In this issue:

Working With the U.S. Government
Managing Your Online Identity
The Importance of Giving Back
Foreign Bank Account Reporting Requirements
One World, 6,809 Languages

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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.

The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

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2010 Honors and Awards Now Open

ATA presents annual and biennial awards to encourage, reward, and publicize outstanding work done by both seasoned professionals and students of our craft. For complete entry information and deadlines: www.atanet.org/membership/honorsandawards.php.
Catch up on division activities and stay current with language- and specialty-specific information pertinent to your field. How? Just download the latest batch of division newsletters:

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- **Slavic Languages Division**
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- **Translation Company Division**
  - TCD News
  - [www.ata-divisions.org/TCD](http://www.ata-divisions.org/TCD)

Division membership is included in your ATA annual dues. Visit [www.atanet.org/divisions/division_admin.php](http://www.atanet.org/divisions/division_admin.php) to join any or all ATA divisions without additional fees.
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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!
Just follow these three easy steps:

1. **Know everything.** As translators and interpreters, we are engaged in both a profession and a business, so start by learning everything there is to know about both aspects. International standards are being developed, global organizations are bringing together individuals and associations involved in many facets of what we do, and other national associations are developing innovative approaches from which we in ATA can learn. There is also a great deal to learn about ATA itself, which now has a half-century of history behind it. The Association embraces a breadth and variety of interest groups and industry players that is the envy of other such entities around the world, and the interplay of those desires and needs has become correspondingly complex. The deeper your understanding of that complexity, the more expertly you will be able to steer this Association toward an even more important role in its next 50 years.

   With that complexity also comes constant change and evolution, and the Association must in turn keep changing in order to optimize the service it provides to its members. Because ATA represents so many different elements of our profession and business, that evolution must be balanced carefully. Priorities must also be established, and resources (both financial and human) must be targeted toward the most pressing problems and the activities that will yield the greatest return on that investment.

2. **Know everyone.** The daily tasks we all perform as translators and interpreters demand—and reward—a high level of intelligence, creativity, and communication capability. Anyone taking on responsibilities as a volunteer within ATA is therefore rewarded by the opportunity to work with a lot of very smart people. Every one of those smart people excels in some way: subject expertise, language ability, diplomatic aplomb, persuasiveness, dedication, and often all those and much more. Knowing who knows what, and knowing how and when to delegate to them, are essential skills for the volunteer leader. Each new connection you make within ATA is not only an addition to your own professional network, but a potential collaborator in a future project that may benefit all of us.

   3. **Start now.** All this knowledge will certainly come in handy when you become president, but there is no need to wait. Every piece of knowledge you acquire about what we do, every connection you make with another translator or interpreter anywhere in the world, and every seminar and committee meeting and conference session you attend will make you more effective as a translator or interpreter within the community of your peers, and more valuable as a volunteer in service to your colleagues.

   So much work on behalf of others requires a commensurate sacrifice in terms of time and effort, as well as patience and understanding on the part of your family and friends. In return, however, you can also expect to gain a great deal for yourself. Your greater awareness of translation and interpreting will contribute to the growth of your own practice; you will learn something new and useful from everyone you meet; and the experience of building consensus, working productively with others toward common goals, and understanding when not to settle for what is merely feasible will serve you well in other aspects of your life. Those are just a few reasons to start being president right now in everything you do for ATA.

The Association must keep changing in order to optimize the service it provides to its members.
Some 148 members of ATA’s Spanish Language Division traveled to San Diego in early March to attend its mid-year conference. The two-day program featured a variety of renowned speakers and included sessions for translators and interpreters. Most sessions were offered in Spanish. With everyone speaking the same language, it was easy to feel right at home and to discuss translation and interpreting problems in detail. A few weeks later, ATA’s Translation Company Division invited its members to the division’s annual mid-year conference in Scottsdale, Arizona. Almost 70 attendees enjoyed an opportunity to discuss industry-related matters with their peers, addressing topics such as social media, the challenges of growth, international translation standards, and crowdsourcing.

Mid-year conferences like these are important educational opportunities, bringing together ATA members who share a particular language combination, area of specialization, or business model. Both events received high marks from those in attendance.

Our Annual Conference, which has experienced strong attendee growth over the past years, certainly cannot duplicate the cozy atmosphere of smaller educational events, nor should it try to. Rather, the strength of ATA’s Annual Conference lies in its enormous diversity and networking opportunities. Instead of offering a narrowly targeted program for specific language pairs and specializations, the Annual Conference allows attendees to look at the bigger picture of developments in our industry as a whole, and the sessions are deliberately intended to appeal to speakers of many languages. In particular, these include business education and sessions focusing on the practical use of specific software tools.

The educational program for each year’s conference is assembled from hundreds of proposals that are peer-reviewed by division administrators, committee chairs, and many other volunteers. Based on input from this large and diverse group, the conference organizer ultimately selects approximately 150 presentations, carefully adjusted to reflect the wide range of language pairs, specialties, professional realities, and experience of the conference attendees. Our Annual Conference enjoys an outstanding international reputation precisely because of this breadth and balance.

The high attendance figures also attract vendors and, increasingly, other organizations working in related fields. This year, the Association for Machine Translation in the Americas (AMTA) has decided to hold its conference October 31–November 5, 2010, which is immediately after ATA’s Annual Conference in Denver. This will provide members of both organizations with opportunities for spirited discussions about the importance of human translation and the uses of machine translation. (For details on AMTA’s conference, visit http://amta2010.amtaweb.org.)

Many thanks to the large group of volunteers who reviewed over 220 proposals in early April for ATA’s Annual Conference. Their comments and suggestions form the basis of the preliminary program, which will be sent out with the July issue of The ATA Chronicle.

From the Executive Director

Walter Bacak, CAE
Walter@atanet.org

Member Feedback

Each year, the annual renewal notice encourages ATA members to provide feedback about programs and services that ATA should offer. Some general themes typically emerge. Here is a look at some of the topics about which members have written to us so far in 2010.

Health Care, Health Care, and Health Care: This was by far the most requested service. ATA’s 11,000 members are not alone in this regard, as was apparent in the recent national health care legislation debates. So what does the legislation mean for you as an ATA member? According to the American Society of Association Executives, “[b]y 2014, each state must create its own health insurance Exchange, and the federal government would only get involved if the state failed to create the Exchange. The purpose of the Exchange is to offer the self-employed and small businesses the same kind of health care system federal employees receive—one where a multitude of health care providers and plans are offered. The definition of who would be eligible to participate would also be set by the individual states. One option for the states would be the creation of Small business Health Option Program (SHOP) plans, which would be open to small businesses under 100 employees and the individually insured. Associations and other membership organizations could serve as “navigators” in these programs to guide eligible members to the Exchange.” Obviously there are lots of details to be worked out. We will keep you posted.

Webinars: The call for online seminars has increased over the past year or so. We are closer to making this happen. ATA Director and Translation and Computers Committee Chair Naomi Sutcliffe de Moraes has been working with other volunteers and ATA Headquarters to get this program up and running. More information on this effort will be publicized online and in The ATA Chronicle as it develops.

Electronic Version of The ATA Chronicle: For various reasons, some members have asked for an electronic version of The ATA Chronicle. For those members residing outside the U.S., the extra postage fee and the delivery time are the driving force behind this request. For others, it is the call to go green. First, The ATA Chronicle is available online in the Members Only section of ATA’s website. Each issue is posted there as a PDF file. Second, as folks become more comfortable with reading online publications, we may investigate some type of “electronic” distribution option for those members outside the U.S. Finally, that said, The ATA Chronicle is the Association’s flagship publication, so the printed version will not disappear entirely even if an electronic option becomes available. (Please note, regarding conservation, The ATA Chronicle is printed on recycled paper with soy inks.)

ATA Should Offer X Service or Program: For most of the requests, ATA does partner with a provider, such as for professional liability insurance. For more information on the discounted services and programs for members, please check out www.atanet.org/membership/sponsored_services.php and www.atanet.org/member_provider.

Thank you for the feedback. This really helps make ATA a more valuable resource for all.

Your feedback helps make ATA a more valuable resource for all.

Remember:
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!
Transit NXT – from ugly duckling to beautiful swan
By Aleksandra Zivkovic

It has been a long time since I got my start working as a translator. The first technology I had to use was a DOS-based tool that worked in mysterious ways. All I can remember is a black screen with cut-up pieces of sentence segments, which all looked rather random to me.

And before I could even learn how it worked, let alone how to use it, my translation agency switched to Trados. That made life easier. The system was logically constructed and facilitated my work in all the right places at the right time. During the first short training session, I only learned enough basics to start working with it. However, I quickly became a Trados fan and really had fun discovering all its many functions.

At about the same time, some of my agency colleagues were working with Transit. I looked at it briefly, but it seemed like a very complicated program to me. Anyway, I had the impression that Transit was only used for problem situations and was happy not to get involved.

But then I got my first Transit client. A huge assignment, difficult subject, very short training and brief demo of the most important work flows, a list with keyboard shortcuts and off we go. I didn't understand how translation memory based on reference files really worked, and I was overwhelmed by Transit's long list of functions.

I was really happy when the assignment was over and hoped that I wouldn't have to work with Transit too often in the future. But things turned out differently. I had to use it and more and more often. But the assignments gave me enough time to more deeply explore the program and test its functions, many of which I wasn't even aware of. A colleague of mine who was a big Transit fan showed me what it could do and how the program had been carefully designed to cater to what the translator needs during their work flow. She helped me to discover Transit's inherent 'joy of use'.

And then at some point I really started to adore Transit. That pretty much came when I realized that not only could I better adapt Transit to my own translation methods, but also that I was completing the assignments in less time. Simply put: my Transit output of the number of translated words per hour was much higher than with other tools.

