Understanding the world and its many languages is what helps NSA solve the Nation’s most difficult challenges.

As a Language Analyst with NSA, your language proficiency and the understanding of nuance, context, cultural overtones, and dialect will have a global impact in providing the fullest and most accurate intelligence to U.S. policy makers, military commanders, and Intelligence Community members.

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- African
- Dari
- Mandarin Chinese
- Arabic
- Farsi
- Pashto
- Chinese
- Korean
- Urdu and Punjabi

For a complete list of languages or to apply online, visit our Web site.
ATA 2010 Elections: Candidate Statements
ATA will hold its regularly scheduled elections to select three directors.

Translators Struggle to Prove Their Academic Bona Fides
By Jennifer Howard
Academe needs to take translation more seriously. How can translators reassure deans, department chairs, and other scholarly gatekeepers that translation qualifies as intellectual labor?

Competitive Intelligence:
Learn What Your Competitors Are Doing
By Marcela Jenney
By learning what the competition is doing, you will be in a better position to create strategies that will help set your business apart and generate more revenue.

How to Promote Your Services Using LinkedIn
By Michael T. Pellet
This article presents a three-phased process on how to use LinkedIn to help promote your services and find more clients.

Integrating Technology and Translation:
ATA/Atlanta Association of Interpreters and Translators Translation Tools Seminar
By Amanda Williams
ATA’s latest seminar provided an opportunity for attendees to begin to discover the abundant technological tools available to help them become more productive, and therefore more profitable.
Take Advantage of ATA’s Member-Provider Program

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

Here are a few highlights:

- The program will showcase only those products and services developed by ATA members that are specific to the practice of translation and interpreting.

- Member-vendors will guarantee discounts or other favorable conditions of use to ATA members. Member providers include:
  - The Tool Kit
  - Payment Practices
  - Translate Write
  - The Translator’s Tool Box
  - Getting Started as a Freelance Translator

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

Translation: Getting it Right

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

Translation: Getting it Right is an ATA client education booklet available in print and online. ATA members can order up to 100 copies at no cost. To download a PDF copy of this booklet, visit www.atanet.org.

Translation: Getting it Right is an ATA client education booklet available in print and online. ATA members can order up to 100 copies at no cost. To download a PDF copy of this booklet, visit www.atanet.org.
Jennifer Howard, a senior reporter for The Chronicle of Higher Education, covers the fast-changing world of scholarly publishing and communication, particularly news involving the humanities, libraries, and archives. Before joining The Chronicle of Higher Education in 2005, she worked as a contributing editor for The Washington Post’s Book World section, where she assigned, edited, and wrote reviews from 1995 to 2005. Before that, she was on staff at The New York Review of Books and The Wilson Quarterly. Her essays and articles have appeared in Slate, Bookforum, the Boston Review, and The Washington Post’s Outlook section, among other publications. She has a master’s degree in English from the University of Virginia and a bachelor’s degree in history from Princeton University.

Marcela Jenney is an ATA-certified English → Spanish translator with 20 years of experience in the language industry. She has an MBA in marketing and holds certifications as a professional coach, business cross-cultural trainer, localization project manager, and personal brand strategist. In 2004, she served as the president of the Florida Chapter of the American Translators Association. Contact: marcela@latitudescoach.com.

Michael T. Pellet is the managing partner of Neueblue, a marketing consulting and branding firm located in the Washington, DC area. An entrepreneur and small business owner, he has extensive experience in building small businesses from the ground up. He has conducted and taught numerous seminars, workshops, and classes on marketing techniques, small business management, and branding. Contact: michael@neueblue.com.

Amanda Williams is a French → English translator specializing in international business translation, particularly in the field of international trade and import/export compliance. She is a graduate of Georgia State University’s postgraduate translation program. Prior to becoming a freelance translator, she spent six years working as an import compliance administrator. She has an import/export compliance management certification from the Professional Association of Import/Export Compliance Managers. She also serves as a director of the Atlanta Association of Interpreters and Translators, and is chair of information technology for the association. Contact: amanda@mirrorimagetranslations.com.

Send a Complimentary Copy

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

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

Help spread the word about ATA!

ATA’s 51st Annual Conference
Denver, Colorado
October 27-30, 2010
www.atanet.org/conf/2010

The ATA Compass
www.atanet.org/compass
Universality

At its meeting in Miami on May 7 and 8, 2010, ATA’s Board of Directors reached into both the past and the future, approving the establishment of the Science and Technology Division (S&TD). This is the newest of the Association’s divisions but also, in a way, the oldest, since its predecessor of the same name was established in 1983 as the very first ATA division. Welcome back!

Unlike most of ATA’s other divisions, the S&TD deals not with a particular language combination but with two general ideas: “science,” which embraces all the ways in which human beings have attempted to describe and understand the nature of things as they are; and “technology,” or engineering, which refers to human efforts to change the world, convert things into different things, and turn them to our advantage. In contrast to many other sets of ideas that humans have developed, science and technology can also claim to be culturally neutral and universal. The laws of physics and chemistry apply identically everywhere on this planet, regardless of the language in which they are expressed. This gives sci-tech translators and interpreters an advantage over those who work in fields such as law and business, in which translation must occur not just between languages but between conceptual systems that are often based on different cultural ideas. The translator who specializes in a technical field may often deal with very complex devices, but those devices and the principles behind them usually require no cultural conversion.

But “universal” is not the same as “static.” Although the laws of physics are very unlikely to change, and an internal combustion engine will continue to operate in exactly the same way whether it is described in Chinese or German or Korean, human understanding of science and technology is constantly expanding. As knowledge in these fields grows and changes, so must the capabilities of the translators and interpreters who work in them. Entire industries can come into existence in just a few years, and new terminology must be devised (in many languages) in order to describe these new inventions and concepts.

Our Association must also constantly strive to find a balance between enduring truths and new ideas. ATA’s Code of Professional Conduct and Business Practices, for example, is founded on legal and ethical principles shared by most human societies: fidelity, honesty, fairness, collegiality, and integrity. The present Code was originally written in the late 20th century, however, and even in its most recent revision does not take into account many of the new realities that define our work today. An effort is now underway to revise the Code so that it states our values even more clearly, and makes an equally clear distinction between the ethical and professional obligations that we all accept as ATA members, and the ways in which we undertake to manage business relationships among ourselves and with others in light of modern working conditions. The particular form in which the new Code will be embodied is still being considered, and there is much work to be done with regard to exact wording. One thing will not change, however: the document or documents that set forth the moral foundations of this Association will be based on ideas that are just as universally valid as the law of gravity.

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!
From the President-Elect
Dorothee Racette
dracette@hughes.net

Planning Your Time in Denver

With the early-bird registration deadline for the Denver conference quickly approaching, here is some additional useful information to help you plan.

ATA eConference
As a conference attendee, I have sometimes wished for a magical “time turner” that would let me use the same time slot repeatedly so I could listen to interesting presentations, visit the exhibits, and catch up with friends and colleagues simultaneously. Every year, I miss at least one session that was highlighted in my schedule and have to decide carefully how best to use my time. In addition, it can be difficult to remember the details about that really savvy computer shortcut I saw in a presentation when the screenshot is no longer in front of me. Fortunately, many of the sessions offered at this year’s Annual Conference in Denver will be audiotaped, synchronized with supporting slides, and integrated with handouts, which is something that will at least come close to a “time-turning” experience. In contrast to past years, when recordings had to be ordered on a DVD, attendees can now purchase unlimited online access to the 2010 conference recordings at eConference. The service offers a convenient search function by name and session code and includes all available handouts. The eConference service is also approved for continuing education (CE) points, and you can earn one CE point for each hour viewed. ATA is also working to put sessions offered at the 2009 Annual Conference into the same Web-accessible format. To make it even easier to keep up with professional development requirements, eConference will also offer online access to the taped content of ATA Webinars in the future. For more information, visit www.atanet.org/conf/2010/dvdrom.htm.

Every year, I miss at least one session that was highlighted in my schedule.

Colorado Translators Association Insider Tips for Visiting Denver
As you prepare for your trip to Denver, don’t miss the beautiful insider blog compiled by the Colorado Translators Association at http://ataindenver.wordpress.com, which certainly has set a new standard for easily accessible local information provided by a host chapter. The site is full of useful local information about Denver, including restaurant tips, information about copy centers near the conference hotel, a listing of nearby health care providers, and transportation information. The blog format invites your questions and comments.

Finding a Roommate
If you would like to cut down on the cost of accommodation, consider using ATA’s Conference Roommate Blog to locate a potential roommate for your stay in Denver. The blog can be found at www.ataroommates.blogspot.com.

See you in Denver on October 27!

ATA
2010 Elections

The American Translators Association 2010 elections will take place Thursday, October 28 at the Annual Meeting of Voting Members during ATA's Annual Conference in Denver, Colorado.

ATA has been fortunate over the years to have a dedicated, loyal group of members willing to serve. This year is no different. We have five candidates for three three-year director positions: Alan Melby, Gloria Quintana, David Rumsey, Caitilin Walsh, and Ted Wozniak. Learn more about the candidates and their ideas for ATA starting on page 13.

Please be sure to have your voice heard by voting in person or by completing and submitting a proxy. Proxies and related voting information will be mailed to all voting members.

If you are not a voting member—that is an active or corresponding member—you should consider becoming one by taking and passing the certification exam or by going through membership review (www.atanet.org/membership/membershipreviewprocess_overview.php). Voting membership may be achieved by successfully submitting credentials and other information to the Membership Review Committee. (To be clear, candidates who successfully go through the membership review process are not certified. The deadline to apply for membership review is October 1, 2010.) If you have any questions about the membership review process, please contact Maggie Rowe, ATA membership services manager, at +1-703-683-6100, ext. 3001 or Maggie@atanet.org.

ATA Annual Conference Reminder

Please register today for ATA’s 51st Annual Conference, October 27-30, in Denver, Colorado. Each conference has a distinct flavor—this year’s meeting offers the scenic vistas of the Rocky Mountains from Denver’s vibrant downtown—yet they all strive to offer top-of-the-line educational sessions and valuable networking opportunities.

Take a few minutes to check out the extensive program and to register: www.atanet.org/conf/2010.

Webinars

ATA’s webinar series is underway. These webinars offer practical information and insights from experts in the field to help you become more efficient and productive, which ultimately means more money in your pocket. Plus, ATA members get a 30% discount on the registration fee. For more information and to register, please go to: www.atanet.org/webinars/business_2010.php.

Berger Prize Deadline Reminder

The S. Edmund Berger Prize for Excellence in Scientific and Technical Translation is offered by ATA and the American Foundation for Translation and Interpretation to recognize an ATA member for excellence in scientific and technical translation. The deadline for nominations is this month.

The prize is named for Ed Berger, a chemist and accomplished linguist who shared his scientific and technical expertise through presentations at over 25 consecutive ATA Annual Conferences. The annual award was funded by his children.

To nominate someone (including yourself), please see www.afti.org/award_berger.php.

