>
<td>eligibility</td>
<td>No</td>
</tr>
<tr>
<td>оправдательное доказательство</td>
<td>exculpatory evidence</td>
<td>No</td>
</tr>
<tr>
<td>оффшорный</td>
<td>offshore</td>
<td>No</td>
</tr>
</tbody>
</table>

* Terms checked in dictionaries listed under Related References at the end of this review.

target terms only differing in the chapter number.

But let’s get to the good news. The dictionary foreword states: “Without attempting to be exhaustive, we have sought to include most of the terms or concepts relevant to everyday legal situations and currently in use.” In my opinion, this has basically been achieved. Despite its small size, the dictionary has a large number of terms, especially in the sections for Commercial Law (Коммерческое право), Family Law (Семейное право), Health Care Law (Правовая терминология здравоохранения), Housing Law (Жилищное право), and Traffic Law (Правовая терминология дорожного движения) that one might not find in “regular” legal dictionaries. Tables 3 and 4 list a few of the terms found when randomly searching the dictionary that are not included in legal dictionaries I use.

Of course, like with almost any dictionary, it is important to use this one with a grain of salt. One should be able to tell whether the target term offered fits, particularly because the most pertinent target term is not always the first one (or sometimes even the second one) listed, e.g., приговор (p. 34; свидетель (p. 37). There are also some strange suggestions, such as платежеспособный – payable, financial (p. 29); акции первого выпуска – common stock (p. 43); дружественное урегулирование спора – good faith (p.51), and “good faith” rendered as выражение абсолютной уверенности в добросовестности репутации другой стороны (p. 185); facial—номинальный (p. 184); Form W4 (Withholding Allowance Certificate)—анкета отдела кадров (p. 210). I also noticed a couple of typos: extradition (p. 17) конфidentialный осведомитель (p. 178); Form W2 – Форма W4 (p. 210).

Overall Evaluation

Despite the above shortcomings, my overall impression is good. I think a professional translator can use the dictionary as a supporting tool, when looking for a target term not found in other available sources.

Related References


Boris Silversteyn is a member of ATA’s Board of Directors, chair of ATA’s Divisions Committee, and a past chair of ATA’s Dictionary Review Committee. He is a Russian and Ukrainian translator and interpreter specializing in science and technology, finance, business, law, and environment. He is an ATA-certified English↔Russian translator, and is a grader for ATA’s English→Russian and English→Ukrainian certification exams. Contact: bsilversteyn@comcast.net.
In Memoriam

Ernst van Haagen
1918-2010

Ernst van Haagen died on March 20, 2010 at the age of 92.

Mr. van Haagen was a graduate of the University of Pennsylvania and studied at Chicago University before moving to New York in 1948. As those who knew him will attest, he was a giant in the field of translation and a good friend, colleague, and mentor of many of ATA’s founders and early members. A true Renaissance man, he was a translator par excellence from more than a dozen languages, among them German, Dutch, all the Scandinavian languages, all the Romance languages, as well as Afrikaans and Latin. He was also a mathematician, an inventor (with patents covering mathematical systems for use in bar coding and decoding devices), a teacher of translation at New York University in the 1970s, and a scholar versed in many fields of art, music, and literature, as well as in many technical areas. His published works include translations of various art books along with exhibition catalogs for the Metropolitan Museum of Art.

Mr. van Haagen was president of Bertrand Languages, Inc. until its merger with Translation Aces, Inc. in 1998. He will long be remembered by those of us who benefited from his generous spirit.

Gustavo A. Pasquel Sánchez
1936-2010

Gustavo A. Pasquel Sánchez died on March 20, 2010 in Coatepec, Veracruz, Mexico, at the age of 73. He had been an ATA member since 1995.

Mr. Sánchez was born in Jalapa, Veracruz, Mexico, on July 14, 1936. He was a retired chemical engineer. He is survived by his children: Rosalie Pasquel Wells, Mariana Pasquel Stolee, Gustavo Alejandro Pasquel, Lucía Pasquel-Lefebvre, Vanessa Pasquel, and Lorena Pasquel.

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Recently at a social gathering, the Translation Inquirer bumped into a man who believes that in 50 years computers will have no keyboards, because these devices will be so skilled at recognizing the user’s spoken words that keyboards will be passé. Not so fast, I said, have you ever seen a complicated page of scientific or technical text studded with equations or chemical formulas? Obviously, he had not. But an additional thought came to me afterward: that we humans have been conditioned by hundreds of generations of producing text by writing it using some means. Fancy calligraphy continues as an art form, showing that humans are not ready to give that up, despite curvilinear writing disappearing from America’s elementary schools. Even eBooks are likely to leave the reader with a somewhat hollow feeling. After all, isn’t it somehow better to have a book you can hold in your hand, in which you can write marginal notes and pass on to another generation?

New Queries

(E-G 6-10.1) When a company deals with its customers by means of a catalogue, it is common for the first (or maybe second) page to have a phrase such as “Welcome to our new catalogue for 2010…” But a translator found the German language to be somewhat resistant to this kind of formulation. Suggestions to overcome this are welcome.