First and foremost, I really liked how the usually time-consuming terminology work is handled quasi as a background task during translation!

It got to the point that when I started working as a freelance translator, I was always happy when I could work with Transit. Then TransitNXT came out. I saw a demo and tested it and my conversion was complete. I switched for good from being a Trados groupie to becoming a Transit devotee.

What is it that I like so much about Transit and what makes my translation work easier, more efficient and more consistent? I can say it in one word: terminology.

When the translation is finished, not only can I deliver a text with consistent terminology, I can also provide the client with a complete dictionary, without any extra work (and cost).

Caveat
Of course, as I mentioned before, the terminology check for languages with declensions is very time consuming. The Transit experts still need to find a workaround for this.
Web search
This function makes terminology research significantly easier. I don’t have to wander around the web anymore and open an extra web browser. Rather, just type my term in the Web search window, indicate which sites to search, and right in the same workspace, I’m already reading a relevant Wikipedia article. That is absolutely great!

Synchronization with original file format
One of Transit NXT’s great features is its synchronized display of certain types of file formats. During translation, I see exactly and immediately which part of the original document I am working on. I don’t have to open another file in another program and switch back and forth between each sentence. This is a great help in making decisions about capitalization, formatting, desktop publishing or style issues. The quality of a translation at the rough draft stage is improved significantly and in a lot less time.

Markups
Tags can be somewhat nerve-wracking during translation. Even for those translators who know how to handle them, tags can still break their concentration. Transit NXT lets the translator complete the translation without having to worry about tags. Text formatting is handled as a separate process. This solution also helps save time and especially offers improved quality control.

Internal Repetitions
A sweet feature! In this mode, I can quickly translate any repeating segments in one fell swoop and then continue with the rest of the translation. If I later see that I made an error, I can open any segment from the repetition group and correct it in the Internal repetition mode. This automatically corrects all other occurrences of the segment. Tedious search and replace steps are no longer needed.

Summary
Transit NXT is a tool where they’ve simply thought of everything! The more you get to know it, the more you will like it. Many of its workflows produce the same results, which initially can look somewhat confusing. Closer examination reveals that someone knew exactly how I think and set things up for me. All I have to do is configure my workspace according to my own preferences!

I really like the floating windows and that I can dock them when I need to or close them entirely to free up space on the screen.

It is very easy to get started using Transit NXT as user preferences are simple and quick to configure. The real satisfaction and joy of use really starts to happen when you begin to discover the program’s endless possibilities and adapt them to your style of working. There are simply so many great functions, more than I can describe here. Lately I have been spending time every day getting to know some of Transit’s more advanced functions. Every time I ask the question, “Can you do such and such with Transit NXT?” the answer is always “Yes”.

And compared to Transit XV, NXT looks better, offers a more clearly organized user interface and is very easy to use. You only need take some time to discover it in its entirety. Whether I objectively work faster than I did with Transit XV, I will have to test this out. But, I certainly feel like I do. And for quality assurance, Transit’s optimal solution already starts working during translation!

www.star-group.net

Aleksandra Zivkovic, studied psychology in Slovenia, Senior Translator and Language Project Coordinator for South-eastern European languages from 1999 to 2008, Freelance translator for ENG/DEU into SL, Specializations: technical documentation, marketing, psychology and tourism.
Language services companies and individual translators wanting to work with the U.S. government often face many challenges in finding answers to the following questions: Which organizations are looking for translators and/or translation providers? What are their needs? Who is putting out a bid that includes translation? How can companies provide information to the U.S. government about their language services and products? How can companies and individuals get U.S. government research grants? This article describes resources that may be helpful in answering such questions. More information and updates are provided on the Language Technology Resource Center website: https://ltrc.mitre.org.

Which organizations are looking for translators and/or translation providers, and what are their needs?

There are many sources of information on the organizations looking for translators and/or translation providers. These sources include the Internet websites of the Interagency Language Roundtable, the National Virtual Translation Center, and the Defense Security Cooperation Agency.

Interagency Language Roundtable
www.govtlr.org

The Interagency Language Roundtable (ILR) is open to anyone interested in participating. According to its website, ILR is “an unfunded federal inter-agency organization established for the coordination and sharing of information about language-related activities at the federal level. It serves as the premier way for departments and agencies of the federal government to keep abreast of the progress and implementation of techniques and technology for language..."
learning, language use, language testing, and other language-related activities. The ILR plenary meetings are typically attended by anywhere from 75 to 100 individuals, representing more than 30 federal agencies and several academic institutions and non-governmental organizations.”

The ILR site includes:

- **Topics and Schedule of Meetings**
  www.govtilr.org/Calendars/2009-10ILRCalendarPublic.htm
  Non-government participants are welcome not only to the plenary meetings but also to the committee meetings. For example, the Translation and Interpretation Committee focuses on “the appropriate use of machine translation, the evaluation of translation or interpreting ability, and the training and certification of skilled translators and interpreters.” Meetings are held once a month except in August.

- **E-mail Newsletter**
  www.govtilr.org/FAQ.htm#9
  Instructions are provided on how to sign up for the ILR newsletter: ILR-INFO.

- **Language Skill Level Descriptions**
  www.govtilr.org/Skills/ILRscale1.htm
  Descriptions are provided of language proficiency skill levels and the ILR scale for measuring these skill levels. This information may be useful for understanding language needs within U.S. government organizations.

- **Career Information**
  www.govtilr.org/ILR_career.htm
  ILR also provides links to Internet information on language careers in the Department of Defense, the Department of State, the Federal Bureau of Investigation, the National Security Agency, the Defense Intelligence Agency, and other U.S. government organizations. Many of these sites provide information on the types of translation needed.

  **National Virtual Translation Center**
  www.nvtc.gov
  The National Virtual Translation Center (NVTC) was established “for the purpose of providing timely and accurate translations of foreign intelligence for all elements of the Intelligence Community.” The organization’s goals—as described on their website—include:
  - “Acting as a clearinghouse for facilitating interagency use of translators.”
  - “Partnering with elements of the U.S. government, academia, and private industry to identify translator resources and engage their services.”
  - “Building a nationwide team of highly qualified, motivated linguists and translators, connected virtually to its program office in Washington, DC.”
  - “Augmenting existing government translation capabilities, including applying state-of-the-art technology to maximize translator efficiency.”

  A video describing NVTC’s activities can be found on its website.

  **Defense Security Cooperation Agency**
  www.dsca.mil
  According to its website, the Defense Security Cooperation Agency (DSCA) “encompasses a group of programs, authorized by law, through which the U.S. Department of Defense or commercial contractors provide defense articles and services in support of national policies and objectives.” Foreign military sales, foreign military financing grants or loans, and international military education and training are key programs included within DSCA programs. Sales of technology to other countries could be a good application for translation, although DSCA has rarely been involved with translating documentation.

  **Who is putting out a bid that includes translation?**
  FedBizOpps
  www.fedbizopps.gov
  Federal Business Opportunities, known as FedBizOpps, replaced Commerce Business Daily as a means of announcing U.S. government requests for proposals. The best means of searching the site is to enter the North American Industry Classification System Code for Translators and Interpreters: 541930. This number can also be used in signing up to receive future information about bids.
Working With the U.S. Government: Information Resources Continued

**How can companies provide information to the U.S. government about their language services and products?**

Companies can provide information to the U.S. government about their language products and services in many ways, including through the U.S. General Services Administration Schedule, the In-Q-Tel website, and the Language Technology Resource Center website.

**U.S. General Services Administration Schedule**

[www.gsa.gov/language](http://www.gsa.gov/language)

Companies providing translation services and/or tools can get a contract with the U.S. General Services Administration (GSA), which will then be applicable to all federal agencies. GSA then publishes a schedule or list of these contractors which is provided to all government organizations.

Using the GSA Schedule greatly simplifies purchasing for government customers. For purchases under $2,500, customers can order with a government credit card. For purchases over $2,500, they can consult three price lists or GSA Advantage (www.gsaadvantage.gov/advgsa/advantage/main/start_page.do).

- Download the Language Product solicitation from www.fedbizopps.gov.
- Complete the form and send it to the address provided.
- When contacted by a contracting officer, negotiate pricing.
- Post your information on the GSA Advantage website, following the directions on a CD, which will be sent to you.

Additional information is available at www.gsa.gov/Portal/gsa ep/home.do?tabId=0.

**In-Q-Tel**

[www.iqt.org](http://www.iqt.org)

In-Q-Tel is a nonprofit organization that reviews products and research for the U.S. government. Applications for evaluation are available on its website.

**Language Technology Resource Center**

[http://ltrc.mitre.org](http://ltrc.mitre.org)

The Language Technology Resource Center (LTRC) was set up by the U.S. government and MITRE to obtain and share information about language-related software that is or soon will be available from academia, industry, government, or other sources. The site includes an online tools survey based on information needs from government planners, acquisitions officers, systems administrators, programmers, and users: https://ltrc.mitre.org/login.pl?page=/Tools/survey/intro.pl. Information is provided by the developer or organization producing the software. The only required information is the name of the company and product, a short description of the product, and the name and contact information. Where available, the results of software assessments will be included. Information updates are requested every six months.

**How can companies and individuals get U.S. government research grants?**

Among the sources of grant funding are the National Institute of Standards and Technology, the National Science Foundation, and the National Endowment for the Humanities.

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**Scam Alert Websites**

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National Institute of Standards and Technology
www.nist.gov/tip

The National Institute of Standards and Technology Innovation Program has the objective of providing “cost-shared awards to industry, universities, and consortia for research on potentially revolutionary technologies that address critical national and societal needs.” Check the website for the next application deadline.