ATA eCONFERENCE

Can’t be in two rooms at the same time at ATA’s Annual Conference? You don’t have to! Sessions at ATA’s 51st Annual Conference will be audiotaped, synchronized with supporting slides, and integrated with handouts to create an online multimedia experience. Discount available for conference attendees who pre-order. Look for this unique eConference on the conference registration form. To learn more, visit www.atanet.org/conf/2010/dvdrom.htm.
ATA's Board of Directors approved the budget for Fiscal Year 2010-2011 at its meeting on July 18. (ATA’s fiscal year runs from July 1-June 30.) With total revenues in the amount of $2,842,853 ($2,805,910 in FY 2009-2010) and expenditures of $2,837,768 ($2,781,240), we expect a small surplus of $5,085 ($24,670).

Please note that all figures in parentheses in this column refer to the Fiscal Year 2009-2010 budget.

The distribution of the revenues and expenses is shown in the graphs below.

On the revenues side, not surprisingly, the most significant item is membership dues, which is responsible for 62% of our revenues. The Board’s philosophy has been to budget conservatively on revenues. For example, we based membership revenues on just 10,000 members, which we already surpassed in June. This measure provides internal financial control. In order to balance the budget, while providing the needed services, the Board approved a slight increase in membership dues: 10%, or $15 for associate and voting members, and $30 for corporate members. This percent increase is also consistent with the inflation rate since the last dues increase in 2006.

The second largest revenue item is the Annual Conference, where we expect a decrease in both revenues and expenses compared to the 2009 New York conference, but still a surplus of $160,000. (This surplus funds non-revenue producing services, such as marketing.)

The Certification Program is expected to yield a surplus of $42,728 ($64,988), and The ATA Chronicle a deficit of $247,800 ($249,800).

It is important to note that programs and services expenditures in the budget do not include the allocation of overhead expenses (Headquarters staff, rent, etc.). However, all the overhead expenses are budgeted for in General & Administrative expenses. I stress this
because we need to include the overhead expenses to determine what the programs and services really cost—which we do for the annual audit. Based on historical values, allocation will add approximately 27% to the cost of The ATA Chronicle, 133% to the cost of Certification (causing it to yield a net deficit), and 34% to the cost of the Annual Conference. The allocation will reduce General & Administrative expenses by approximately 70%.

**Professional Development:** $10,000 has been budgeted for the projected revenues and expenses for webinars. This is a new program that has the potential to provide members with additional learning opportunities at a moderate cost while generating revenues for the Association.

**Divisions:** ATA’s divisions are expected to yield a net deficit of $33,590 ($37,150).

**General & Administrative Expenses:** Compared to the FY 2009-2010 budget, this fiscal year’s budget contains a $50,000 item under General & Administrative for redesigning ATA’s website, making it easier to navigate and adding functionalities the current version does not support.

**Investments:** Projected revenues from our investments were reduced from $50,000 in the FY 2009-2010 budget to $6,000 in recognition of current market volatility. This is in line with our conservative approach of budgeting revenues.

**The ATA Chronicle:** We expect to reduce our expenses with The ATA Chronicle by $20,000 by reducing the number of pages and through other measures that are being considered but not included in the budget.

This report, including a summary of the budget, can be found in the Members Only section of ATA’s website at www.atanet.org/treasurer_report.php.

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**U.S. Department of Justice Issues Language Access Guidance to State Courts**

The U.S. Department of Justice sent a letter to state courts clarifying the mandate to make language services available for people with limited English proficiency (LEP). Any court receiving federal financial assistance is required to provide “meaningful access” to LEP individuals for all civil, criminal, or administrative hearings. The courts cannot charge individuals for these services. The provision of both interpreting and translation is included in the definition of access. “Justice requires that all individuals have meaningful access to the critical services provided by the nation’s state court systems, regardless of the individual’s English language skills,” says Thomas E. Perez, assistant attorney general for the Civil Rights Division. The letter reviews Title VI of the Civil Rights Act of 1964 and the applicable civil rights statutes that prohibit discrimination on the basis of national origin. Supreme Court precedence and examples of situations requiring language services are also included in the guidance letter. For more information, visit www.lep.gov.
In his article “Translatability and Untranslatability in Simultaneous Interpreting” (The ATA Chronicle, July 2010), James Nolan uses opera as an example of speaking/listening as opposed to reading/writing, likening an opera translation to an oral interpretation rather than a written translation. This is an ill-chosen comparison. As Nolan himself states, interpreting is “an improvisational performance.” Opera translations, which, like all translations, can be good or bad, are carefully worked out and anything but improvisational. Nolan further belies his comparison about the applicability of translation, as opposed to interpretation, to the spoken (or sung) word when he quotes Douglas Schuler: “Translation...is...a skilled and empathetic re-writing or re-performing of a text or utterance” [my emphasis added].

Nolan also makes the incorrect statement that “opera is almost never performed in translation.” Though it is true that most opera performances in the U.S. are in the original language, there are still several American companies that perform in English translation exclusively, including at least one major regional company, the Opera Theatre of St. Louis. Even the most famous American opera company, The Metropolitan Opera in New York City, occasionally performs a work in English translation. Indeed, in my “Humor and Translation” column in the August 2007 issue of The ATA Chronicle, I excoriated a recent Met production in English of Mozart’s The Magic Flute. And outside the U.S., the situation is very different. For example, English translations are used for a far greater percentage of British opera productions than for American productions. And, in other times and other places, opera in translation has actually been the norm. Finally, even in the U.S., spoken plays written in languages other than English, and obviously conveyed to the audience by oral rather than written means, are almost always performed in English translation.

Mark Herman
Opera Translator and Librettist
Mt. Pleasant, MI

Letter to the Editor
Opera in Translation

In his article “Translatability and Untranslatability in Simultaneous Interpreting” (The ATA Chronicle, July 2010),...
ATA 2010 Elections: Candidate Statements

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

Director (three-year term)
Alan K. Melby
akmtrg@byu.edu

If elected to a second term on ATA’s Board of Directors, I will continue to work with fellow Board members to enhance the image of the translation and interpreting professions and provide opportunities for ATA members to prosper.

My ATA work during my current term on the Board has focused on translation standards and ATA’s Certification Program.

In my 2007 candidate statement, I promised to develop a brochure about standards as a complement to the Getting it Right booklet, with co-author Chris Durban. Promise kept. The brochure can be downloaded free of charge by clicking Translation: Standards for Buying a Non-Commodity on the main page of ATA’s website. Standards help us focus the attention of clients on the importance of quality, not just price.

The first international standards on translation, supplementing existing national and regional standards, are being developed by the International Organization for Standardization (www.iso.org). It is crucial that ATA have a strong voice in the development of these international standards. I am a member of the project team working on a future international standard that will provide guidance about translation projects. As a member of ATA’s Board, I am well positioned to ensure that ATA has appropriate influence on its development.

In 2007, I promised to assist ATA’s Certification Committee in their drive to enhance the perceived and real value of ATA certification. I have kept this promise as well, by leading the effort to conduct a job task analysis of the job “translator.” Fellow Board member Lois Feuerle and I have organized and analyzed four separate focus group discussions to define the knowledge and skills needed to be a successful translator. The next step in this project is to fine-tune the survey that will gather input from thousands of additional translators and enable us to weigh and prioritize the knowledge and skills identified by the focus groups. The job task analysis will allow us to identify clearly which aspects of a translator’s job are and are not tested by ATA’s certification exam, thus increasing understanding of ATA’s Certification Program.

Another aspect of certification that I promised to work on is the computerized certification exam. In 2009, the first successful keyboarded exam sitting was held. I have been involved in the effort to implement new features in the exam software that will support larger sittings by allowing part of the setup to be done in advance by remote access.

I have also served on ATA’s Governance and Communications Committee and am among those pushing for a tagline to be used with the existing ATA logo. As a Board member, I will vote in favor of a tagline only if it indicates the importance of interpreters to ATA’s mission.

Please give me one of your votes so that I can effectively pursue the above projects in a continued role on the Board of Directors.

Director (three-year term)
Gloria K. Quintana
gquintana@quintanainc.com

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

I own and operate Quintana, Inc., a multilingual solutions company that I started in 1993. I have worked extensively in an effort to raise public recognition of the language profession. It has always been my goal to ensure that the field of interpreting and translation are treated with utmost respect. An ATA corporate member since 1997, I have attended several of the Association’s events for many years.

As a young adult, I had the opportunity to live abroad in Mexico, where I attended a private school. The experience and curriculum were one of a kind. I found it fascinating to be completely immersed in the culture. The most important thing I learned was that being immersed in a culture gives one the opportunity to really understand the intricacies of a culture and language, but more importantly the sensitivity with which all cultures must be treated.

I feel promoting the recognition of the profession and the industry through educating the public, and improving the perception of the role and importance of qualified language professionals, is something which we all should strive to accomplish. If I am elected to serve on ATA’s Board of Directors, I believe that as a team we could accomplish all this, and much more.
I am happy and honored to be nominated to renew my seat on ATA’s Board of Directors for a full three-year term. I have currently been serving a one-year term since 2009. I hope to be able to continue work on expanding and upgrading ATA’s website and its features.

I have been involved in all aspects of the translation business for over 15 years—as a freelance translator, a project manager, and an end client at a major software company. I have returned to freelancing, working with German and Scandinavian languages.

This broad experience has given me insight into the major changes in the language industry. As the global market expands, clients are realizing the importance of translation but struggle to find a way to pay for it or understand what they are buying. Project managers struggle to educate their clients while trying to find and retain high-quality freelancers. Meanwhile, professional freelancers struggle to distinguish themselves from among the millions of hobby translators/interpreters located around the world who are creating a wide range of prices. All the while, technology continues to develop, requiring human translators to develop new skills to highlight their advantages.

In addition to being a focal point for the translation/interpreting industry, I would like to see the Association provide a greater number of technical and training services through its website. ATA’s website should act as a portal to the profession, with expanded member profiles, forums/webinars, online courses, outreach kits, tool review/demos, and downloads.

I also see a greater role for ATA in facilitating better communication among freelancers, agencies, and end clients. Despite our different roles, we are all in this together. We all need to work to educate end clients and the general public about the value and quality of human translation and interpreting. Being able to address properly the issue of machine translation for the public is going to be critical in the coming years. Our best response to the growing use of machine translation is going to be certified human translators with a consistently measurable level of competence. Toward this end, I recommend standardizing and expanding ATA’s Certification Program to bring legitimacy to the translation profession among agencies and end clients.

However, serving on the Board of Directors is less about policy and more about doing the work that is required to make the organization run. I have already served 18 months on the current Board as well as two terms as the administrator of the Nordic Division and as editor of that division’s newsletter, Aurora Borealis. I have also been a board member of two local service organizations and my condo association. I have the skills and dedication to ensure that ATA continues to provide the best services and features to its members.

I would appreciate your consideration in the upcoming election.

When I joined ATA’s Board three years ago, I was incredibly impressed with the high-level discussion points that were on the agenda—from analyzing the validity of the Certification Program with an eye to accreditation and international reciprocity, to constantly strategizing to improve the reputation of translators and interpreters among business, academic, and government leadership, to grappling with issues like cost pressures on freelancers and interpreter certification. I promised to move toward clarity of purpose and transparency of process.