(E-Po 6-10.2) The problem phrase in this query sounds like the opposite of the classic standardized phrase, “to be able to sit up and take nourishment.” Good Polish is needed for the following description of catatonia: “being capable of no reaction, of no affective display, and of no action.” Who is willing to try?

(E-Sp 6-10.3) Translating software manuals—in this case, for a program called Avance—can be very tricky at times. Here is a sentence that posed problems because of the words in bold print: “Avance internal error spine grub usage is incorrect.” What is spine grub, and how about some Spanish for this?

(F-E 6-10.4) Rouf en siffler proved to be the difficult part of a sentence included in the history of a particular 1970s boat. Who can help with the English? Here is some more context: Une rencontre qui donne naissance à un bateau rapide, au pont dégagé, au rouf peu saillant en siffler vers l’avant. What is it?

(F-E 6-10.5) French automotive dictionaries apparently lack the term chute d’une bille. For whatever reason, that term was trouble in this test applying to the wiper motor connection. Here is some context: Chute d’une bille: Liste des points d’impact minimum: [enumerated list follows:] embase: sur le sens d’insertion de la contre partie; embase: sur le sens perpendiculaire au sens d’insertion; pastille de respiration si présente; couvercle en regard des éléments de filtrage.” Do you have the automotive expertise to try this one?

(G-I [E] 6-10.6) In the world of chemical reactions, what happens when anpfropfen is the proper word to describe it? Here is the brief context: an denen eine Polymerkette angepfropft ist. English is okay as an answer.

(G-Pt [E] 6-10.7) The subject of the following sentence is difficult, and if the subject causes problems, the rest of the sentence is likely to go astray: Das Meldewesen stellt einen Kernbereich der deutschen Verwaltung dar. Über 82 Millionen Bürgerinnen und Bürger sind in Deutschland ansässig. How about that word in bold, either in Portuguese or English?

(I-E 6-10.8) A certain kind of antibiotic was being described in this Italian text, and inclusion of the word proprio caused problems for the translator. Here is the sentence: Non è stato rilevato alcun effetto tossico proprio di XXX, diverso da quelli noti per XXX. Does the word need to be translated at all, and if so, how?

(Po-E 6-10.9) In some contractual language, a translator working into English stumbled over ze skutkiem natychmiastowym. Here is the context: Nie mam pewności jak przetłumaczyć na j. angielski wyrażenie z umowy prawnej “ze skutkiem natychmiastowym.”

(R-E 6-10.10) In Russian, a declaration appeared on a share transfer form, stating that the shares are not transferred: не переданы в доверительное управление. How to capture this in good English?
(Sp-E 6-10.11) Spanish also has semitapeworm sentences, and this one in the field of private security contained the seven difficult words emphasized by bold print: Considero que en la Seguridad Privada, y ello con independencia de la liberalización de cierto tipo de actividades y servicios de seguridad tras la entrada en vigor de la Ley 25/209, como actividad desarrollada con una finalidad claramente preventiva y disuasoria ante la existencia de riesgo de comisión de posibles hechos delictivos en ámbitos solicitantes de dicha protección, deberá mediar una delegación en ámbitos públicos de una intervención controlada por la Seguridad Pública. Explain those words, if you can.

Replies to Old Queries

(E-Po 3-10.3) (ripple from power supply): Stan Drozdowski suggests tężnienia zasilania – 5% as the translation. He asserts that a specification should be made as to whether it is “voltage ripple” (tężnienia napięcia) or “current ripple” (tężnienia prądu).

(E-Pt 2-10.3) (sergeant first class, master sergeant): I was afraid this query would end up as an orphan, but Márcio Badra says that in Brazil, only three ranks of sergeants exist, going from higher to lower: Primeiro-Sargento, Segundo-Sargento, and Terceiro-Sargento. U.S. practice is to have five ranks to cover this kind of noncommissioned officer, ranging from E-5 to E-9; therefore, it is difficult to find a direct equivalence.

(F-E 4-10.6) (adonaissantes): This, according to Sébastian Adhkari, is the trendier (since 2006) of two possible terms to express the idea of “tween” in English (the other being preadolescent). He was kind enough to translate the entire paragraph from page 42 of the April issue: “Among the preteen market segment, brands are especially interested in tweens (a portmanteau of teenagers and between), defined as children fluent with the online world who faithfully follow the latest fashions sported by their favorite stars such as Robert Pattison, Ugly Betty, and Christa Theret.”

Cheryl Fain adds that the term adonaissantes was coined by the French sociologist François de Singly. We now have the ability to read about his 2006 work in English under the title Between Children and Adolescents on the website of the Alliance Français USA (www.alliance-us.org/en/Page.Culture.Lecture.Singly.aspx). Her suggestion for translating the problem word: “young people who are between children and adolescents.” John Chellino says adonaissantes refers to the 10-12 age group. This, he says, takes into account that all kids that old are truly preadolescents, but that only a subset of them are fashion-conscious. John suggests leaving adonaissantes in single quotes with a brief translator’s note.