National Science Foundation and National Endowment for the Humanities Grants
www.nsf.gov/funding
www.neh.gov/grants

Grants from the National Science Foundation (NSF) and the National Endowment for the Humanities (NEH) are listed at www.grants.gov. NSF has a “Find Funding” site that allows users to search across all NSF programs: www.nsf.gov/funding. NSF and NEH have a program that “supports projects to develop and advance knowledge concerning endangered human languages…. This effort aims also to exploit advances in information technology.” (www.nsf.gov/funding/pgm_summ.jsp?pims_id=12816&govDel=USNSF_39)

Acknowledgments
Glenn Nordin, senior advisor for Language and Culture for the Office of the U.S. Secretary of Defense, and Nick Bemish, senior technology language authority for the Defense Intelligence Agency, provided input to and review of this information.
Program Highlights

- Limits ranging from $250,000 to $1,000,000 annual aggregate (higher limits may be available)
- Affordable Premium: Minimum annual premiums starting from $400
- ATA certification discount
- Experienced claim counsel and risk management services
- Easy online application and payment process

Coverage Highlights

- Professional services broadly defined
- Coverage for bodily injury and/or property
- Coverage for work performed by subcontractors
- ATA agency endorsement

Join the program that offers comprehensive coverage designed specifically for the translation/interpreting industry!

ATA Professional Liability Insurance Program
Administered by Hays Companies

To apply, visit http://ata.haysaffinity.com or call (866) 310-4297
Immediate, no-obligation automated quotes furnished to most applicants!
Due to the nature of our business, many translators have bank accounts outside the U.S. Those who are U.S. taxpayers presumably know that they may have to “check the box” on Line 7a and 7b, Schedule B, Form 1040 or 1040A if the value of the account(s) ever exceeded $10,000 during the tax year. But many may not know that there is an additional reporting requirement under the 1970 Bank Secrecy Act (amended), that failure to comply with either of these requirements may result in severe penalties or even criminal prosecution, or that the reporting requirement may apply even to non-U.S. taxpayers, for example, U.S. citizens living permanently abroad. Prior to 2008, only U.S. citizens and residents were required to report foreign bank accounts. Under new rules issued in 2008, the scope was changed to “U.S. persons,” which includes not only citizens and residents, but also “persons doing business in the U.S.” (see below).

**Reporting Requirements**

Under 31 Code of Federal Regulations 103, “United States persons” may be required to file U.S. Treasury Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts (FBAR) if they have a “financial interest” in or “signature authority” over a financial account in a foreign country if the combined value of the account(s) exceeds $10,000 at any time during the year. The form must be filed with the U.S. Treasury Department—not the IRS—by June 30 of each year. Failure to file or disclose fully may result in civil penalties of up to $10,000 per violation (up to $100,000 or half the account for willful violation) and/or criminal penalties of up to $500,000 and 10 years imprisonment.

**Who Must File**

A “United States person” is defined as “a citizen or resident of the U.S., or a person in and doing business in the U.S.” This includes individuals and all forms of business entities (corporations, partnerships, limited liability companies, etc.), trusts, and estates. There are exceptions regarding officers and
employees of listed corporations and other entities, as well as military banking facilities, but they likely do not apply to many translators and will not be discussed here. Note that the definition includes all U.S. citizens, and thus may apply to U.S. citizens living permanently abroad, even if they are not required to file a U.S. tax return. In fact, the tax status of the “person” has no bearing on FBAR reporting requirements.

According to the IRS, a person is considered a “person in or doing business in the U.S.” for FBAR purposes if that person conducts business within the U.S. on a regular and continuous basis. Visitors to the U.S. or persons who conduct business only sporadically in the U.S. are not required to file the form. The determination is made on a case-by-case basis depending on the facts and circumstances of each case.

What Constitutes a “Financial Account” or a “Financial Interest?”

A “foreign financial account” includes any bank (savings, demand, checking, deposit, etc.), securities (mutual fund, brokerage, etc.), derivatives, or financial instrument account maintained with a financial institution or other person engaged in the business of a financial institution outside the U.S. or its territories and possessions. It includes all accounts held in a foreign country, except military banking facilities, including affiliates of U.S. financial institutions. The geographical location determines if the account is a foreign account.

Example: “World’s Best Translations LLC,” a U.S.-based translation agency, maintains bank accounts in Canada, the U.K., and France to handle payments to its overseas freelancers. It maintains the equivalent of $5,000 or more in each account in order to pay its vendors in a timely manner. World’s Best is a U.S. person with foreign financial accounts for FBAR purposes, and must report these accounts to the Treasury Department each year by June 30.

A “financial interest” includes accounts in which the U.S. person is the owner of record or holds legal title, regardless of whether the account is maintained for that person’s or another person’s benefit. It also includes accounts where the owner of record or holder of a legal title acts as an agent, trustee, nominee, or in some other capacity on behalf of a U.S. person.

Example: Juanita, an Argentine citizen and resident, grants her sister, Maria, a U.S. permanent resident, power of attorney to access Juanita’s Argentine bank account. Maria may be subject to FBAR because she is a U.S. person having a financial interest in a foreign bank account. Juanita may or may not have to file a FBAR depending on whether or not she is considered “a person doing business in the U.S.”

Signature or Other Authority

FBAR requirements apply if the U.S. person has power of disposition over the foreign account. Power of disposition generally means the ability to make disbursements or deposits to the account. The mere ability to direct how or where funds are invested is not considered disposition.

Value of the Account

FBAR requirements apply if the total value of the foreign account(s) exceeds $10,000 at any time during the calendar year. The account value is the largest amount that appears on any quarterly (or more frequently issued) account statement. If no account statements are issued, the account value is the largest amount in the account at any time during the year. According to the IRS, foreign currency amounts should be translated using the official exchange rate at the end of the year. For stocks, other securities, and other non-monetizable assets, the value is the fair market value at the end of the calendar year. If the account was withdrawn from the account, the value is the fair market value at the withdrawal date. If the account(s) never exceed $10,000 in value, there is no reporting requirement—either FBAR or on Schedule C, Form 1040. Note that solely the value of the account drives reporting. It does not matter if the account does or does not generate any interest, dividends, or other income. (If it does generate income, such income may also be reportable for tax purposes.)
**Record-keeping Requirements**

Account records for accounts requiring FBAR reporting must be retained for five years. Failure to maintain records may result in civil and/or criminal penalties.

**When and Where to File**

If filing is required, the FBAR must be filed on or before June 30 of the year following the calendar year being reported. There is no extension available. The FBAR may be mailed to:

Department of the Treasury  
PO Box 32621  
Detroit, MI 48232-0621

The FBAR may also be hand delivered to any local IRS office for forwarding to the Treasury Department or delivered to tax attaches in U.S. embassies and consulates abroad for forwarding. The date of receipt by the Treasury Department is decisive for the timeliness of filing, so allow for sufficient time for forwarding if you elect this filing method.

**Penalties**

The table above shows the civil and criminal penalties that may apply for not complying with FBAR reporting and record-keeping requirements.3

<table>
<thead>
<tr>
<th>Violation</th>
<th>Civil Penalties</th>
<th>Criminal Penalties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negligent violation</td>
<td>Up to $500.</td>
<td>N/A</td>
</tr>
<tr>
<td>Non-willful violation</td>
<td>Up to $10,000 for each negligent violation.</td>
<td>N/A</td>
</tr>
<tr>
<td>Pattern of negligent activity</td>
<td>In addition to penalty under § 5321(a)(4)(A) with respect to any such violation, not more than $50,000.</td>
<td>N/A</td>
</tr>
<tr>
<td>Willful failure to file FBAR or retain records of account</td>
<td>Up to the greater of $100,000, or 50% of the amount in the account at the time of the violation.</td>
<td>Up to $250,000 or 5 years, or both.</td>
</tr>
<tr>
<td>Willful failure to file FBAR or retain records of account while violating certain other laws</td>
<td>Up to the greater of $100,000, or 50% of the amount in the account at the time of the violation.</td>
<td>Up to $500,000 or 10 years, or both.</td>
</tr>
<tr>
<td>Knowingly and willfully filing false FBAR</td>
<td>Up to the greater of $100,000, or 50% of the amount in the account at the time of the violation.</td>
<td>$10,000 or 5 years, or both.</td>
</tr>
</tbody>
</table>

Civil and criminal penalties may be imposed together. 31 U.S.C. § 5321(d).

**Account records for accounts requiring FBAR reporting must be retained for five years.**


[4] The IRS has also published a draft of stricter FBAR regulations that can be expected to go into effect. In light of the potentially severe penalties for even “negligent violation” of FBAR requirements, if you have an interest in any foreign accounts, you must determine carefully if you meet the above definitions of a “U.S. person” or a “person doing business in the U.S.” to see if the FBAR reporting requirement applies to you.

For freelancers or agencies located outside the U.S., does having regular clients in the U.S. constitute “doing business in the U.S.?” As an
example of a person who does not fall under the category of “doing business in the U.S., the IRS gives: “persons who are not citizens or residents [emphasis added] and who are engaged in a business but who only occasionally visit the United States to meet customers or business associates.” This would indicate that non-U.S. citizens are not considered to be “doing business in the U.S.” merely because they have U.S. clients. However, because the IRS examples specifically cite “persons who are not citizens” as exceptions, this also indicates that all U.S. citizens, even those who are not doing business in the U.S., may still fall under FBAR reporting requirements simply because they are U.S. citizens.

If you are an expatriate living in the U.S. and have authority over accounts in a foreign country (e.g., on behalf of an invalid parent), you may also fall under FBAR reporting requirements even if you do not have any foreign accounts.

The easiest way to avoid any reporting requirement is to ensure that the total value of your foreign account(s) never exceeds the equivalent of $10,000 at any time during the year.