I have done just that, though certainly not on my own. Anything with my name on it represents the efforts and dedication of others, both within the Board and outside. I worked with chapter leadership to formalize our relationships, putting in place a letter of understanding that clarifies expectations on both sides of the equation. I introduced small changes in elections transparency so we can better understand and see the process by which those that serve are selected. I added my two cents on divisions issues, striving for structures that will support and encourage these secondary homes within ATA in their mission to serve those with shared interests, specialties, and working languages. I recently joined the effort to redesign our website, polishing our public face...
as well as shoring up the back end. And I campaigned to get oatmeal on the breakfast table. As ATA’s Board talks about things heard at the conference, time and again the carb-heavy breakfast gets a few disapproving comments. Rather than dismiss them as frivolous, I suggested a solution: oatmeal. It is an inexpensive way to respond to the needs of the membership for a good breakfast. One could even argue that it supports our stated purpose of furthering professional education, since you cannot learn on an empty stomach.

I remain grateful for the efforts of those numerous souls who continue to inject their energy into our Association for the common good. But I am reminded that small things often make the difference. I would be delighted to continue to offer my creative problem-solving skills to the Association. I hope to carry on casting a thoughtful light on both old and new challenges, encouraging our Association to keep moving on the path toward clarity of purpose and transparency of process.

I sincerely hope you will allow me to continue to serve you in the capacity of director.

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I would first like to thank the Nominating Committee for putting my name forward to represent the members of ATA as a member of the Board.

I have been translating for almost 30 years, first as a German linguist in the U.S. Army and later as a freelance translator. When I first made contact with other translators in the then still-nascent cyber world, I was surprised at the degree to which my “competitors” were willing to assist in improving my skills and building my business. I had not experienced this in the business world previously, first as an accountant and later as a stockbroker. This cooperative spirit among translators has inspired me to try to give back continually to my colleagues over the years, and I try to encourage new members of our profession to do the same.

If elected to represent you, I wish not only to promote this cooperation by improving communication among translation professionals, but also to address a few key areas where I believe ATA can continue to make improvements. Some of those areas include:

• Offer more business education.
• Complete the revision of the Code of Professional Conduct.
• Revitalize the Ethics Committee.
• Improve communication between members and ATA.
• Increase efficiency and search for cost savings.
• Improve cooperation with the Association of Language Companies.
• Work on Model Contract project.
• Offer military linguist outreach program.

Educating our members about the business aspects of our profession is dear to my heart and has seen dramatic improvement over the past several years. I believe I have made some small contribution to this with my conference presentations on ensuring payment, retirement/investment planning, and accounting.

I strongly support and wish to advance the current project to update the Code of Professional Conduct and Business Practices, to revitalize the long-moribund Ethics Committee, and to promote communication channels such as ATA’s Business Practices list.

Increasing efficiency and cost savings are other areas where I see the potential for improvement. Providing online channels for ATA members to communicate with each other and to the Board could be expanded beyond e-mail newsletters and electronic distribution of The ATA Chronicle to include online surveys and greater use of e-mail groups and professional networking sites to foster two-way communication. Online seminars and presentations could reduce the cost of professional development seminars. Board members could hold online meetings and e-mail voting to obtain the same benefit. Such efforts could be in conjunction with, not in lieu of, physical regional and annual conferences, which still allow for fantastic networking and social interaction among members of our “lonely” profession.

In conclusion, here are my key points/areas of concern:

• Improve communication between members and ATA.
• Offer more business education.
• Improve cooperation with the Association of Language Companies.
• Increase the use of electronic meetings/balloting by the Board.
• Increase the use of online presentation/seminars to save costs.
• Revitalize the Ethics Committee.
• Work on Model Contract project.
• Complete the revision of the Code of Professional Conduct.
• Offer military linguist outreach program.
SDL is providing a raft of innovation with industry technology platform, including the SDL Trados Studio Starter Edition, integrated machine translation plug-ins for SDL Trados Studio 2009 Service Pack 3 and SDL OpenExchange.

1. The SDL Trados Studio Starter Edition — Translation Memory for Everyone

The Starter Edition offers unparalleled accessibility to the industry’s leading technology platform for the translation community, at a monthly subscription fee of $8. A scaled down version of SDL Trados® Studio 2009, the Studio Starter Edition offers the basic functionality of its much bigger brother, at an entry level price point designed to make it easily affordable to the occasional translator and reviewer.

To make things even easier, for a limited time only, SDL is giving all translators who own SDL Trados 2007 or older a free 6-month trial of SDL Trados Studio 2009 Starter Edition, which is available right now in their “My Account.”

Key Studio Starter Edition functionality includes:

- Ability to open and work with SDL Trados Studio packages sent by corporations or translation agencies.
- Ability to open and translate the latest file formats such as Microsoft Word and Excel 2010.
- Ability to create and save translation memories for single translation documents when working on projects.

The Starter Edition is vastly expanding accessibility to the world’s most extensive supply chain connected to SDL’s language platform technology.

To find out more about Studio Starter Edition please visit: www.translationzone.com.
SDL is the world leader in providing translation software solutions to the localization industry. With over 25 years as a leading presence in the market, SDL’s products help accelerate the translation process while increasing quality and consistency.

Translation memory and terminology management are at the heart of SDL’s software offering and bring significant productivity improvements to any translator. SDL’s market-leading language platform technology connects the world’s most extensive supply chain of freelance translators, LSPs, and global corporations.

2. **SDL Trados Studio 2009 SP3 - Enhancing Productivity with Automated Translation**

SDL Trados® Studio 2009 Freelance provides additional productivity tools to translators and the ability to plug in to multiple automatic translation tools.

   This offers a flexible automated translation platform within the translator’s desktop environment. A choice of tools is available from SDL, Google, and Language Weaver, giving the user maximum choice and flexibility.

   In the newly released Service Pack 3 new functionality includes:

   - New file filters (Office 2010 and Adobe ICML)
   - New ability to access server-based multilingual TMs
   - Availability of initial APIs enabling the ability to connect a variety of systems to SDL Trados Studio

   To find out more information on Studio SP3 and AT systems please visit www.translationzone.com.

3. **SDL OpenExchange Beta – Build applications off SDL’s industry standard APIs**

SDL will ship SDL Trados Studio SP3 with completely open APIs as standard, available to the developer community through the SDL OpenExchange website. Developers will be able to increase the functionality of Studio and build apps which they can make available to the SDL user community through the SDL applications exchange website, SDL, OpenExchange.

   Through the SDL OpenExchange program, SDL is also inviting its 170,000 strong user community to suggest the apps they would like to see to further enhance their experience with Studio.

   Whether you would like to suggest applications to be developed or you are interested in building apps as part of the SDL OpenExchange Program please visit www.sdl.com/openexchange.

‘Your translation environment. Your SDL Trados Studio.’

A long-held standard in the Anglo-American world expects translators of literary works to be seen and heard as little as possible. A translator should get the reader and author set up and then fade into the background, like a discreet waiter who keeps the glasses filled while remaining practically unnoticed. That attitude has prevailed in the academic world, too, where translation has often been seen as a sideline or a waste of time, something to do in between stretches of “serious” scholarly work.

Now translation is gaining visibility inside academe. The three most recent presidents of the Modern Language Association (MLA)—Michael Holquist, Marjorie Perloff, and Catherine Porter—are all scholars who make translation a central part of their academic work. Porter, a professor emerita of French at the State University of New York College at Cortland, chose translation as the official theme of her presidential year and gave a passionate talk at the association’s most recent annual gathering, in Philadelphia in December, about the need to make the U.S. a more plurilingual society.

More and more universities offer certificates or degrees at the undergraduate and graduate levels with an emphasis on translation. Some institutions, like the University of Texas at Dallas, have well-established centers for translation studies, a field that can include hands-on training but often focuses on the theory (or theories) of translation.

In addition to some academic presses, a couple of university-affiliated publishing ventures, such as Dalkey Archive Press at the University of Illinois and Open Letter Books at the University of Rochester, have created spaces where work in translation is not only tolerated but promoted and—the ultimate compliment—published.

So translation is having a moment, or a series of moments. But its champions say the fight is far from over to have translation—not the theory of it but the hands-on, roll-up-your-sleeves, get-out-your-lexicons variety—recognized as a legitimate scholarly activity. In the U.S., it is nearly impossible to make a living as an independent literary translator. It is almost as hard to get an academic job as one.

“It’s one of those crazy things where it’s a tremendously important profession that isn’t recognized either monetarily or in prestige,” says Barbara S. Harshav, president of the American Literary Translators Association, whose 680 or so members include many with academic affiliations. Harshav, who works in French, German, Hebrew, and Yiddish, has translated a number of well-known contemporary writers, including the Nobel Prize-winning Israeli novelist Shmuel Yosef Agnon. She teaches a workshop on translation at Yale University but has mostly worked outside the academic world, which she has not found hospitable to what she does. “Translation is not regarded as a serious academic enterprise,” she says.

Cloaks of Invisibility

Part of the problem may be that the
most successful translations read so fluently that they appear to be exactly what the writer intended—a paradox described by Lawrence Venuti, a professor of English at Temple University, in his 1994 book, *The Translator’s Invisibility.*

Venuti, widely known for his translations from Italian and for his influential writings on translation theory, writes: “What is so remarkable here is that this illusory effect conceals the numerous conditions under which the translation is made, starting with the translator’s crucial intervention in the foreign text.”

Just as publishers have had an unfortunate tendency not to bother putting translators’ names on book jackets—the idea being that translations are harder to sell—so hiring and tenure-and-promotion committees have preferred not to hear about the translation activities of the candidates whose dossiers they review. It is almost as though translation is a bad habit, like gambling, that candidates should conceal rather than advertise.

“It actively works against you, which is amazing if you consider that for 3,000 years translation has been at the heart of literary scholarship,” says Esther Allen, an assistant professor in the Department of Modern Languages and Comparative Literature at Baruch College of the City University of New York. In a literary market that downplays translators, Allen is one of a handful of well-known names. She has 18 books in translation to her credit, including works by Juan Bonilla, Jorge Luis Borges, and Alma Guillermoprieto, and a Penguin Classics anthology of the works of José Martí that she translated, edited, and annotated. This year she is a fellow at the Cullman Center for Scholars and Writers at the New York Public Library, where she has in hand a project involving the work of Gustav Flaubert.

Allen is no slouch in the academic and publishing spheres. Even so, “it took me 16 years on the job market to get a job that I wanted to have tenure in,” she says. At Baruch, with its many immigrant students, she has found what feels like a congenial, multilingual home for her focus on translation. But “in general, across the board, it’s tough to encourage this passion in students,” she says, “knowing very well it plays against them when they try to have a career.”

The pressure among scientists and social scientists almost everywhere to write in English has exacerbated the problem, Allen thinks. “The mechanism that made all of the hard sciences work in English is at work in the social sciences and, I think, increasingly at work in literature,” she says. “This mechanism in the American university essentially shuts out anything published in any other language.”