(G-I [E] 3-10.7) (Trinkessig): Sasha Barbour calls this a “drinking vinegar or vinegar-based digestif.”

(R-E 4-10.7) (ухаживать…. поэтапно): For this, Sheldon Shaffer cleverly suggests “He preferred to take his search for Mrs. Right in small doses.” The paragraph appears to describe a commitment-phobe, he says.

(Sp-E 3-10.11) (política de acogida e integración): Sasha Barbour sees two possible contexts here: 1) bringing refugees (of whatever age) into a country, and 2) adopting orphans. For him, “policy of shelter” and “integration” works best.

(Sp-E 4-10.9) (enriquecimiento): Ligia Villegas asserts that in this context it should be translated as “net income,” because it is the base for the calculation of taxes. (For the context, see page 42 of the April issue.) Shel Shaffer also says that “net income” is proper, based on the contextual connection with ingresos brutos (“gross income”). In John Chellino’s opinion, the Venezuelan tax authority should be figuratively slapped on the wrist for introducing this term in this context. After all, the tax authority is concerned with whether or not income is taxable. Whether or not certain income constitutes profit is, or should be, irrelevant.

(Sw-E 3-10.12) (diviga): Anna Kuzminsky describes the problem word as a somewhat slangy “adjectivization” of the noun “diva,” which means the same as it does in English. The Translation Inquirer therefore also suggests “prima-donna-ish,” based on the above. Cindo Coan says the word could be a misprint for disiga, which could be “hazy” or “vague” in this context.

The Translation Inquirer has a feeling of completeness about this column, except for what ATA Executive Director Walter Bacak reported in the April issue; namely, that Korean, Japanese, and Chinese are represented in the top 10 language pairs. These languages have been poorly represented in this column since 1993!

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821. E-mail address: jdecker@uplink.net. Please make your submissions by the first of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is gratefully acknowledged.
As mentioned in last month’s column, “A Little Trick of the Mind: Four Translators Discuss the World’s Second Oldest Profession” is a set of articles appearing in issue No. 5 of *Five Dials*, the online literary magazine of Hamish Hamilton, a London publishing house founded in 1931. Downloads and free subscriptions to *Five Dials* are available at www.hamishhamilton.co.uk/fivedials.

A contributor to these articles is Anthea Bell, one of the British translators of the popular French comic strip *Astérix*, discussed in detail in this column in March 2004. In her article, Ms. Bell answers a couple of questions about her *Astérix* translation. The questions and answers are reprinted here with the kind permission of Craig Taylor, the editor of *Five Dials*.

**When do you have the most freedom?**

The *Astérix* books, of course, where you’ve got to be free. Albert Uderzo [original illustrator of *Astérix*, who has been both writer and illustrator since the death of original writer René Goscinny in 1977] had developed a very sophisticated drafting style for the illustrations, and René Goscinny was at his most inventive in what I call the good mid-period Astérixes. With those, of course, you get a pun in French and you get the names in French. You get the terrible bard Assurancetourix, which means car insurance in French. That doesn’t make a name when you translate it anyway, certainly not ending in -ix. He comes out as Cacofonix in English because he’s the worst bard ever. For those, you have to reinvent the pun. Of course you have to keep it all in tune with the size of the speech bubble and the expressions on the character’s faces. Every time I translated there was a solemn little contract saying nothing shall be changed from the French version. The whole essence of the thing was to change it quite a lot. You can justify it, you have to, by saying you are being true to the spirit, which is more important than being true to the letter.

I used to draft out a translation and type in “joke needed here” or “this is tricky” and then go back. I don’t do crosswords, even though my father compiled them. Reinventing the Astérix puns are the closest thing I’ve ever done to solving or compiling a cryptic crossword. It’s a trick of the mind working the same way.

The humour in those books ranges from the absolutely obvious to the nuanced. “The slaves are revolting” gets a simple laugh from the eight-year-old, and then there are extended cultural jokes. *Astérix* takes on a Roman legionary in a rendering of the swordfight from *Cyrano de Bergerac*, composing a ballad while he fights. As it was, the most famous swordfight in English literature is probably between Hamlet and Laertes and so the whole thing, practically a page, where there were Rostand quotations in the French, there are now quotations from *Hamlet* in the English. It’s practically a page of Rostand quotes in French and Shakespearian quotes in English. Is an eight-year-old going to know that?

René Goscinny died in a very sad way and yet he would have laughed at it. He did have heart trouble. He was only just fifty, I think, and he was a very rotund, good-living Frenchman who went into a clinic for a check-up, and got on one of those exercise bikes where they monitor your blood pressure and heartbeat. They connected the electrodes and he died then and there. It was the saddest thing but I couldn’t help but think if there’s anything on the other side René Goscinny is sitting there roaring with laughter writing the story up.

**How do you deal with the constraints of the speech bubble?**

If you’re reinventing a joke it may come out a little too long for the speech bubble and so then you have to rethink it again, counting letters on your fingers all the while.
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6. List non-English-to-non-English language combinations, such as Portuguese into Spanish and French into Italian.

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