Example: Helmut, a U.S.-based German translator and taxpayer, has a bank account in Germany to handle euro transactions with his German clients. His account reaches a peak value of EUR 7,000 on May 10, 2009. The official exchange rate on that date was EUR/USD 1.36380, meaning his account value on that date was $9,546.60, which is below the reporting threshold. But the exchange rate at the end of 2009 was EUR/USD 1.4333. For FBAR purposes, this means his account had a peak value of $10,033.10 on May 10, thus triggering the reporting requirement for 2009.

This means that you should maintain a careful watch on the balance of any foreign accounts, and must compute the U.S. dollar value of the highest amount reached in these accounts during the year as of the end of each year. Careful monitoring of balances and timely withdrawals may save you from FBAR reporting requirements and unwanted record-keeping requirements.

For more information about FBAR reporting requirements, see www.irs.gov/businesses/small/article/0,,id=148849,00.html or ask your accountant or attorney for guidance.

Notes
2. All specific information in this article was obtained from the Internal Revenue Service’s website, as well as the articles and frequently asked questions found there regarding FBAR requirements. The starting point for this information was www.irs.gov/businesses/small/article/0,,id=148849,00.html.

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It has been 40 years since the Internet first came on the scene, during which time it has transformed from a data information communication system to a social gateway. When the Internet first appeared, it served as a system to relay e-mail and as a means for users to exchange messages through various newsgroups. Those were its main functions until the early 1990s, when Tim Berners-Lee developed a protocol that allowed communication between an HTTP client and a server, which led to the birth of the World Wide Web and the explosion of information in cyberspace. During those early years many tried to create websites, which turned out to be an endeavor few could handle due to its technical complexity. Even the small number of companies privileged enough to have a presence within this new communication channel did not take full advantage of the enhanced ability to connect directly with their target markets. As a result, these early players often ignored the conversations occurring about them in the “back rooms” of cyberspace (e-mails, forums, chat rooms). In 1999, in an effort to explain the potential of the phenomenon of “networked conversations” to organizations, four authors came together to write *The Cluetrain Manifesto*. This work became, almost unintentionally, a prophetic document of what the Internet would become in the next decade. “The Internet will change everything,” these prophets wrote, and they were not wrong.

In the early 21st century other developments helped the message contained in *The Cluetrain Manifesto* gain strength. First, a few software programmers began developing simple content management systems for personal use that allowed online content to be managed easily. This eventually led to the emergence of blogs. Google then started promoting your online identity should always be clear and congruent with your skills, strengths, passions, human voice, and goals.

By Marcela Jenney

Managing Your Online Identity for Your Translation Business’s Success

By Marcela Jenney
those websites that met industry standards through frequently updated content and allowing incoming links from other sites. Google embraced the blogs and allowed them to appear in the first positions of its search engine rankings, making visible the human conversations that were taking place, including the ones from those companies that paid close attention to the trend that “markets are conversations.” All this is now history. While there are still businesses and individuals alike reluctant to accept social networking, it is a reality and there is no going back.

The emergence of the social Web, coupled with the current economic downturn, has led to further changes in conventional marketing and advertising. Internet usage continues to increase rapidly worldwide, having grown 461.5% from 2000 to 2009. What is important about this figure is that it signifies that the Internet is not just another communication channel, but a comprehensive infrastructure that allows us to showcase our products and services to a global market. Businesses have transformed their marketing into interactive conversations, and we are active participants in them.

Enter Web 2.0

The Internet is no longer a place where users are passive viewers of the information provided to them. In 2004, in a brainstorming event called “Friends of O’Reilly,” the term Web 2.0 was first coined to describe a second generation of Web applications in which online information shifted from a static to a dynamic state. Web 2.0 is not a type of technology or system. Rather, Web 2.0 is about sharing information and expressing our opinions and beliefs in a highly interactive way in an open environment. Others learn about us, and we learn about others. It is very transparent, and the line that used to divide our private and public space is now blurred. The new Web has become a social platform in which we are “exposed” to the world.

Google the Verb

Google has evolved from a brand name into a verb. The Merriam-Webster Collegiate Dictionary defines it as “to use the Google search engine to obtain information on the Internet.” This development seems to reflect the growing importance of the Internet as a social network. It also means that users need to begin to evaluate thoroughly the content they put up for the world to see.

Google provides its users with the most relevant and useful information, including facts about you, your expertise, your business, and personal life. When potential employers, clients, and leads are interested in you or your business, they use Google to check you out. In a 2009 study on online reputation commissioned by Microsoft, which includes data not just from the U.S. but also from the U.K., Germany, and France, 79% of U.S. hiring managers and job recruiters surveyed said they reviewed online information about job applicants. Most of those surveyed said that what they found online influenced their selection criteria. In fact, 70% of U.S. hiring managers in the study said they have rejected candidates based on what they found. An earlier study conducted by Execunet in 2007 showed 45% of managers rejected candidates based on what they found. So, obviously, this trend is increasing.

Influence Factor

As a professional, you have an online reputation to protect that is influencing the decision-making process of your stakeholders. You are being “watched” online. A 2009 study conducted by Nielsen Global Online Consumer Survey of over 25,000 Internet consumers from 50 countries found that recommendations from personal acquaintances or opinions posted by consumers online are the most trusted forms of advertising worldwide. The survey showed that 90% of consumers surveyed said that they trust recommendations from people they know, while 70% trusted consumer opinions posted online. People buy from people they trust. Developing an online identification builds trust and virtual rapport.

Impact of Social Networking

In 2009 Career Builder conducted an online survey with 2,667 hiring managers and human resource professionals to determine the degree to which employers utilize social networking sites to screen potential employees. The results were astounding: 45% of employers use social networking sites to research job candidates (a 22% increase from 2008), and another 11% plan to start using social networking sites for screening. Another interesting finding for the
translation and localization industry is that the industries most likely to screen job candidates via social networking sites or online search engines include those that specialize in technology and sensitive information: information technology (63%) and professional and business services (53%). Some of the content that contributed to the elimination of a potential candidate included:

• Posting inappropriate photographs or information.
• Revealing content about drinking or using drugs.
• Bad-mouthing previous employers, co-workers, or clients.
• Showing poor communication skills.
• Making discriminatory comments.
• Lying about qualifications.
• Sharing confidential information from a previous employer.
• Sending messages using an emoticon.
• Using texting language such as GR8 (“great”) in an e-mail or job application.

Managing Online Identity

What does all this mean for you? Managing your online identity/reputation requires you to learn what is being published about you and to control the information you want available online. Here are seven tips that can help you build and control your online reputation:

1. Diagnose. Go to Google and enter your name in quotation marks in the search field to get the most accurate results. Are you surprised, disappointed, or excited by what you see? If you find other people with the same name as yours, use keywords to eliminate false hits. Add keywords that apply to you only, such as your profession, city, and credentials. For assistance, Online ID Calculator (www.onlineidcalculator.com) is a very useful tool that allows you to determine your baseline Google Quotient (GQ) and to see where you stand on the digital scale. Ask yourself if the search engine results you see communicate your unique value. Are they consistent and clear regarding how you want to be perceived?

2. Monitor your name. Sign up for Google Alerts (www.google.com/alerts) and enter your name in the search field. You will get e-mail updates whenever your name comes up in websites, blogs, Facebook, etc., all indexed by Google.

3. Create social media profiles. If you do not have an online profile on the most popular professional networks such as LinkedIn or Xing, it is time to create one. Think of these profiles as your interactive business card. Make sure, however, that your profile is a true representation of your value proposition. Complete the profile in its entirety and ask for professional endorsements. Nothing builds credibility like third-party endorsements! Check to see that your information is accurate, up to date, and complete. Include a professional, high-quality headshot of you alone.

4. Clean up any existing online profiles. Go back to your social media profiles, including Facebook, YouTube, MySpace, and LinkedIn, and review the existing content (including photos, videos, comments, etc.). Look for anything that could be detrimental to your reputation. As an ambassador of proper communication, it is important that you always check your profiles for improper grammar or poor language use. Avoid slang, vulgar expressions, or content with a potential unsavory or misinterpreted meaning.

5. Join the conversation. Social media allow you to connect to your audience directly, but do not just take a “listener” role. If you engage in communication with others and share valuable information, you will soon be presented with greater opportunities to grow your online presence. To get started, Twitter is a great tool that provides real-time content.

6. Create your “presence” on the Web. You need to create your own space on the Web for both visibility and credibility. Use traditional content such as your own website or blog, or publish articles of interest to your target market. These vehicles are not to be used to brag about your capabilities. Use them to provide your perspective on relevant items within your online community. Search engines love blogs. By adding your own insightful comments, you will be adding positive fuel to the fire.

7. Use a friendly conversational tone. You might want to think twice before speaking your mind to criticize someone online, and that includes peers, clients, colleagues, competitors, friends, and family. It is perfectly

As a professional, you have an online reputation to protect that is influencing the decision-making process of your stakeholders.
okay to disagree and to be disagreed with, but do it in a polite and professional manner. You do not want to ruin anyone’s reputation online. If you feel very strongly about a particular subject, it is better to contact that person in private to sort things out. If you make a wrong move online, the consequences could be catastrophic. Such missteps could also prove hard to remove once they have been published in an online forum.

**External and Internal**

Your online identity should always be clear and congruent with your skills, strengths, passions, human voice, and goals. Find that “voice” you want to be known for and control your presence online. In many ways, you can no longer be successful unless you are visible. The more visibility you have externally, the more respect and credibility you will have internally. Visibility provides you with the leverage to build the partnerships you want. For top executives and business owners, this is no longer an option. It is obvious.

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**Related Links**

- **Online ID Calculator**
  www.onlineidcalculator.com
  Determine your baseline Google Quotient (GQ).