Mark Anderson, who is on leave from the Germanic Languages Department at Columbia University, has experienced the vicissitudes that beset academic translators. In graduate school, he did a translation of poetry by the Austrian writer Ingeborg Bachmann. Princeton University Press published the book, which won a prize from the American Academy of Poets.

After this, Anderson, a Franz Kafka scholar, got a job as an assistant professor at Columbia, he recalls in an e-mail message, “I was offered the chance to translate Kafka’s *The Trial* and was about to submit a sample when my chair got word of it and advised me, rightly, I think, not to do this until I finished my book and got tenure. Which I did.” He published a translation of Thomas Bernhard’s novel *The Loser* while still untenured—but under a pseudonym (Jack Dawson, which, according to Anderson, is a pun on Kafka’s Czech name and means “son of Kafka”). “We had a celebratory lunch after I got tenure at Columbia, and I told the story and got a good laugh,” Anderson says. “But it’s a real issue, and I think my chair gave me excellent advice.”

Anderson adds a qualifier that goes beyond institutional pragmatism: “Although I think translation is important and valid, it’s worth noting that translation can take people away from criticism and theoretical thinking of an original sort. My chair was also telling me, ‘Finish the book, don’t lose sight of that.’ When you’re translating, you already have a text to work with, whereas writing your own book can often be more taxing, since you don’t know where it needs to go.”

**The Translator’s Task**

While other forms of scholarship are more obvious—every critical act flagged or footnoted—translation, too, “is a serious intellectual enter-
Translators Struggle to Prove Their Academic Bona Fides Continued

prise,” says Porter, who has just finished her year as MLA’s president. “A translator is the most intimate reader of a text, sort of the consummate interpreter, the ultimate comparatist.”

Porter talked on the subject of “Translation as Scholarship” at a seminar organized at Brown University in 2009 by the Association of Departments of English and the Association of Departments of Foreign Languages (ADFL). In the talk, which will be published as an essay in a forthcoming *ADFL Bulletin*, she discussed the complex analyses and decisions that a serious translator must go through to bring a text from its native language into the target language. It sounds at least as rigorous as much of the critical work recognized as scholarship.

For instance, Porter notes, a translator must ask, “In what contexts—literary, rhetorical, social, historical, political, economic, religious, cultural—was the source text embedded, and what adjustments will have to be made to transmit those contexts or produce comparable ones in the translation?” Complicated questions of genre, literary tradition, and target audience must be dealt with. “Once these initial determinations are made—subject to revision and refinement as the translation progresses—the translator can begin to engage with the text itself: word by word, phrase by phrase, sentence by sentence.”

In her book, *Why Translation Matters*, Edith Grossman describes the process this way: “What we do is not an act of magic, like altering base metals into precious ones, but the result of a series of creative decisions and imaginative acts of criticism.” The celebrated translator of Miguel de Cervantes (author of *Don Quixote*) and many Latin American authors, she calls translation “a kind of reading as deep as any encounter with a literary text can be.”

Short of handing out copies of Grossman’s book, how can translators reassure deans, department chairs, and other scholarly gatekeepers that translation qualifies as intellectual labor? One of the world’s leading translators, Michael Henry Heim, has been thinking about that for much of his career. A professor of Slavic languages and literatures and comparative literature at the University of California, Los Angeles, Heim is one of the fortunate scholars whose translation work has been recognized and supported by his institution. Among the multitude of books Heim has translated are *The Unbearable Lightness of Being*, by Milan Kundera, and *Death in Venice*, by Thomas Mann. His current translation projects include a Chinese novel and some stories by Anton Chekhov (“my favorite writer of all time,” he says).

“It’s not only the deans that need to have their consciousness raised,” Heim says, remembering a call from a fellow professor who had to do a bit of translation and was surprised to discover how hard it was. “It is something that we’re still battling with, not only on the administrative level but also on the level of our own colleagues.”

Heim describes himself as a “silent partner” in a plan to put the official weight of the MLA behind translation as scholarship. He’s working to help draft an MLA-approved letter, to be signed by Porter, Perloff, and Holquist, that could be sent to administrators and evaluators. “It’s not a matter of a few translators speaking in their own interest, it’s a matter of the MLA, a national organization, coming up with a position paper,” Heim explains. “What we hope is that people—like deans who may be microbiologists, say, and have really little idea of what translation is—will accept what the MLA says.”

The poor job market for humanities scholars has not done scholar-translators any favors. “But I always maintain with my graduate students that they should be doing what they feel passionate about, and if they feel passionate about translation, we will support them,” Heim says. “I do feel it’s something they can incorporate into their dossiers as a viable component.” Translation should be viewed as a marketable skill, an asset rather than a hindrance, an enhancement of a candidate’s pedagogical and literary abilities. After all, he says, “a translator is first and foremost a writer.”

Getting Creative

One complicating factor is that scholar-translators do not agree about where their work fits best. Does it belong in language departments? Should there be more programs and degrees in translation per se? Translation studies have become an active scholarly field, and many trans-
lators, Heim and Porter included, say studying translation theory has made them better translators. But as Heim and others point out, translation studies tend to be more a home for theorists than for practitioners.

Creative writing programs can give translators themselves an academic perch. Russell Scott Valentino is chairman of the Cinema and Comparative Literature Department at the University of Iowa, editor of The Iowa Review, and founder and editor in chief of Autumn Hill Books, a small press that specializes in work in translation. He also supervises the University of Iowa’s Master of Fine Arts Program in Literary Translation, a spinoff of the Iowa Writers Workshop but housed in his department.

Valentino studied with Heim at the University of California, Los Angeles, and always knew he would do translation work, but in the early stages of his career he focused on more conventionally accepted forms of scholarship. “The essential thing is having a monograph,” he says. Works in translation still tend not to count or to count less than peer-reviewed monographs and articles.

Valentino began his career at Iowa in the Russian Department, then moved to his current department in part because of his interest in the MFA program in translation. He went up for tenure with a portfolio that emphasized his translation credentials. “I was a guinea pig,” he says. “If it hadn’t worked, I would have argued that we didn’t have any business offering an MFA in translation. Now I feel we’re in a position to hire someone based largely on a translation dossier.”

Valentino thinks that a statement from MLA would help translation’s cause but argues that institutional and departmental personnel codes need to be rewritten to make translation work count. “Often there’s just no language about it at all,” he says. “It’s just ‘scholarly and creative work,’ and because translation doesn’t fit into those very neatly, it often falls between the cracks.”

Stories have circulated lately about departments changing those codes to make it clear that translation work may be counted toward tenure and promotion. One of Valentino’s former students, Becka Mara McKay, was hired last year as an assistant professor of translation and creative writing in Florida Atlantic University’s English Department, which she says has added specific language about translation to its personnel code.

McKay describes herself as “a strange mix of scholar, translator, and poet,” a combination that appears to have worked in her favor when she went after the job. “When I gave my job talk, the first thing I did was stand up there and congratulate them on having the guts to do that—to advertise for applicants with proven translation skills,” she says. Nobody else was looking for a writer who was also a translator. “I think it’s pretty farsighted of them.”

Notes
1. Venuti, Lawrence. The Translator’s Invisibility (Routledge, 1994).
“In a time of turbulence and change, it is more true than ever that knowledge is power.”
—John Fitzgerald Kennedy, 35th U.S. President (1961-63)

In today’s highly competitive market, it is more important than ever to make informed decisions. Our industry does not exist in a vacuum. Competition is just as prevalent in the language services field as it is in other industry sectors. You may be competing on price, language pair, additional services, product promotions, quality, or brand name. In some language combinations, competition is a serious threat that could affect profitability and sustainability. The key to breaking away from the competition is finding what makes your business unique.

As a business owner, you need to identify the competition to learn about the external factors that affect your value proposition in the market. What differences or similarities do you see when you look at others who offer the same products or services? This information can be used to enhance your competitive advantage in the marketplace.

Learning about what others are doing is one of the business aspects you cannot overlook if you are to stay competitive. This kind of knowledge has been referred to as “competitive intelligence.” The Society of Competitive Intelligence Profes-
sionals (SCIP) defines competitive intelligence (CI) as:

“The process of monitoring the competitive environment and analyzing the findings in the context of internal issues for the purpose of decision support. CI enables senior managers in companies of all sizes to make more informed decisions about everything from marketing, research and development, and investing tactics to long-term business strategies. Effective CI is a continuous process involving the legal and ethical collection of information, analysis that does not avoid unwelcome conclusions, and controlled dissemination of actionable intelligence to decision makers.”

Competitive intelligence is the part of market research in which you monitor systematically what competitors are doing and what direction they may be taking in the future. Competitive intelligence is a relatively new concept that aims at looking for “valuable information” from the external business environment to use as a tool for decision making. Once you learn how other businesses operate, you will be in a better position to create business strategies that will help set yourself apart and generate more revenue.

Benefits of Conducting Competitive Research

Competitive intelligence can provide the following benefits to help you plan your actions and reactions to the changing market:

• By learning what the competition is doing, it will be easier for you to identify the gaps that exist in your business.

• You will discover your competitive advantage, that is, the reason why your clients want to do business with you instead of other providers. When you can identify your competitive advantage, you will be able to communicate it effectively to attract potential clients.

• Analyzing the current market situation in relation to what others provide is an opportunity to explore innovative ways to improve your services. For example, you might be able to identify niche markets that the competition is not targeting.

• You will learn more about the market by observing the business strategies of competitors. For instance, if someone is offering lower prices, what is being delivered with those rates?

• If you find that your market is saturated with successful competitors, you can avoid the costly mistake of starting a business without sufficient demand or targeting a market that is already highly competitive. You can redirect your efforts toward other more profitable markets where there is a need for your services.

What Information Do You Need About Competitors?

Before conducting market research, you must first examine your goals. Where do you want your business to be in five years? For example, do you want to grow and transition into a translation agency or continue to work independently? Do you want to compete on price, focus on a niche market, or differentiate yourself by creating a very strong personal brand? Defining business goals will enable you to identify “threats” and growth opportunities. For example, if you specialize in English-Spanish financial translation, you may not want to narrow your market segment to the English-Spanish financial translation field only, but rather describe your services as “helping financial institutions communicate with their Spanish-speaking clientele effectively.”

Once your business goals are defined, you need to record this information in a document or worksheet. Use this document to compare and contrast your business with competitors and to find ways to differentiate and create more value for your clients.

When conducting your competitive intelligence search, it would be helpful to find out and analyze the following:

• What are your competitors offering at this time?

• To whom?

• How are your competitors selling those products and services?

• How are your competitors’ clients getting those products and services?

• What are your competitors’ clients saying about those products and services?
• How much do your competitors charge (e.g., per word, per page, per character, per source or target language, per project)?

• What methodology, translation tools, processes, and quality control procedures do they use?

• What are their professional credentials?

• What are their value propositions?

• How do they handle requests for information (e.g., what questions do they ask)?

• What do they perceive as being important to clients? (You can get a general idea about this by looking at how competitors promote their businesses.)

• What are their strengths and weaknesses?

• What is their customer service approach?

Where to Find Competitive Information

Competitors do not actively make the type of information you want public. However, there are many sources that can provide the facts you need.

Google and Social Media: Today, it is very difficult to be recognized as a professional if you do not have an online identity. Translators and interpreters who are looking continuously to enhance their service offerings are taking action by developing strong reputations online. Therefore, an effective way to see what competitors are up to is to Google them. Try to narrow your search, for example, by language pair and geographical location. To which organizations do your competitors belong? What niche markets do they target? In addition, visit competitors’ websites, blogs, and social media profiles on LinkedIn or Xing. If you find a competitor you would like to “watch,” create a Google Alert so you receive updates regarding the activities of that particular competitor. You can also learn a great deal about your competition by subscribing to their RSS feed services or podcasts. Try to gather as much information as you deem relevant to your business and goals. You will find that online research is an excellent way both to gather information on marketing strategies and gain insight into how others communicate their corporate values.

Mystery Shopping: If you are brave enough, you can talk to your competitors directly—or ask a friend or family member to do it. For instance, write and request a brochure or sample rates. You might even purchase one of your competitor’s services to learn about his or her business practices. Draft a script with the information you would like to know about your competitor beforehand. See what aspects of their services or sales processes are better or worse than yours.

Ego Searching: This technique consists of using free online tools to monitor blogs and news portals by using keywords that represent a brand, product, service, or specific name. Ego searching allows you to stay abreast of what your competitors are doing.

Events: Attend events, seminars, and conferences, not just in your industry but also where your competitors may be participating (like other industry trade shows).

Other sources of information on competitors include advertising, marketing, and business publications, professional translator and interpreter associations and their publications, localization publications, and studies and industry research reports.

Determine How to Use the Information

After collecting information about the competition, determine how you will use it to your benefit. What can your business do better? What can you do differently? In what areas can you offer innovation in your business? What range of strategic moves are your competitors likely to pursue? How are your competitors likely to react, given the trends and events in the industry? By developing a strategy to follow, you will put yourself in a better position to understand what you need to know and how you should use that knowledge to act.

Bottom Line

Remember that you are not the only choice out there. How will you differentiate yourself from others offering the same products or services? Today, most in our industry are saying basically the same thing: find out what competitors are doing, how they are promoting their services, and with whom you should become more competitive to avoid being surprised by their actions and left behind. Those who know about their competitive landscape will be better prepared to face the uncertainties and challenges of the market. Being proactive, rather than reactive, is what will keep you ahead of the game.

Notes


2. For various free ego searching feeds, visit www.rss-tools.com/ego-search-feeds.htm.
Everybody is on it, but most people do not really know how to take advantage of it. LinkedIn is the premier business-oriented social networking site used today by people in business, government, and nonprofits. LinkedIn boasts over 70 million members and “still growing.” So how do you make this tool work for you? This article discusses three phases for LinkedIn that can help you market yourself and your services with greater efficiency and at almost no cost. This article does not discuss how to use LinkedIn as a tool to find full-time employment, but rather how to use it to market your services to find new clients and build business relationships that will lead to referrals for project work.

Phase 1: Getting Started
If you do not already have a LinkedIn account, sign up today. The first step will be to establish a LinkedIn profile that others can see. How you set up your profile will also help people understand what type of services you can provide.

Current Position: The key to a good profile is being very specific when completing the “Current Position” description field in the profile outline. For example, if you are an independent contractor, make sure you use a title that can be understood clearly (e.g., “Independent Spanish Translator”). If you specialize in a particular area, you should state that as well (e.g., “Spanish Translator Specializing in Legal Translation”). Your description should provide more detail about the type of work you do and for whom you do it.

Knowing your target audience is important here (this will be a consistent theme as you complete your profile). If you work exclusively for agencies and are looking to contract with agencies, then you should state that. If you work directly for the end client and the client type is usually the same—for example, you do legal translation and are almost always contracted by a law firm or attorney as opposed to the end client—state that in your description. The description should be broad enough to give people a sense of where you might be a good fit. Less is probably more in this case. Your goal is to get someone to contact you. If you give them a reason not to contact you by being too specific, you lose the ability to decide if the project was worth taking.
Phase 2: Building Connections

Now that you have built a LinkedIn profile, you can begin the process of creating and adding connections. LinkedIn has some built-in tools that can import your contact list and begin sending invitations to all the people you know. The larger your network of connections, the greater your chances of being found, so invite everybody you know. Friends, family, neighbors, and even casual associates can be added to your LinkedIn network if they have a LinkedIn account, and most people do.

Remember that LinkedIn is a network of people who choose to add (or delete) you based on their relationship with you. Protecting your LinkedIn profile and credibility is very important for long-term success, so be careful about how you conduct yourself. Avoid placing anything on your LinkedIn page that would give people a reason to have an unfavorable impression of you or your work.

Once you start adding your connections, go to a few trusted connections with whom you have worked in the past and request that they write you a recommendation. Recommendations are critically important for your credibility, so make sure they are well written, talk about the work you do, and support your case for getting hired. As you complete projects, if your client was particularly happy with your performance, ask them to write you a recommendation on LinkedIn. In the translation world, it is often hard to find clients who can speak to the overall quality of the translation. They usually do not speak the language and therefore cannot say how great your translation really is, but they can speak to your professionalism, ability to meet deadlines, responsiveness, and other attributes. The more recommendations you get on specific projects, the better it will look. Also remember that every time you get hired by a new client, make sure you connect with that person using your LinkedIn account.

Phase 3: Advanced LinkedIn—Joining a Group

With a growing list of connections and a few recommendations, you are now ready to use your LinkedIn profile to get work. This is where knowing your target audience becomes important. Let’s go back to the example of providing legal translation services. If the majority of your work comes from paralegals within firms who contact you, you want to “hang-out” online where they “hang-out.”

This is where you start joining groups. In the top right hand corner of your LinkedIn page is a search box. Select “Groups” from the drop-down menu and begin searching for job titles that describe the type of people that make the decision to use your services. If you are hired by legal assistants or legal support staff, search for groups that include them, and if you are hired by medical administrators, search for them.

Review the groups and look for a few key identifiers:

- How many people are in the group? Large groups are better.
- Is the group a closed group (meaning you have to request to join) or an open group? Start with open groups (they do not have a vetting process for you to join).
- Does the group description cover your membership? Meaning if you were to post something to the group, would it seem completely gratuitous or inconsistent with the group’s objectives? Remember that you want to protect your reputation, so be careful about what you do and do not do.
Building Your LinkedIn Presence

- **The key to a good profile** is being very specific when describing your current position. Use a title that is clear to understand.

- **Your description** should provide more detail about the type of work you do and for whom you do it. It should be broad enough to give people a sense of where you might be a good fit.

- **When describing past employment**, highlight those experiences that are relevant to the type of work for which you are looking.

- **Remember to focus** on the things that will help you get the type of work you want to get.

- **Try to update your status** and profile at least once a month.

- **Make connections:** the larger your network, the greater your chance of being found.

- **Recommendations are critically important** for your credibility. Make sure they are well written, talk about the work you do, and support your case for getting hired.

- **Protecting your LinkedIn profile** and credibility is very important for long-term success. Avoid placing anything on your LinkedIn page that would give people a reason to have an unfavorable impression of you or your work.

- **Join a LinkedIn group** and hang out where the people with whom you are trying to connect hang out.

- **Post useful items on the discussion boards** of the group to which you belong. The article should contain information that would be useful to the target audience of the group as it relates to your translation or interpreting expertise.
How to Promote Your Services Using LinkedIn

As a member of a group you can usually post things on the discussion board of the group. This is an excellent opportunity to share some of your knowledge and experience. Take some time and assemble a thoughtful and useful article, blurb, etc. The article should contain information that would be useful to the target audience of the group as it relates to your translation or interpreting expertise. For example, you might want to provide funny examples of bad translations, or explain why dialect is so important when doing certain types of translation.

In doing this, you are building the case that you have expertise and are a credible reference for information about your specific language area. Be careful not to post things that are simply self-promotional or sales oriented. You can easily be identified as a “spammer” within LinkedIn circles and that reputation can be hard to lose. Always make sure your information is useful to the audience.

Update Often

You should try to update your status and profile at least once a month. Most people receive a LinkedIn status report on a periodic basis. Every time you make a change to your status or update a portion of your profile, all of your connections will see it. This helps keep you on the top of their minds. The more connections you have who know you and remember you, the greater your chance is to be called when someone has a project for you.

One great way to keep your profile current is to search new articles related to your topic area or potential clients. Post links to the articles in your status with a brief summary and your own personal “spin” on the article. Your introduction to the article may look something like: “Great article on the problems with machine translation of medical materials” with the link after it. This gives your contacts a reason to read it and helps establish you as a credible resource while keeping you on their minds. Adding an article link is easy to do. Just go to your Home page on LinkedIn and you will see your photo with an empty box that says “Share and update” under the Network Activity heading. Write your blurb and click on the “Attach a link” text in blue under your blurb to add a link to the article. When you are done (always make sure to double check spelling, grammar, and your link) simply click on the “Share” button.

LinkedIn Language

One of the greatest features for translators and language specialists on LinkedIn is the “Create your profile in another language” capability. This allows you to showcase your language specialty and gives you greater credibility in both English and the language(s) in which you specialize. Remember that when you save these they will appear live, so be cautious about putting up items with typos or mistakes that can make you appear sloppy or unprofessional.

Asking to be Connected

Now that you are using LinkedIn more, you can begin to do research on specific people that may be in a position to use your services. If you know, for example, that a particular person is the decision maker about your services at a particular firm, you can search for him or her on LinkedIn. If you find the person, you can check if you know anyone who might be able to connect you with him or her. LinkedIn will tell you how many connections it will take for you to get introduced. It is not recommended that you blindly solicit people on LinkedIn. But you can ask others to introduce you to make a connection with an individual and start a relationship.

Building a Network

As you become more familiar with LinkedIn you can begin to expand on the efforts you have started. Other social networking tools can help with your efforts, such as Twitter or even Facebook. Remember that this effort will take time to generate results. So be patient and keep in mind that successful marketing is based on consistency. In time, you will find that using LinkedIn will help promote you and establish you as a credible source for translation or interpreting services.

Don’t forget that everything you do online is being tracked and usually can be seen. So avoid being unprofessional or saying anything negative about somebody. Avoid “over-sharing” information about your personal life, your personal beliefs, or even lifestyle choices. This can lead to people not considering you for possible projects or your being labeled as unprofessional.

* Michael can be found on LinkedIn at www.linkedin.com/in/michaeltpellet.
In today’s market, it is not enough simply to have the right tools for the job—you also have to know how to use them. On June 5-6, an eager group of freelance translators, translation agencies, and interpreters gathered in Atlanta, Georgia, to attend the Translations Tools Seminar, co-hosted by ATA and one of its local chapters, the Atlanta Association of Interpreters and Translators (AAIT). Attendees of the two-day seminar enjoyed a survey and detailed commentary on tools that are available to assist today’s language professionals.