- **Google Alerts**
  www.google.com/alerts
  You will get e-mail updates whenever your name comes up in websites, blogs, Facebook, etc., all indexed by Google.

- **LinkedIn**
  www.atanet.org/linkedin.php
  ATA’s group on LinkedIn provides an ideal starting point for online networking.

- **Twitter**
  www.twitter.com

- **Xing**
  www.xing.com

**Notes**


Have you found yourself thinking “I wish our profession were...” or “I wish my local association did this...?” If you have, then you are on your way to being a volunteer! While it is certainly good to discuss ideas we have about our profession and the associations that represent us, it is even better to take action to help implement new ideas and support the associations by serving as a volunteer. Translation and interpreting associations cannot exist without the help of volunteers, even if hundreds of members pay membership dues. Professional associations depend on volunteers donating their time to make them work. It is not about the money—it is about the time.

We all think that “someone else will have/make the time.” Well, you are someone. With the exception of a handful of national and international associations that can afford to hire staff, almost all local and regional associations are entirely run by volunteers. Essentially this means that the board of directors is the staff of the organization. It is a lot of work, and unfortunately, there are no plaques, no fundraising dinners with volunteer awards, and no parades in your honor. However, you do not do this for the glory or the money: you do it for the love of the profession.

The Case for Volunteerism

Imagine the following scenario: a world without conference speakers because fellow professionals do not want to share what they know. Or imagine a world without professional associations because no one is willing to volunteer their time. While I certainly hope it never gets to this worst-case scenario, many organizations around the world already face a shortage of volunteers, resulting in cutbacks of entire programs, such as newsletters and seminars. A lack of volunteer effort can also lead to the failure of professional organizations. Many states do not have an active regional association for the same reason: everyone wants an association, but no one wants to do the work. If the scenario I just described were to come true, how would you get your professional development? Where would you earn your continuing education points? Where would you learn about the newest developments in our industry, and where would you get inspired by colleagues and have the chance to network? If you would prefer that...
not happen, you need to do something about it. No contribution is too small, and they all add up. You do not have to be on the board of directors to have an impact. Consider simply volunteering to take on small, finite tasks, and progress to bigger responsibilities if you feel comfortable.

My own volunteer experience on boards of directors of nonprofit organizations, both in the translation business and other industries, dates back more than 12 years, and I have learned a few things along the way. Most importantly, that taking on a pro bono assignment is a lot of work, but it is also very rewarding. In addition, I realized early on that some board members simply want to build their reputation and résumé by having their name on the letterhead of a nonprofit, that there can be quite a bit of internal conflict and politics, and that not everyone is willing to work hard. I also learned that you accomplish much with just a handful of truly committed people.

Be prepared that your volunteer experience might not always be smooth sailing and that, just like in for-profit organizations, it is not always easy to work with a group of people. Oftentimes, you might not be able to reach a quorum if you serve on a board, and projects will be delayed because you cannot agree.

**What Volunteering Can Do for Your Career**

**Reputation-building:** Without a doubt, your name will get out there in the community, and you will be recognized as a leader in your field.

**Contacts:** You will have the opportunity to build contacts you would not make otherwise. People will be more likely to remember you if you are the president of your local association.

**Credibility:** It is one of the not-so-noble motivations people sometimes have for serving on a board. It should not be your main motivation, but you will build credibility by volunteering your time, especially if you get things done.

**Skill-building:** Volunteering gives you the chance to acquire some skills and work in areas you might not have worked in before in a low-risk environment. You never know when your newly acquired skills will come in handy, and learning something new is always a good thing.

**Mentorship:** You might have the opportunity to learn from and work with established professionals. Alternatively, you might be in the position to mentor a professional who is just starting out. Either way, it is a rewarding experience.

**Some Suggestions**

If you are not ready to commit to the substantial task of serving on a board of directors, that does not mean you cannot be of great help to the organization. While the list of tasks you could take on really is quite endless, here are a few ideas to get you started:

- Write articles for an organization’s newsletter, or offer to edit the newsletter.
- Find event space and help negotiate rates.
- Serve as the organization’s liaison with other organizations.
- Design and/or write texts for brochures, or design and order business cards, banners, and other promotional materials the organization needs.
- Volunteer to maintain the organization’s database.
- Assist with the maintenance and administration of the organization’s website. You could even offer to be the point of contact for users who need assistance navigating the site.
- Take pictures at events and post them on the website.
- Maintain the organization’s blog.
- Contact potential speakers for workshops or seminars.
- Be a presenter at a workshop or seminar.
- Give a presentation on behalf of the organization to a local school or community group.
- Hold new member orientation meetings.
- Help greet and assist attendees at events and meetings.
• Take the minutes during board meetings.

• Help handle the association’s bookkeeping and taxes.

• Collect the mail from the post office box.

**Things You Need to Know**

1. If you commit to doing something for your organization, you have a professional obligation to finish the task.

2. Check your ego at the door. It is not about you, but the organization.

3. It is a democracy. If the board has voted to proceed with a certain item, you will have to support the decision and help implement it.

4. Take on tasks you feel qualified to do. If you take on something you are not comfortable with and cannot do, you are setting the organization up for failure.

5. What you do or do not do as a volunteer is a reflection of your work ethic for paid work. You might establish yourself as someone who gets things done. Alternatively, if you gain a reputation for not completing obligations, this will follow you into your professional life.

6. Communication is key. Everyone understands that your for-profit work has to take precedence. If you cannot finish a task or need help from other volunteers or board members, ask.

7. If you are one of the individuals responsible for making financial decisions, treat that responsibility with respect.

8. Familiarize yourself with *Robert’s Rules of Order* if you attend board meetings. This is essential reading for anyone who wants to take on a formal role on a board. Be sure to follow those rules. Otherwise, board meetings will become unmanageable.

9. Respect everyone’s time. Just because you have a strong opinion on something does not mean it is the most important thing on the agenda. If you cannot get a majority to agree to your proposed idea, move on.

**Ready, Set, Go!**

Did I motivate you to donate a few hours of your time? Contact your local translator or interpreting association to get started. By working together, we can continue strengthening our profession. Happy volunteering!

Volunteering gives you the chance to acquire some skills and work in areas you might not have worked in before in a low-risk environment.

Looking for continuing education events in your area? Check out ATA’s online event calendar at [www.atanet.org/calendar](http://www.atanet.org/calendar).
Now Open
2009-2010
ATA School Outreach Contest

Make a School Outreach presentation this year, and you could win **free registration to ATA’s 51st Annual Conference** in Denver, Colorado, October 27-30, 2010. Here’s how to enter.


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

3. Speak on translation and/or interpreting careers at a school or university anywhere in the world between August 1, 2009 and July 19, 2010.

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

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

The deadline for submissions is midnight on July 19, 2010.
The winner will be contacted no later than August 16, 2010. **You must be a member of ATA or an ATA-affiliated organization to enter.**
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For reservations, call the Hyatt Regency at +1-404-577-1234.

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Cancellation Policy
Cancellations received in writing by May 30, 2010 are eligible for a refund. Refunds will not be honored after May 30. A $25 administrative fee will be applied to all refunds.

3 Ways to Register
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Fax registration form to +1-703-683-6122
Mail registration form to ATA 225 Reinekers Lane, Suite 590 Alexandria, Virginia 22314 USA

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Professional Development for Translators and Interpreters
Hyatt Regency June 5-6, 2010 Atlanta, Georgia

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- Understand how to fully utilize the PDF documents you encounter on a daily basis
- Connect with colleagues, company owners, and seasoned professionals at the Networking Session
- Market your services by taking part in the Job Marketplace
- Obtain the professional development you need to enhance the added-value you offer in a competitive marketplace

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Fax registration form to +1-703-683-6122
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Don’t Forget
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Make your hotel reservations
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Program is subject to change.

ATA/AAIT Translation Tools Seminar
Professional Development for Translators and Interpreters
Hyatt Regency June 5-6, 2010 Atlanta, Georgia

Why should you attend this seminar?
The ATA/AAIT Translation Tools Seminar offers a unique opportunity to enhance your skills and advance your career!

By attending this seminar, you will:
- Receive training specific to your needs as an experienced translator and interpreter
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- Understand how to fully utilize the PDF documents you encounter on a daily basis
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or contact ATA at +1-703-683-6100 or ata@atanet.org

An ATA Professional Development Event
Blogging has quickly become very commonplace, and while they may be plentiful, many bloggers still make a number of mistakes when it comes to managing their blogs. Presented here are the most common blogging mistakes, in hopes that you can avoid making them yourself...

Mistake #1—Failure to Provide Search Functionality: Blogs should be searchable. Include a search function so that visitors can search your blog content easily.

Mistake #2—Failure to Offer Syndication: Failure to provide an RSS feed for blog content is a common mistake. RSS feeds will significantly increase the number of blog followers. Many blogging platforms will automatically create an RSS feed for the content. If your current content management system does not have that ability, you can manually create the RSS feeds yourself or use software. RSS feeds will increase your blog’s exposure and readership.

Mistake #3—Failure to Personalize: Blogs are meant to be personal. Blogs that consist mostly of impersonal, factual news clips will not attract much interest. Add character to your blog by personalizing the content.

Mistake #4—Failure to Subscribe to Your Own Blog: Be sure to subscribe to your own blog and RSS feed so that you can see exactly what your readers are seeing. Click through the blog posts to ensure that your linking schemes are functioning properly. Sometimes you might be surprised by how your blog content is being displayed to your readers, so subscribing is a good way to see and correct any errors quickly.

Mistake #5—Poor Navigation to Archives: It is important that you provide clear navigation to older blog posts. You can often categorize posts or list related content beneath your main posts. This gives readers access to additional related material if they found your post interesting.