This skill-building seminar presented an opportunity to learn translation technology from experts in the field. In sessions geared toward maximizing efficiency as well as quality, attendees examined translation tools for successful terminology management, quality assurance, project management, and ability to work in complex file formats. In workshop style, the seminar also covered a wide range of troublesome PDF file issues, including how to convert files with optical character recognition tools, how to edit, add comments to, and search PDF files, and how to create translation memories from PDF files using LogiTerm AlignFactor and other aligning tools. Discussions included information about free, open source software that is secure and functional. In addition, an end-of-the-day networking session gave attendees the chance to meet the presenters, ask questions, and network with colleagues. The following overview is only a sample of what attendees learned during this information-packed weekend. Be sure to check out the box on page 31 for links to many of the software programs mentioned here.

**Working with PDF Files: Tools, Tips, and Techniques**

**Presenter: Tuomas Kostiainen**

All translators have been frustrated with PDF files at some point in their careers. The first presenter on Saturday morning, Tuomas Kostiainen, taught attendees how to deal with this sometimes exasperating file format by demonstrating how to manage PDF files more efficiently. Attendees certainly were in capable hands. Tuomas is an ATA-certified English→Finnish translator with over 15 years of experience specializing in technical and medical translations. In addition, he is an SDL-approved Trados trainer and the author of the “Trados Tip” column for Language Tech News, the newsletter of ATA’s Language Technology Division. He has provided training for numerous translators and translation companies in the U.S. and abroad.

**PDF Files 101:** Tuomas began his presentation by explaining what a PDF file is and discussing the most significant problems that translators face when working with PDF files; namely, that PDF files are not meant to be editable. This poses a particular problem for translators because they have to work with PDF files frequently.

In order to work with PDF files efficiently, it is necessary to know what tools are available. Most are familiar with the free version of Adobe (Adobe Reader); however, there are actually several ver-
sions of Adobe Acrobat and other similar PDF products, including:

- Adobe Acrobat Standard
- Adobe Acrobat Pro
- Adobe Acrobat Pro Extended
- Foxit PDF
- Nitro PDF
- Solid PDF Tools

Many translators use professional PDF software because these types of programs allow for the manipulation of PDF files (on a limited basis). Inserting comments, changing characters in words, cropping pages, and rearranging pages are just a few functionalities to be gained by purchasing PDF software. Tuomas reminded attendees that there are many more products available than those he mentioned, and they all work differently. It is advisable to research prospective products to verify their functionality and pay special attention to their compatibility with other PDF file formats before making a purchase.

Optical Character Recognition Software: Tuomas also taught seminar participants the value of Optical Character Recognition programs (OCRs). OCRs are extremely useful tools for translators. OCRs read digital images (such as PDF files) to discern the text from the images in the document. This allows those files to be converted to manipulatable formats, such as Microsoft Word, with minimal issues. OCRs are helpful for not only those who translate in MS Word, but also for those who already use computer-assisted translation (CAT) tools. For example, OCRs can facilitate the process of aligning a source and target text for use in a translation memory database (which most translators know is a very important component of a CAT tool). There are several types of OCR programs available and their price and functionality vary. A few examples of OCR programs are:

- ABBY FineReader
- ABBY PDF Transformer
- Nuance PDF Converter
- Omnipage (by Nuance)
- PDF to Excel

Deciding which OCR to purchase or use is similar to shopping for any kind of software. It is important that consumers understand what they expect the program to do, why they need the program, and how often they are going to use the program. Making an impulse buy on a product with which you are not very familiar will most likely result in frustration.

Alignment Tools: Lastly, Tuomas explained the importance of having alignment tools for building translation memory databases with PDF files. Currently, no CAT tool has the capability of properly aligning PDF files, but the following programs are designed for this purpose:

- LogiTerm AlignFactory
- YouAlign by LogiTerm
- NoBabel AutoAligner by KCSL
- ABBYY Aligner
years, Trados’ products evolved into increasingly sophisticated systems, and other companies began developing and launching similar products. Today, translators have a multitude of products from which to choose, each possessing unique functions that facilitate the translation process. The biggest problem most translators face is deciding which tool best suits their needs.

CAT Tool/TM/MT/TEnT: All the same thing, right? Absolutely not. All of the abbreviations just listed do pertain to technology that can be integrated into the translation process; however, each one stands for different aspects of this technology. Jost enlightened the audience on the differences between these terms:

- **Computer-Assisted Translation (CAT) Tool:** This term is most commonly used to describe any tool that aids in the translation process, such as terminology management programs, alignment tools, resource look-up software, word count programs, project management systems, and term extraction software.

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**Software Tool Resources**

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Today, translators have a multitude of products from which to choose, each possessing unique functions that facilitate the translation process.

Why use a TEnT? Jost outlined the many reasons TEnTs make sound investments for translators.

- They enable the translator to work in complex file formats.
- They improve quality assurance.
- They facilitate project management tasks.
- They streamline workflow.
- They construct and maintain terminology databases.

Similarities and Differences Between TEnTs: All TEnTs have similar elements, such as the file formats they support, concordance searches, Unicode support, alignment, quality assurance features, and terminology databases. However, despite their similarities, there are also quite a few differences among TEnTs, such as the software interface, terminology management, support and training offered, batch versus individual file processing, and remote connectivity. Considering the complexity of TEnTs and the monetary investment involved in their purchase, choosing the right TEnT can be overwhelming for translators. In order to make this process a little more manageable, Jost gave the audience some tips on how to choose the right TEnT:

- **Ask yourself what you want in a TEnT:** Which features are most important to you? Once you determine this, research the different tools available and find the one that best meets your requirements.
- **Try them out:** Most, or all, TEnTs offer free trials for their products. Do not be afraid to take advantage of these free trials to help decide which tool best suits you.

A Translator’s Toolbox

**Presenter: Jost Zetzsche**

On Sunday, Jost gave another entertaining presentation on various other technological tools at a translator’s disposal. Examples of tools that could prove very useful to a translator are: Belarc (which lists all programs on your computer with their installation code); Secunia (similar to Belarc but it provides a report of programs due for update); Microsoft’s keyboard language capabilities, renamlit (which allows the user to rename several files at once); file splitting or merging programs such as Chainsaw and Twins File Merger; and password recovery programs.

Surpassing Expectations

Every attendee would agree that the Translation Tools Seminar was a great success. The engaging and comical duo, Tuomas and Jost, equipped attendees with the knowledge necessary to make informed decisions on how to augment their own translator’s toolbox, thereby making themselves more productive and profitable translators.
For better or worse, being an outstanding linguist is not good enough to succeed as a freelance translator or interpreter. We also have to provide outstanding customer service if we want to build repeat business. Oftentimes, the experience of interacting with a linguist is what the client remembers more than the actual translation, especially if the client does not speak the target language. Think about it: how often have you received a service or product that was just fine in terms of quality, but the actual purchasing experience was not that good? For example, while your sushi might have been tasty, what will stand out about the experience is that your server was not friendly and you did not get the courtesy edamame. As linguists, we can avoid this by making sure that we provide a pleasant interaction with all our customers, even if we do not necessarily agree with the particular customer’s request.

What constitutes good customer service in our line of work? It could be a variety of things, including pleasant e-mail conversations, promptly returning phone calls, giving customers updates during the translation process, quick invoicing, addressing any complaints and problems immediately without getting defensive, turning in projects ahead of deadline, being easily reachable, voluntarily solving problems for customers, making customers’ lives easier, and following instructions closely. For an example of what not to do, let’s look at an incident of sub-par customer service I recently witnessed in an outlet mall in Las Vegas.

I overheard this conversation at a cash register when a tired-looking tourist family was trying to pay for the huge amount of clothes they had piled up on the cash register. Here is the gist of the conversation the father, who was clearly not a native speaker, had with the cashier:

Customer: “Could we please have separate bags for some of these purchases? They are special gifts for friends and family back home.”

Cashier: “No, I am sorry, you may not. It is against our policy to give additional paper bags to our customers.”

Customer: “I am confused. I am buying several hundred dollars’ worth of merchandise and all I want is a few extra bags so I can separate out the presents and make carrying easier.”

Cashier: “I am sorry, that is against our policy.”

Customer: “So you are saying you will have to fit everything I bought in ONE bag?”

Cashier: “Oh, no, we will give you several bags if your merchandise does not fit in one. I just cannot give you empty bags.”

Customer: “I am not asking for a discount; I just want a few extra paper bags!”

Cashier: “I am sorry, that’s against our policy. Your total is $345.16. Cash or credit?”

Is it worth alienating customers over a few paper bags that cost peanuts? If I had been the customer, I would have walked away from this transaction, no matter how nice the merchandise. However, these customers had gone to a great deal of trouble to find and select their items, and they probably liked the prices. I will only partially blame this bad customer service on the cashier—she most likely has very limited authority—but most certainly the store’s management team is at fault. While any business needs to save costs in these difficult economic times, depriving paying customers of an additional paper bag is not the way to build customer loyalty. The lesson we can learn: go the extra mile for your customers, hypothetical paper bag and all.

Since most of us own our own businesses, we are responsible solely for making the customer happy. That is a good thing, as we are not in the unfortunate cashier’s position. In our business, the equivalent to the outlet...
Blog Trekker

How to Use Your Ideal Client Profile to Strengthen Your Business

(Posted by Lexi Rodrigo on August 9, 2010 on Freelance Folder: http://freelancefolder.com/my-profile-of-the-ideal-client)

The other day I was advising a new freelancer about how to jumpstart his career. One of the first suggestions I made was for him to get specific about his concept of an ideal client.

Your ideal client is the embodiment of the one person with whom you would be happiest working. Why should you have an ideal client? Having an ideal client in mind does not mean working only with those who fit the profile. It does mean focusing on a specific type of person regarding:

• The way you communicate about your services.
• Choosing networks in which to participate.
• Which types of marketing strategies you use.
• How you structure your entire freelancing business, from your services to your rates and work processes.

One of my favorite business mentors says that having an ideal client in mind is like being able to call him or her by name in a crowded room. Your ideal client will be compelled to turn around, look your way, and listen.

For me, the best part of knowing my ideal client is that I can recognize her immediately when she sends me an inquiry via e-mail or a reply on Twitter. That is how powerful it is to be able to identify your ideal client.

To demonstrate the process of conjuring an ideal client, let me share the profile of my ideal client. The most basic component of this profile is, of course, the demographics. This includes aspects like gender, age, geographical location, educational background, family background, and ethnicity. Demographics also includes annual income and type of business or industry. In terms of my demographics, my ideal client:

• Is female;
• Is 30-45 years old;
• Lives in North America;
• Has a college or university degree;
• Has additional training to become certified in her field, such as life coaching, business consultancy, etc.;
• Is married with children;
• Owns a business with a gross income of at least $100,000 a year;
• Is involved in coaching, writing, or consultancy;
• Is in the business of helping others improve their lives; and
• Has an Internet-based business.

Marketing experts advise getting such a clear and concrete image of your ideal client that you can give him or her a name. It is even better if you can find a photo that represents your ideal client. If you find a picture, put it in a place where you will see it constantly while you work.

It is also possible for your ideal client to be someone you know in real life, such as a friend, acquaintance, or a client with whom you have already worked. There is nothing wrong with this. In fact, one of my clients interviewed me as part of her market research because she said that I fit her profile of her ideal client.

If your ideal client is a specific person you know in real life, then all the better for you. You will have an easy time visualizing the person and imagining you are talking to him or her as you write content for your website, prepare your project proposal, or brainstorm services you can provide.

Most people stop at demographics when thinking of their ideal customer or target market. However, your ideal client consists of much more than demographic information. More importantly, he or she has attitudes, world views, goals, and beliefs. These are the psychographic elements of which you also need to be aware. In my case, my ideal client:

• Has a sense of mission. She believes that she is in business, not only...
to create wealth for herself and her family, but also to help improve the lives of her customers. The money she receives in business reflects the value she is able to impart to her customers.

• Believes that each one of us has a special gift to share, and her business is all about sharing that gift and enabling others to enhance and share their gifts.

• Believes in the inherent goodness of every person. She values hard work, authenticity, and relationships.

And then there are characteristics that are specific to the way my ideal client works with me. For instance, my ideal client values my work and contribution to her business. That is, she is not out to get the cheapest copywriter she can find. She always pays and responds to e-mails on time and is easygoing.

As you can see, my ideal client is not the type who would use “black hat” strategies, coercion tactics, or deception to make a quick buck. Having an ideal client does not mean I only work with women or with those who are earning six-figure incomes. Certainly, I do have male clients. I cannot look inside my clients’ hearts, so maybe I have had a few who do not have completely pure intentions with their own customers. Neither do I ask for their income tax returns, so maybe I have a handful who have hired me even though they cannot really afford me yet. The profile of an ideal client is not like a checklist with which you measure each prospect. Rather, it is like a compass that shows you the way to find the right client for you.

One way you know you are communicating with your ideal client effectively is when you are turning off those who do not quite fit the profile and attracting those who do. If you attract everybody, then your communication is too ambiguous and generic. You are still trying to address the masses instead of being focused.

What is the profile of your ideal client? Is this profile evident in the way you communicate about your services? In the language and look of your website, for example? Or have you been neglecting to call your ideal client by name all this time?

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Presenters: Naomi Sutcliffe de Moraes, Mary David

November 9, 2010 | 12 noon ET
Getting Started as a Freelance Translator
Presenter: Corinne McKay

December 8, 2010 | 12 noon ET
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Presenter: John Matthews

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Each issue of The Compass will offer practical, hands-on information for language services consumers. At only one page, the newsletter can be read in just a few minutes—perfect for anyone too busy to read more.

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ATA Scholarly Monograph Series XV
Translation and Cognition
Edited by Gregory M. Shreve and Erik Angelone
John Benjamins Publishing Company

The latest edition in the ATA Scholarly Monograph Series assesses the state of the art in cognitive translation and interpreting studies by examining three important trends: methodological innovation, the evolution of research design, and the continuing integration of translation process research results with the core findings of the cognitive sciences. This timely volume actively demonstrates that a new theoretical and methodological consensus in cognitive translation studies is emerging, promising to improve greatly the quality, verifiability, and generalizability of translation process research.

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See Page 47 for information.

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<td>December 1, 2010</td>
<td>Graham School of General Studies, University of Chicago “Translate This: Language Skills, a Career in Translation”</td>
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Visit the ATA Calendar Online [www.atanet.org/calendar/](http://www.atanet.org/calendar/) for a more comprehensive look at upcoming events.
For years, translators of Bosnian/Croatian/Serbian into English have longed for a new and definitive source for medical terminology in these languages. The recently published Serbian and Croatian-English Medical Dictionary by Svetolik Paul Djordjević was written to fill this gap in the library of translators who specialize in medicine and related fields. Dr. Djordjević’s work is well known to medical translators of French, thanks to his popular (and recently reissued) French-English Dictionary of Medicine. The dictionary under review represents another successful effort by Djordjević—ably assisted by his editor, Paula S. Gordon—and is sure to become a standard reference for medical translators of Bosnian/Croatian/Serbian, just as his earlier work has become a sine qua non for medical translators of French.

What to Expect

The Serbian and Croatian-English Medical Dictionary includes some 814 pages, featuring 24,000 main entries, 28,000 subentries, 1,726 abbreviations, and 1,727 eponyms. In a move sure to please, the dictionary includes Latin terms in many English entries, although there is no separate index of Latin medical terms.

Certain Bosnian/Croatian/Serbian entries, particularly those pertaining to diseases and conditions, include bracketed English definitions following the English translation. For example, the Bosnian/Croatian/Serbian term *Lermitev znak* is translated as *Lhermitte’s sign* and defined as “sudden, transient, electric-like shocks spreading down the spine when the head is flexed forward.” According to the Author’s Statement, these definitions are taken from standard medical references, particularly various editions of Stedman’s Medical Dictionary, Taber’s Cyclopedic Medical Dictionary, and Dorland’s Medical Dictionary. The inclusion of English definitions is unique to medical lexicography in this language combination.

The pages are clean, with margins sufficiently wide for brief annotations. The front and back inside covers are blank in the present edition and would be an ideal location for frequently used abbreviations and acronyms in future editions. Abbreviations, acronyms, and initials are included in the alphabetic index, such as DNK [de(z)oksiribonukleinska kiselina]: DNA [deoxyribonucleic acid]. As mentioned above, there are some 1,726 abbreviations in the work under review, which is considerably fewer than in Djordjević’s French-English dictionary (10,717) but similar to the latter work when the ratios of abbreviations to entries of the two dictionaries are compared, rather than their absolute counts.

Overall, not much attention is given to differences in language/variant/dialect among Bosnian, Croatian, and Serbian, which is perhaps an appropriate attitude to take when creating a medical dictionary for use by translators of these languages, who are presumably already aware of the linguistic situation in the former Yugoslavia. Variations for equivalent terms in Croatian and Serbian are indexed separately. For example, the entry for the Serbian term for chemist (*hemičar*) is listed separately from its Croatian equivalent (*kemičar*), and the two are not cross-indexed. In his notes, Djordjević states that “While attempting to be as comprehensive in both languages as possible, the author has not elected to categorize headwords as Serbian and/or Croatian. The few Bosnian terms that have been included have also not been identified.
as such.” Despite this statement and the dictionary’s title (Serbian and Croatian), most translators using this dictionary will be aware that the vast majority of the terms contained in this work are commonly used in Bosnia. As such, medical translators of Bosnian will also benefit from Djordjević’s scholarship.

If little distinction is made among Bosnian, Croatian, and Serbian, no distinction at all is made between U.K. and U.S. English in the dictionary. Translators into U.K. English should be aware that the orthography used in the work is entirely American English.

Quality

Jordana Publishing has taken an admirable stand toward establishing and maintaining the quality of this dictionary. Inevitably, certain errors were found following publication. Instead of waiting for the second edition to correct these mistakes, Jordana Publishing issued a carefully formatted list of errata, printed to match the original dictionary and mailed in a cardboard mailer to prevent bending. These errata cover every significant misprint and mistake noted by the reviewer (and many more).

Coverage

The Serbian and Croatian-English Medical Dictionary does commendable work in its coverage of diseases and conditions. For this reason, and because particular care was taken to include a wide range of clinical terms, this dictionary will likely assume a prominent position in the reference library of any translator who works frequently with discharge reports, journal articles, serious adverse event reports, or other types of clinical documents.

The reviewer was initially struck by the prevalence of Latin- and Greek-based terms and concerned that they were selected for this work to the exclusion of words with Slavic etymologies. Latin- and Greek-based medical terms in Bosnian/Croatian/Serbian are almost always cognate to the same terms in English, and can be transliterated easily into English by anyone with a basic understanding of Bosnian/Croatian/Serbian orthography, whereas their Slavic equivalents are often unintelligible even to those with a strong background in Slavic languages. However, a systematic review of a dozen common medical and pharmaceutical terms with both Slavic and Latin or Greek versions revealed the inclusion of Slavic equivalents for all but one of the dozen term pairs consulted (one pair of terms from the dozen pairs selected, obavešteni pristanak and informirani pristanak, meaning “informed consent,” was absent from the dictionary altogether).

About the Author

Credit for this work belongs to its author, veteran translator and lexicographer Svetolik Paul Djordjević. By this reviewer’s calculations, DJordjević has been working in the field of translation and lexicography for some four decades. And while Djordjević’s academic background is in Slavic linguistics, the field of his doctoral degree, he spent the majority of his professional life as a medical translator for the U.S. Social Security Administration in Baltimore, Maryland. The dictionary also credits Paula S. Gordon as proofreader and editor and Zorica Plavšić and Paul Z. Pavlović as medical consultants.

Describing in the Author’s Statement what propelled him to create this dictionary, Djordjević writes, “I am keenly aware of the lack of adequate multilingual medical references catering to translators of Serbian, Croatian, and English.” Thanks to his fine efforts, those of us who work in the field can no longer lament the lack of a comprehensive Serbian and Croatian-English medical dictionary.

Note

1. Almost two decades ago, the language formerly known as Serbo-Croatian split into three separate standard languages: Bosnian, Croatian, and Serbian. However, all of these standards continue to be based on the same basic dialect type and are identified by many linguists and the United Nations system using a single appellation: Bosnia/Croatian/Serbian, or B/C/S.

Eric S. Bullington is an ATA-certified French→English translator specializing in biomedicine, pharmaceutical sciences, public health, and international development. He also translates from Bosnian/Croatian/Serbian and Spanish into English. Contact: eric@clinicaltranslations.com.

The National Language Service Corps (NLSC) is a public civilian organization made up of on-call multilingual volunteers willing to offer their diverse language skills to help communities and government agencies. The organization’s goal is to provide and maintain a readily available civilian corps of individuals certified in English and other languages. To find out more or to apply, please visit nls corps.org.
The XIX World Congress of the International Federation of Translators (FIT), to be held in San Francisco, California, on August 1-4, 2011, will bring together translators, interpreters, terminologists, and other professionals from all over the world to discuss topical issues. Over 75 educational sessions will be offered in a variety of categories.

Presentation proposals are now being accepted in the following categories: Audiovisual Translation; Community Interpreting; Copyright; Human Rights; Language Standards; Legal Translation and Interpreting; Literary Translation; New Trends; Terminology; Training and Education; Translation and Culture; Translation Technology; Varia.

Proposals will be selected through a competitive peer-review process. Presentations may be offered in English and French only.

**Deadline: December 10, 2010**

The FIT XIX World Congress will be hosted by ATA in cooperation with FIT. For more information, including the proposal form, visit www.fit2011.org/proposals.htm.
The Translation Inquirer wishes that the mass e-mail that came to him regarding a survey on whether he rejects translation assignments due to moral objections had not come at such a busy time. That would have been an interesting survey to fill out. I guess the closest I ever came to rejecting a job was a patent for a gambling device. Some people might say that just setting up as a freelance translator is a big gamble. Maybe so. But gambling is becoming an ever bigger business in my home state of Pennsylvania, and the state I left to come here is much worse. My father-in-law, with his brilliant ability to condense complex things down to a few words, suggested a new state slogan to replace “the Garden State.” His proposal: “New Jersey—You Bet!”