Mistake #6—Lack of Consistency: Blog postings should be consistent, both in frequency and tone. Blog readers expect consistency, and straying too far from the established and expected frequency or tone could sour some readers.

Mistake #7—Lack of Theme: Blog posts should be united by a common theme, simply because subscribers will follow blogs that contain an ongoing topic they find interesting. If the blog is simply a collection of random and unrelated posts, your subscribers may lose interest and wander away.

Mistake #8—Failure to Use Stable Hosting: Hosting should be reliable and stable. Nothing is more frustrating to readers than being unable to click on a post they find interesting. Use a stable Web host and platform, even if it means spending a little more money.

Mistake #9—Changing Half-way: Many people will try blogging initially, using a third party for hosting, but once they realize it is successful they decide to host and manage their blog locally. This means that any followers they have managed to obtain prior to that point must then resubscribe to the RSS feed or go to a different URL for the most recent posts. If you are going to blog, do not do it half-way and then change things in mid-stream. As they say: go big or go home, meaning that you should do it correctly from the beginning or not bother.

Mistake #10—Lack of Monitoring Metrics: View your blog logs on a regular basis to learn what articles your readers enjoy most. Then you will know how to give readers more of what has already been of interest to them. Analytics are critical in determining what people like and dislike, so do not rely on assumptions—rely on numbers.

Related Links

FeedForAll Articles
www.feedforall.com/press-article-feed.xml

Blogger
www.blogger.com

ProBlogger
www.problogger.net
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 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.

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.

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.
This year, when the Easter celebrations of the Western and Eastern Orthodox Christian churches and the Jewish Passover all fall on the same date as the writing of this column, what better message to give than one of peace and reconciliation? And since these terms taste a little big for my mouth, let me start with one that is basic to both of them: relationship.

In a column about technology and translation? Bear with me.

In my conversations at the recent and very successful ATA Translation Company Division conference in Scottsdale, Arizona, just about everything seemed to center on relationships, an aspect that we seem to forget about often. The most basic question that was raised repeatedly was: What is the true nature of the language business, and what do we truly have (to offer)? Sure, the obvious answers are language and (hopefully) subject matter expertise. But those alone do not make a business.

Think about it.

No matter who you are in our industry—freelance translator, language services provider (LSP), owner/employee, or translation buyer—our business is only possible because of the relationships we have created and maintain: relationships with our clients (this is the obvious one), but also with our peers and, for an LSP, vendors. Aside from those two things—skills and relationships—we are really not made of much more. Yes, we may own some equipment and have access to technology and data, but those are meaningless without the other two.

To me, the profound can often be found in the simplest of concepts, and this is one such case. Granted, relationships are not easy, and we all know that. Each of us can tell of conflicts with representatives of the other groups within our industry and even within the groups. But strength lies in unity, not division, especially if, like most of us, you are not large enough to simply forego relationships on all of the levels just mentioned.

Are some groups large enough to do this? I do not really think so, but I am worried about some very large LSPs that are attempting to create self-contained, technological infrastructures (I told you I would get there eventually) for which even freelance translators have to pay, and only work for that LSP. In general, infrastructures are good—if they become like freeways on which everyone can travel with the same benefit and the same speed. What I worry about is the self-contained nature of systems like Lionbridge’s GeoWorkz Translation Workspace and, to some degree, SDL’s Trados Studio.

Technology is not good for technology’s sake alone; technology is good when it is useful and when it has the same potential for all who employ it. If it is in the hands of one large contender in the business that technology is supposed to serve, it runs the danger of not having the same benefit for all.

Technology with a human face—the title of this column—is technology that honors and values relationships of equals. In my eyes, this is only possible with a large and colorful variety of technology solutions that are interconnectable through standards that allow for a complete data exchange.

Let’s try to strive for technology with a human face or, as this cleverly written blog entry (http://bit.ly/LudditeLove) suggests, some of that old-time Luddite love.

No matter who you are in our industry, our business is only possible because of the relationships we have created and maintain.
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](http://www.atanet.org/linkedin.php).
Member News

Send your news to Jeff Sanfacon at jeff@atanet.org or American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314.

- **Christine Bucher** has accepted an editorial position with the Localization Industry Standards Association.

- The Localization Industry Standards Association has published the inaugural issue of the Journal of Internationalization and Localization, a new academic journal dedicated to providing research into the business and technical aspects of globalization. The journal is available free of charge as a PDF file from www.lessius.eu/jial, and may be ordered in hard copy.

- **Anglocom Inc.**, of Québec, Canada, announces the addition of ATA-certified translator **Maria Edstrom** to its in-house team of French-to-English translators. Edstrom is Anglocom’s fifth American staff translator.

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**In Memoriam**  
**Sarah Elizabeth Insch**  
1959-2010

Sarah Elizabeth Insch, age 50, died March 9, 2010 after a seven-month battle with cancer. Sarah was an ATA member, a corporate member of the Carolina Association of Translators and Interpreters (CATI), and co-founder of Global Translation Systems.

Sarah was born on July 2, 1959 in Winston-Salem, North Carolina, the daughter of the late William Edward Insch and Elizabeth (Betty) Truitt Insch. She began her education at Summit School and graduated from Reynolds High School in 1977. Sarah graduated from Duke University in 1981 with a degree in Slavic linguistics, and did graduate work at the University of North Carolina at Chapel Hill, which is where I first met her as a graduate student in 1984. We remained friends throughout graduate school, and in 1989, she joined me to work at a local translation agency.

In 1992, Sarah helped found Global Translation Systems with me and two other partners.

Her efforts were instrumental in helping us achieve our goal of building a successful business and creating a pleasant place to work. As someone who worked closely with Sarah for over 20 years, I knew her to be a gifted linguist and translator and an incredibly hard worker. Her attention to detail and skills in multiple languages and fields made her an irreplaceable asset to her colleagues and to the business she helped start and build.

Sarah was a strong supporter of CATI and the profession. In good times or bad, she promoted the direction of resources to support CATI and other efforts to raise the profile of our profession. Her support in granting time and resources to CATI initiatives made the more visible contributions of time and effort, including my own, possible.

Though most of us knew her in a professional capacity, she was remarkable in her domestic life as well. Sarah was extremely active in her community, volunteering with political campaigns, Seawell Elementary and Morris Grove elementary schools, and serving as a Brownie and Girl Scout leader.

Sarah leaves behind her husband, Dan Pelletier, and two children: William (14) and Julia (10).

Memorial donations may be made to the Community Church of Chapel Hill or the University of North Carolina Hospice.

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*By Mike Collins  
(President, Carolina Association of Translators and Interpreters)
ATA Certification Exam Information

Upcoming Exams

California
San Diego
September 11, 2010
Registration Deadline:
August 27, 2010

Georgia
Alpharetta
August 28, 2010
Registration Deadline:
August 13, 2010

Michigan
Novi
August 14, 2010
Registration Deadline:
July 30, 2010

Tennessee
Nashville
September 12, 2010
Registration Deadline:
August 27, 2010

Texas
Austin
June 12, 2010
Registration Deadline:
May 28, 2010

Washington, DC
Washington
July 25, 2010
Registration Deadline:
July 9, 2010

Wisconsin
Milwaukee
September 12, 2010
Registration Deadline:
August 27, 2010

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.

New Certified Members

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

French into English
Karen M. Tkaczyk
Gardnerville, NV

English into Finnish
Tiina Follini
Colleyville, TX

English into Spanish
Chris Marquardt
Olympia, WA

English into Ukrainian
Inna D. Oslon
Richardson, TX

Active and Corresponding Membership Review

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

James P. Kirchner
Grosse Pointe, MI

Claudia F. Krusch
West Deptford, NJ

Deborah Spector
Miami, FL
**The Indian Translators Association (ITAINDIA)** is a nonprofit organization that seeks to unite translators and interpreters in India. It acts as an interface between government bodies and affiliates of the translation industry. ITAINDIA has developed relations with leading translator associations at the regional, national, and international level, and is a member of the International Federation of Translators.

**Mission**
- To provide and promote training for translators and interpreters through workshops, conferences, and seminars.
- To support standards of professional ethics, practices, and competence, including adherence to a professional code of conduct.
- To provide a platform where members can come together to discuss issues relevant to the industry and initiate possible improvements to the promotion of languages and culture.
- To develop a strong network of mutual cooperation with other organizations.

**Quick Facts**
- Established: 2006
- Website: www.itaindia.org
- E-mail: info@itaindia.org
- Address: Secretariat Indian Translators Association K-5/8, Lower Ground Floor, Kalkaji, New Delhi-110019 India
- Contact with ITAINDIA committees, and the opportunity to serve on these committees.

**Benefits**
- Online membership directory.
- Daily news updates from Inttranews related to the translation and interpreting industry.
- Targeted advertising in ITAINDIA publications.
- International identification card issued by the International Federation of Translators.
- Access to mailing lists.
- Information about the language market, technology, standards, good practices, and professional profiles.

**Additional Information**
For complete information, please visit www.itaindia.org.

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

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**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.
Upcoming Events

June 11-12, 2010
Medical Interpreter Network of Georgia
3rd Annual Southeast Regional Medical Interpreters Conference
Charleston, South Carolina
www.mingweb.org

June 16-20, 2010
Registry of Interpreters for the Deaf
Region V Conference
Salt Lake City, Utah
www.utrid.org/regionv

June 17, 2010
First North American Summit on Interpreting
Washington, DC
http://interpretamerica.net

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 & Translators
4th Annual Conference
“Toward Excellence in Multilingual Communication”
Atlanta, Georgia
www.aait.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

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

for a more comprehensive look at upcoming events.
Czech and Slovak are covered by several general-purpose dictionaries and other resources online. In theory, a translator into or from English could throw away all his print and local software dictionaries, yet still find what he needs online. In practice, most would find working solely online more cumbersome than liberating. Without going to that extreme, however, a translator can profitably use some of the online resources as supplemental references—but with caution.

Online Glossaries
Some might understand “online resources” to be anything online, including specialized glossaries. But given space constraints and the diversity of texts, glossaries are outside the scope of this quick overview. Three exceptions merit attention, however:

**InterActive Technology for Europe**
http://iate.europa.eu
This site is the successor to the well-known Eurodicatom, and covers several languages of the European Union. It gives examples and indicates the reliability of terms.

**Terminologická databáze**
http://isap.vlada.cz/852566AC0072089E/terminologie
This is a glossary of government terms compiled by the Czech government for its turn at the presidency of the European Union Council. It includes downloadable terminology files (e.g., isap.vlada.cz/Dul/zavaznet.NSF/CzAngl/OpenView). The site requires Java.

**Evropská Unie**
www.evropskaunie123.cz/kapitoly.php?id=29
This site does not contain any glossaries, but it does offer links to several specialized glossaries.

**General-Purpose Dictionaries**
Among general-purpose online dictionaries are the following.

- lingvosoft.com/English-Czech-Dictionary
- onlineslovniky.cz
- slovnik.azet.sk
- slovnik.cz
- slovnik.sukvos.com/preloz.php
- slovnik.zcu.cz/online/index.php
- slovniky.centrum.cz
- slovniky.idnes.cz/normal@slovnik.aspx
- slovniky.lingea.cz
- slovniky.sms.cz
- www.teos.sk/index.html
- web.volny.cz/najdito/slovnik
- zoznam.sk

This list is less diverse than it appears. All the sites use data from the PC Translator program, with four exceptions:

- onlineslovniky.cz (from Millennium, which sells locally installable dictionaries);
- slovniky.lingea.cz (which also sells both printed and installable dictionaries); and
- slovnik.zcu.cz/online/index.php (a GNU license site).

For this review, I used the sites listed to check for the following terms: odůvodnění (the reasoning of a court decision), krajinomalba (landscape painting), and “topiary.” In addition, the content of Millennium’s onlineslovniky.cz site was compared to two pages from a respected print dictionary, Velký Česko-anglický slovník (Fronek, 2006). The following paragraphs summarize the results of my online searches.

**Terminology Look-up**
The Lingea site lacked several terms and put each meaning of a word on a separate superscripted line (e.g., “row1,” “row2,” “row3”), effectively hiding the differences in source meanings. Lingea’s most user-friendly feature was to show source-language synonyms of the search term, which could be clicked to see their suggested translations. The translations were often similar, but this feature was useful nonetheless.

The sites based on PC Translator usually did not translate “topiary,” but sometimes said (as did the idnes.cz site) that it means “a person who knows how to shape trees and bushes.” This is wrong, of course, since the correct word for such an individual would be a “topiarist.” In addition, several PC Translator-based sites also suggested translating krajinomalba with “topia” (other suggestions included “landscape painting” and “landscape”). The word may exist, but its scope is limited—a fact the sites did not flag.
The Slovak sites, although also based on PC Translator, at least noted the limited domain via a reverse translation, defining “topia” as *krajinomalba na stenách v antike* (landscape painting on walls in antiquity). For *krajinomalba*, they also suggested “paysage,” which is a term more likely to be understood by English speakers, although the *Concise Oxford* still marks it with italics as “foreign.”

The best dictionary sites for Czech are the Volny site (using Millennium data) and Millennium’s own onlineslovniky.cz (its subscription-based professional version). For “topiary,” Millennium’s “simple” version gives only the adjective *přístrihnoutý* (keř, strom do ozdobné podoby), meaning “to clip a bush or tree into an ornamental shape.” That is okay as an adjective, but does not convey the meaning of the result or art of doing such trimming. Millennium’s paid “professional” version adds an entry for “topiary work,” which it translates as *tvorování dřevin* (shaping of woody plants), which is fine, but not necessarily better than the slovnik.cz (PC Translator) or GNU/FDL sites, which offer umělecké tvorování keřů (artistic shaping of bushes).

Millennium is, unfortunately, somewhat marred by redundant entries for many words. For example, it provides *odávování | n, odávování (pro porotu nebo soud)*, along with six other entries, none of which added any new meaning. Another example of redundancy was *plískanice*. It appeared five times—once alone, once as “am.” (American), once as “brit” (British), once as “meteor.” (meteorology), and once as “f” (French)—and each time with the same eight translations: rain and snow; sleet; sleet brit.; sleet; sleet meteor.; slush; sposh am.; and sudden shower.

Such repetition, which appears word after word, seems to exist only to inflate the number of entries and equivalents Millennium can claim. Unfortunately, this decreases the site’s usability, as there are no domain or nuance hints or examples.

Millennium’s online “professional” (subscription-based) database appeared to be complete when it was compared to the printed 2006 edition of the *Velký Česko-anglický slovník*. It included all the printed volume’s terms in addition to some others such as *plesnák* (groundwort), *plevnatec* (oatgrass), and *plískavice* (dolphin). However, quantity is not an unmixed benefit, and there are signs that Millennium’s completeness is the result of mere copying, not independent lexicography. For example, Millennium incorrectly suggests “amorous | pl.” as a plural noun to translate *pletky*. Given that the *Velký* translates *pletky* as (among other things) “amorous intrigues,” it is reasonable to suspect that Millennium copied only one of the two words found in the *Velký*, mistaking the “s” for a plural marker. Such copying may also explain Millennium’s odd use of the phrase *pletou se mu nohy* (he’s shaky on his feet) as a headword, where anyone else would use the infinitive *plést*. This same phrase occurs as an example in the *Velký*.

In languages with diacritics, alphabeticization can be an issue. When Millennium was asked to search for words beginning with “pli,” it skipped words beginning with “pli” (long “i”) even though standard Czech alphabeticizing ignores the length mark. This deprives Millennium of one of the benefits of the mixed alphabetical order to be found in printed Czech dictionaries, which gives them transparency and the ability to show surrounding material at a glance.

Millennium’s offering of many doubtful terms (sposh?), which are undifferentiated from reliable ones, means that it can only be used safely when going into one’s mother tongue. The suggestion to translate “plch” as graphiure (alongside garden-variety dormouse) is just one example. The word exists, but with limited geographical application. Offering “plch” for graphiure could be helpful, but not vice-versa. Typos in Millennium, such as “fiht” (for “fight” as a translation of *rvačka*), add to the need for caution.

In short, the Volny, Millennium, and Zoznam.sk dictionaries can be useful, but their suggestions must be taken with great caution, especially if translating out of, not into, one’s stronger language. A good printed dictionary like the *Velký Česko-anglický slovník* still offers quicker look-up and an overview of surrounding words. The online bilingual dictionaries I reviewed did not do a good job of providing examples or context. Also, the words Millennium had and the *Velký* did not were all easily found by Googling. Given that Millennium costs about as much per year as the *Velký*, people could disagree about where the best value lies.

### Monolingual Dictionaries

A final class of online resources should be noted. Monolingual dictionaries are almost inherently more reliable than bilingual ones, and provide reality checks whenever nuance and context dependence might be involved. Three are noteworthy.

#### Ústav pro jazyk český


#### Český Národní Korpus

Slovenský synonymický slovník
slovnik.dovreccka.sk/
synonymicky-slovnik

The first site searches and displays the definitions of the Příruční slovník jazyka českého, along with images of the original research cards from which the lexicographers worked, including their full-text exemplars of each word’s usage. The second site is the Czech national corpus, in which a search will show any existing word within the context of about 50 characters on either side. It accepts regular expressions, so one can type “koče?[kc].+” in the search field to find all declined forms of the word kočka (cat). The third site finds Slovak synonyms.

**Tread Cautiously**

Online bilingual dictionaries for Czech and Slovak are maturing, but caution is still needed. For the time being, online discussion groups and monolingual dictionaries are a better bet.

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**2010 Student Translation Award**

In 2010, ATA will award a grant-in-aid to a student for a literary or sci-tech translation or translation-related project.

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

**Eligibility**

The award, to be presented at ATA’s 51st Annual Conference in Denver, Colorado (October 27-30, 2010), is open to any graduate or undergraduate student, or group of students, attending an accredited college or university in the U.S. Preference will be given to students who have been or are currently enrolled in translator training programs. Students who have already published translations are ineligible. No individual student may submit more than one entry.

**Applications**

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

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

**Deadline: June 4, 2010**

**Award**

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I feel confident that no one could possibly hate words and be in our profession. I will go further and say that all of us like wordplay to at least some extent. So I think, dear reader, that you will share my delight at seeing these words, which I never imagined I would see placed together: state-of-the-art homeless shelter. They appeared in an article entitled “Sticking Around Lafayette, Indiana” in the February issue of Smithsonian Magazine, in which Patricia Henley described positive changes in and around Lafayette. This combination of words astounds me. Beyond that, I am glad that the homeless in Lafayette have an excellent facility if and when they need it.

**New Queries**

(Ca-Catalan rarely appears in this column, but here we have the troublesome word analítica in a general accounting text in Catalan. This is how it appears: En el cas d’una factura associada a una liquidació de despeses, s’ha de informar a la Unitat de Comptabilitat del número de l·iq-

(E-Croatian) In an electric power plant context, what does “channel branch point in galvanized piping con-

(E-Italian) In the world of fitness, what is good Italian for “controlled roll-

de high spikes and low burnouts.

(G-E) Try, if you can, to elucidate on Widmung zu öffentlichem Zweck in the following paragraph: Darüber hinaus sichert der Vermieter zu, dass dingliche Belastungen oder

(G-Polish) What does it mean? […] sind gestattet. What does it mean?