New Queries

(D-F [E] 9-10.1) Only the abbreviation “dd” posed problems in this medical text trying, with a translator as midwife, to emerge into the light of French. Here is what it says: Diffius grote hoeveelheid borstklierweefsel, conform de leefth. Heden voorkeur voor een gelobuleerde klierzone in de linkerborst op ± uur dd toch fibroade- noom? Voorstel: controle echografie binnen 6 maanden, tenzij klinisch eerder vereist. What is it?

(E-R 9-10.2) “Operations Gate” is the problem term here. Luckily it has a definition: “An entry gate at the Secure Perimeter and/or Ticket Check Point to allow priority access to various groups, e.g., accredited persons, persons with a disability.” What might this be in Russian?

(E-Sp 9-10.3) The medical term “lipodermatosclerosis” posed problems for a translator going into Spanish. It is an inflammation of fat tissue below the skin at the ankle.

(F-E 9-10.4) The term Directeur du Master II appeared after an attorney’s name. There is a bit more to the phrase: N.N., Directeur du Master II—droit et fiscalité du tourisme. What kind of qualifications does she or he hold?

(G-E 9-10.5) Übertiefen is a problem word, even though the Bucksch Wörterbuch für Bautechnik und Baumaschinen has it. The three definitions therein leave one somewhat unsettled. Here is where this word came from: Unter Wahrung des Minimalgefülles von 0,6% mussten Über- tiefen von bis zu 3,2 m akzeptiert werden. The translator could not find a definition of it anywhere. The concept is projecting a line for a wastewater network.

(G-E 9-10.6) In an operations manual for a tractor, the word Stockräumer became a stumbling block. Here is what was written: Mit dem 3. und 4. Hydraulikkreis können elektrische Zusatzfunktion von Anbaugeräten bedient werden (z.B. Stockräumer, Frontlader usw.). What hardware is this?

(I-E 9-10.7) In a history of castles and their owners in the 1400s, the words in bold print became a problem: Ugolino III dedicò la sua vita all’esercizio delle armi servendo Firenze nelle campagne contro Siena e Pisa riportando nelle varie battaglie ben 27 ferite. Difese il suo castello nella Guerra tra Sisto IV (1471-84) e Niccolò I Vitelli, Ugolino III morì il 26 maggio 1494 lasciando due figli maschi avuti dalla marchesza Giovanna di Petriolo: Carlo II e Pietro II i quai, rinnovando l’accomandigia

con i Medici, furono aspramente detes- tati dai Vitelli. What happened here so many centuries ago?

(Po-E 9-10.8) Signal analysis has never been the subject of any query so far on my watch of 17+ years, but here we go. This Polish text contains the problem words in bold print: Dzięki skalowaniu otrzymano bazy funkcji falkowych, które w przeciwieństwie do wytycznych norm przekształceń są dobrze zlokalizowane w dziedzinie częstotliwości czasu. What to make of these?

(Sp-E 9-10.9) With this query from the world of petroleum engineering, regarding the noun candelero, only a Spanish definition is provided: funda o caja para introducir patas, soportes de escaleras. Who can solve it in English?

(Sp-E 9-10.10) The phrase redonda botanadura latera describes Mexico’s physicians in the 1950s before the nation went over to socialized health care. More context: bigote retorcido y su luenga barba si era viejo...traeado a menudo de oscuro y aun de levita cruzada, tocado con bombín, calzado con borceguíes de punta aguda, brillante charol y redonda botanadura latera y con su inseparable bastón.
Replies to Old Queries

(E-Pt 7-10.1) (livability): Gonzalo Ordóñez likes habitabilidad for this in Portuguese. Ana Silvestre Thompson suggests vivência for this, because it conveys the idea of “living experience” and “manner of existence” or “way of life.”

(E-Sp 7-10.3) (price signaling): Elena Contreras-Chacel has in fact seen “price signaling” used unchanged in a Spanish text, leading her to believe that no standard phrase exists for this in Spanish. But to offer help regarding the context sentence for this query, she suggests: Esto podría ser una forma de ‘price signaling,’ un aviso de estrategia de precios o algo similar o, en otras palabras, un intento deliberado de avisar.

(F-E 4-10.6) (adonaiants): Just when one would imagine the last word had been said about this, a very creative solution comes from Elena Contreras-Chacel. Maybe it would be acceptable, she says, to make a comparison with a word play in English such as teencipient or teencipience.

(F-E 7-10.4) (encaustiquer): It is not possible to use “encaustic” as a verb in English, Elena Contreras-Chacel asserts, but such multi-word equivalents as “paint with encaustic,” “apply encaustic paint,” or “apply encaustic” would be appropriate. Rosamond Bovey suggests “to polish” or even “to strip” since the context is a literary translation. The phrase refers to waxing or rubbing of a surface, especially furniture.

For Gonzalo Ordóñez, a literal and technical rendering would be “attain the encaustic” or even “hot waxing”; with a more literary sound, it would be “to polish.”

(F-E 7-10.5) (charpente): Rosamond Bovey would use “wooden framework,” which contrasts more smoothly with voûte de pierre. Charpente, she says, refers to the bare framework, the equivalent of a human skeleton. It could refer to either a wooden or non-wooden framework, but in the context of a Romanesque church (which this is) it would imply wooden in French, something that should be made explicit in English. Gonzalo Ordóñez likes simply “frame.”

Sébastien Adhikari consulted with colleagues and all agreed that “timber framework” is correct. The excerpt in the original query explains that the church was initially built around a timber framework in the 11th century, and replaced with stone arches at the end of the 12th century. The original translator may have been confused by the word voûte, which can mean an underground chamber or any solid arching structure.

Elena Contreras-Chacel agrees that “timber framework” is the broad sense of charpente, which in general is the wooden framework of a construction. But in Roman, Romanesque, or even Gothic architecture, charpente mostly is used with a sense of “timber ceiling.” Therefore her suggestion for the entire phrase is: “was endowed with a timber ceiling that was replaced at the end of the 12th century with a stone vault.” Christelle Maginot suggested the following for the entire sentence: “The original church […] featured a vaulted wooden ceiling, later replaced with stone.”

(G-Pt [E] 6-10.7) (Meldewesken): For this, Hans Koenig suggests “residential registration system,” the requirement that upon moving in or out of a community, people must register their address and list family members with the municipal administration. Tanja Steiert simply calls it a “registration office.”

(Sp-E 3-10.11) (agocida e integración): Based on the good idea that translations should sound as simple as possible while preserving the true meaning, Lorenzo Montoya suggests either “admission and assimilation” or “welcoming and assimilation.” Christelle Maginot suggests it means immigration in general, regardless of the type of immigrants. Her suggestion: “immigration and integration policy.”

(Sp-E 7-10.9) (Ensayo de laboratorio): When Vilma Vosskaemper was a student in the Faculty of Pharmacy at the University of Buenos Aires, it simply meant “laboratory test.” For a researcher, says Gonzalo Ordóñez, it could be a “laboratory trial,” since the context of ensayo might be an assay, trial, or test, depending on context. Coming at the term from an entirely different viewpoint, Sheldon Shaffer contrasts this phrase with ensayos de campo in the oil industry. These are paired in English as “laboratory tests” and “field tests,” often dealing with testing mechanical parts and connections for pipe for stress resistance and other physical properties.


Well, that’s it, a most gratifying collection of new queries and responses that in several instances showed that considerable time had been devoted to them. I am so flattered!
This is the first of two columns based on material in Born to Kvetch: Yiddish Language and Culture in All of Its Moods, by Michael Wex (New York: St. Martin’s Press, 2005; paperback reprint HarperCollins, 2006).

Not too long ago in the university town where I live, some business people wanted to open a Hooters restaurant, the chain featuring generously endowed waitresses wearing (or not wearing) clothes that emphasize their endowments. Despite protestations that this restaurant would be entirely respectable, even offering a children’s menu (!), some residents seriously objected to its opening. The controversy ended only when the economic collapse eliminated the prospect of almost any new business opening within the city limits.

But let us assume that the restaurateurs wanted to open a kosher version of their establishment in a Yiddish-speaking neighborhood, and needed a name with the same meaning and resonances in Yiddish as “Hooters” has in English. Why, then, would they have named their eatery Moyshe ve-Arendlekh (“Moses and Aaron,” plural diminutive form). The reason is not only as convoluted as a medieval Jewish commentary on the Bible, but it in fact derives from one.

Many religious Jews believe they are never supposed to think of anything erotic, but to concentrate on “higher” matters. But one erotic thing they cannot ignore, because it is part of the Bible, is the Song of Songs. It is recited every Friday by many Yiddish speakers and every Passover by almost every Yiddish speaker. Its second line, in the King James Version, is “Let him kiss me with the kisses of his mouth: for thy love is better than wine,” and, by the middle of the fourth section it is graphic indeed: “Thy two breasts are like two young roes that are twins, which feed among the lilies.”

And so, like a child (or a politician) caught with his/her hand in the cookie jar, Jewish scholars for almost two thousand years have been trying to convince people that the Song of Songs is not erotic at all but an allegory, probably about God’s love for the Jews. In the modern Artscroll prayer book, widely used in synagogues and temples, the line beginning “Let him kiss me” is reinterpreted as “Communicate Your innermost wisdom to me again in loving closeness, for Your friendship is dearer than all earthly delights.”

As for the breasts like roes, the famous medieval Rabbi Shlomo Yitzkhaki (1040-1105), better known by the acronym Rashi, said that they are really references to Moses and Aaron. For as breasts sustain an infant, so do Moses and Aaron sustain the Children of Israel as a whole, the first as the giver of the law and the second as the High Priest who performs the proper rituals. The result, not unexpectedly, is probably not what Rashi intended. When a curvaceous female passes by, male Yiddish speakers are likely to nudge each other, wink, and remark, Zi hot shayne moyshe ve-arendlekh! (“What a pair of Moses and Aarons on her!”)

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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.
Ulrike Lieder, 62, died on June 3, 2010 after losing her battle with cancer.

Ulrike received her MA in English-Dutch conference interpreting in 1970 from Johannes Gutenberg-Universität Mainz (Germersheim) in Germany. She excelled as a conference interpreter and translator, specializing in software localization and documentation, marketing and advertising, and other areas. She served as an interpreter at the 1972 Olympics and 1976 and 1980 Winter Olympics. She was a lecturer in German studies at Stanford University from 1971 to 1981. During her time at Stanford, she designed and implemented a translator training curriculum, devised testing procedures and proficiency standards for translator certification, and also taught first- and second-year German language courses. She published translations in Modern Switzerland, Modern Austria, and for The Society for the Promotion of Scholarship and Science in Palo Alto, California.

She was a member of ATA and the Northern California Translators Association (NCTA). Her excellent contributions to the e-mail lists of ATA’s German Language Division and NCTA were much appreciated. An ATA member since 1975, she was ATA-certified in both German → English (1975) and English → German (1983). She had been a member of NCTA since 1997.

In addition, she was a member of Professional Conference Interpreters Worldwide (AIIC), the American Association of Language Specialists, and Rotary International. She also served as a member of the board of directors of the Cedar Flat Improvement Association of Tahoe City, California, where she resided.

Juliet Viola
Administrator, Northern California Translators Association

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