(G-Spanish) Trying to go into Spanish, a translator found härte- bindende, as in härtebindende Komplexbinder, difficult. Lend a hand, please, either with Spanish or English.

(N) This problem phrase was the title of an academic-year project and was an attachment to a diploma: расчетная работа по теории бухучета. What is it all about?

**Replies to Old Queries**

(E-English was not involved in the initial query, but is acceptable as an answer)

(French)

(English was involved in the initial query, but is acceptable as an answer)

(German)

(English)

(English, Croatian, Russian, Polish, Portuguese, Catalan, Spanish)

(English)

(Catalan)

(Croatian)

(English)

(English)

(English)

(English)
equivalent is found easily using a Google search. Sasha Barbour states that a “surge” is a change of more than 5% compared to average current or voltage.

(E-Pt 3-10.4) (hot seat): Brad Hagen can take us most of the way by saying that in a computer gaming context, “hot seat” is a mode of multi-player play in which multiple players use only one physical device like a PC or cell phone. After taking their turn, players must get up out of the chair closest to the device and yield it to somebody else, in a game where moves are made in alternation, not simultaneously.

(G-I [E] 3-10.6) (Meisterprüfung): Jacopo Madero says that this is a prova d’arte. Esame di maestria is a Swiss false friend.

(G-I [E] 3-10.7) (Trinkessig): Literally, says Elizabeth Tucker, it means “vinegar for drinking.” In the southern U.S., it is called “shrub,” and gastrique in France. Perhaps in an American advertisement, “beverage vinegar” would be best. To translate the German of the query: “A sampling of the best wines and a selection of exclusive beverage vinegars awaits you.”

(I-E 11-09.9a) (incrociare le ruote): Jacopo Madero corrects this to read incrociare i pneumatici and offers “to rotate the tires” as the proper English translation.

(I-E 3-10.8) (favorendone la completa asciugatura): This means simply “allowing the hair to dry completely,” says Jacopo Madero.

(Pt-E 1-10.9) (hidrante de recalque): For this, simply “pressure hydrant” or “fire hydrant (under pressure)” might work, says Sasha Barbour. The words in parentheses demphasize the fact that the concept of pressure normally is not mentioned in English when speaking of hydrants. It appears that in Portuguese a distinction is made, owing to a variety of hydrants.

(Sb-G [E] 2-10.9) (ujdurma): The problem word is of Turkish origin, says Davor Zidovec. The standard word for it in Croatian (and probably Serbian as well) is smicalica. A Croatian-English dictionary by Milan Drvodelić defines it as “trick, artifice, dodge, shift, maneuver.” Davor’s suggestion as a translation for the entire sentence, found on page 40 of the February issue, is “They did not care too much if the new members were sincere, or if their joining the party was just a trick of the enemy.”

(Sp-E 3-10.10) (Finca-Manzana): This could mean many things, says Gonzalo Ordóñez, everything from a name for a property to a property occupying a whole block. To get closer, he says, check the legal agrarian terminology used in the country where this quote (from page 44 of the March issue) comes.

(Sp-E 3-10.11) (política de acogida e integración): By itself, says Gonzalo Ordóñez, this has no meaning related to adopting children. On the other hand, the two words do not convey the same idea. A possible English rendition is “policy for welcome and integration.”

(Sp-F [E] 1-10.10) (estrobaje): In French, says Sasha Barbour, this might be élinage, a word that relates to strapping together a load so it can be lifted by a device such as a construction crane. In Spanish, he believes the word is a derivative of estrobo. Thus, we bypassed English in this query (which is what the translator initially wanted anyway).

(Sw-E 3-10.12) (diviga): Rachel Willson-Broyles asserts that this is not a misprint, but means “diva-ish” or “diva-like.” Paul Norlen finds this adjective a little strange in the context of “sinful” and “bad,” but it means simply “diva-like” or “snobbish.” This is a negative quality in Sweden, where people generally do not want to stand out from the crowd.

The above collection of replies to old queries is outstanding. Out of fear of another drought of responses, I have held some back until the June issue. Never fear, though. All of the replies received over the past month will appear. Thanks so much!

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821. Email 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.
Gail Armstrong, a writer and translator who lives in France, is the author of one of the articles comprising “A Little Trick of the Mind: Four Translators Discuss the World’s Second Oldest Profession.” These articles appear in issue Number 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.

Ms. Armstrong’s article follows, reprinted here with the kind permission of both Craig Taylor, the editor of Five Dials, and the author (armstrong.gail@gmail.com).

Nor ought a genius less than his that writ attempt translation.
—Sir John Denham (1615-1669)

Literary translation is a labour of love. It has to be: the pay is crap. But it is as close to glamorous as the job ever gets. The only other times translators make headlines are when blowing the whistle on shady government deals, being gunned down in war zones, arrested for spying or kicked off the job for sexual leanings (Just whose team are you on, son?).

And still we wonder why we arouse suspicion.

Despite working in what has been referred to as the second oldest profession, and widely associated with the words “traitor” and “lost in,” most of us spend our time obediently typing away in the quiet anonymity of a home office, churning out a daily quota of words, each one counted and billed to the client—any forays into daring confined to toying with terms outside our usual idiolect.

While the majority of translators soon realize the need to specialize in a particular field—the more arcane the jargon involved, the higher the price of each word—there will always be those who’ll take whatever work comes their way (Five thousand words on the latest neurosurgical techniques? Sure, why not?), relying on dictionaries to bluff their way through. You would think that most clients would prefer a native speaker with some expertise translating their nuclear power plant assembly instructions, but you’d be amazed at the compromises made in the name of penny-pinching.

The darlings of these budget cutters, promising extreme savings and my eventual obsolescence, are the makers of translation software. They’ve been promising that for ages. Already 20 years ago, the head of the translation department where I worked would flex her managerial muscles by storming through the cubicles, brandishing a floppy disk and barking: “This! One day I will replace you all with this!”

Thankfully our craft has not yet been tossed in the dustbin of history, alongside scribes and papyrus farmers (and word is that this manager was usurped by some nifty productivity software). Plus, I don’t imagine it ever will be entirely, despite the hopes of certain clients, like the inevitable retail’s-for-suckers ones who snap, “This word here, are you sure that’s a word? I lived in New York for a month back in ’98, and I never heard that word. I don’t think it’s a word. Find another one.”

This is usually the same person who experiences the occasional burst of brash and decides to write his report on telecoms in Europe directly in English, asking only that you give his work a quick little polish.

It will begin like this:

“Penetration in the Sweden is one of the hardest and deepest in Europe.”

Making you sit up a little straighter, eager for what comes next. What comes next is:

“The all numbers of subscribers has surrounding 3,1 millions and the repartition by operators is supplying at the chart following.”

Aw. You slump back down, and down and down as it continues like that for another 50 pages. Nonstop gibberish that you only understand because you speak French and know...
what he’s trying to say (it’s what you do for a living, after all). Every word reads like it has a thick accent. The kind of accent that hits on strangers in airport lounges—inexplicably certain of its appeal.

The man writing this is not aware that it is not English, but rather an ungainly patchwork of the skeletal remains of secondary education plus a few night classes, padded out with movie taglines, pop lyrics, and vernacular picked up from the rah-rah web and the travelling minstrels of industry conferences—that wretched facsimile known as International English where everyone is on a first-name basis, and no one’s quite sure what all those apostrophes replace.

It has no style, no poetry, no nuance, and no purpose other than to do business. It is indeed the new Lingua Franca, and will only ensure that monsieur will get his martini dry, find a room for the night, and increase his third-quarter earnings. It will not equip him to enjoy James Joyce, or even Dr. Seuss. It is what he hopes to find when he reads my translation of his work. He composes his French so that the English will blend in seamlessly with the crowd. I cannot tell you how depressing that is.

The problem is compounded by the fact that one of my specializations is IT and telecommunications—an area in which my knowledge far outweighs my enthusiasm. Oh, man, it’s dull. And I know an awful lot about it. I’m talking Mastermind-level quantities of uninteresting information. Things like the number of cable subscribers in Slovenia and what a quadrature phase shift keying modulator circuit is used for. Two things that TDMA stands for—one of them is too damn many acronyms. Which there are. And when one doesn’t exist in French, they’ll put in the English one. So you’ve got to know your acronyms. God I hate acronyms. GIHA.

Outside of my work, there is nothing to do with this knowledge. I do occasionally spring it on an unsuspecting neighbour at a dinner party after I’ve had a little too much to drink, but that never ends well. So mostly this great lump of stuff just loiters in my brain, kicking the dirt while contemplating the advantages of mutualized civil infrastructure and wondering why it has no friends.

Having this area of specialization also means I translate two kinds of text. There are deliberately ambiguous government documents that have all the elegance and playful brio of concrete blocks. Hundreds of pages of sentences apparently modeled on Stalinist architecture, where epochs elapse between subject and verb, forming paragraphs more lengthy and drab than a French civil servant’s summer holidays. If bottled, they could induce coma. Then there are market reports, by and for totally psyched, choir-preaching, high-fiving, point-oh-faced, social-networking, micro-messaging, cross-platform-marketing wienies leveraging the convergent synergies and brand equity of the latest killer app to monetize eyeballs and get us all on the winning side of retail Darwinism.

The brass ring is to have their white paper read by one of the big boys, i.e., someone just like them, but that you’ve heard of. So it’s champagne all around when I get a breathless e-mail from one of my usually just-coasting middle managers, suddenly swooning with exclamation marks: Your translation was quoted at length in a Morgan Stanley report today!!!

Oh! It’s like being asked to the dance by George Soros!

When told by a reader that his stories read better in French, James Thurber replied, “Yes, I tend to lose something in the original.” If I know that consciously working to improve on the source text is against the rules, I have to confess that when I sit down to translate some of these voiceless pages, it really does seem like the only humane thing to do.

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