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Effective Networking
Translator and Interpreter Liability
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Make Your ATA Membership Count
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www.atanet.org/aboutus/overview_ata.php
24 Networking Tips that Actually Work
By James Clear
Networking is a two-way street. And your side of the street is all about helping others, not asking them to help you.

Talking with Barry Rosenthal, Esq.
By Evelyn Yang Garland
How can you mitigate potential risks associated with errors, omissions, and disputes when working with direct clients? Here is what an attorney has to say from a legal perspective.

Questions and Answers about Machine Translation
By Laurie Gerber
You can add a lot of value to your relationships with clients if you help educate them about the appropriate use of machine translation.

Interpreting Spurs the Monkey Mind
By María Cristina de la Vega
As conduits for others’ thoughts, it is imperative for interpreters to remain focused. Here is a brief overview of some of the tools interpreters can use to calm an overactive mind.

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Send a Complimentary Copy

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

Simply e-mail the recipient’s name and address to Kwana Ingram at ATA Headquarters—kwana@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!
Ultimately, all of our efforts to improve our qualifications are aimed at attracting new clients and keeping existing clients satisfied. As a consequence, buyer education and outreach are important services ATA provides to its membership. Several recent steps highlight our efforts to educate the public and potential buyers on the distinct job descriptions in our industry and on best practices for finding the right linguist for each job. Both the additional association logotype and our new buyer education materials for translators and interpreters underscore the differences between the work done by interpreters and translators and promote informed buyer choices. They would not have been possible without the input and feedback from the membership and the impressive dedication of our volunteers.

At the Annual Meeting of All Members held in Boston, ATA was proud to show off its new logotype, shown above. The logotype will be a regular part of our messaging both in print and online. The actual logo of established organizations—in our case, the well-known cursive blue letters—is an important part of brand recognition and should therefore stay consistent. Similarly, the name of an organization is a fixed entity, so changing it would be complex and expensive because it is used in legal documents and other records. That leaves only the so-called logotype, or wordmark, to make changes to the way organizations present their identifying information online and in print. In our case, it was decided to add an additional logotype to the logo assembly. This second logotype, “The voice of interpreters and translators,” will be used wherever space allows.

Conference attendees in Boston also found a copy of the new *Getting It Right* booklet for interpreters in their tote bags. This little brochure is written in deliberately nontechnical language to explain the process of finding the right interpreter for a specific assignment. The booklet can be downloaded from ATA’s website in PDF format, along with a completely revised version of *Getting It Right* for buyers of translation services. For more information, or to send the brochures to prospective clients, visit www.atanet.org/getting_it_right_int.php. Many thanks to the members of ATA’s Public Relations Committee, and particularly Chris Durban, for working on these valuable publications.

Both the new logotype and our growing library of buyer education materials will be featured prominently in our most effective communication tool of all, ATA’s website, which is currently undergoing a thorough overhaul. Our website, which was last redesigned in 2005 and received over three million hits last year, needs more structure to give visitors fast access to the valuable information it contains. In particular, the new design will provide easy access to the online directory from all pages and offer a streamlined structure for materials of interest to clients and potential members versus information materials for existing members.

As I begin my term as ATA president, I look forward to serving the membership and continuing ATA’s efforts to promote our profession. Please let me know how ATA can serve you: president@atanet.org.

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**From the President**

Dorothee Racette

dracette@hughes.net

**Improving Buyer Awareness**

Buyer education and outreach are important services ATA provides to its membership.
With the end of the year and work typically slowing down around the holidays, now is an excellent time to focus on your business and make plans for the coming year.

Membership: Your ATA membership is part of the foundation of your business success. ATA membership offers a multitude of opportunities to strengthen your business skills and become more efficient—which means more money in your pocket. A few outstanding examples that have taken off this year are the ATA Business Practices List and ATA webinars. You can take advantage of both of these offerings without leaving your desk.

- **ATA’s Business Practices List** is a prime example of what ATA is all about. Members from across the spectrum of services—translators, interpreters, company owners, and others—share their insights and experience on a variety of topics, from working with new companies to developing marketing strategies to discussing the value of social media sites. (http://finance.groups.yahoo.com/group/ata_business_practices)

- **ATA’s webinar series** brings professional development to you. You can learn from industry experts wherever you are. In fact, some members are even getting together to listen in and get their questions answered—a great way to learn and network as well as split the very modest registration fee. The program has been well received and most webinars have sold out. (www.atanet.org/webinars)

Make the smart business decision and renew your ATA membership. Thank you for being a member in 2011 and for renewing for 2012.

### Update Your Online Directory Profile

ATA’s online directories continue to be a valuable resource in marketing your services. Be sure to keep your profile current. In addition, you may want to try experimenting with some changes, such as adding to your areas of specialization or adding some key words to the Additional Information section. To review your profile, or add one if you have not already set it up, please go to: www.atanet.org/onlinedirectories/update_profile.php.

### ATA eConference

ATA’s eConference features hundreds of hours of ATA Annual Conference sessions from experts on a range of language- and business-related topics. ATA brings this wealth of knowledge to you wherever you have online access. Most of these educational sessions were recorded and synched with their PowerPoint presentations. (Session handouts are also included.) For more information, please check out: www.atanet.org/conf/2011/dvdom.htm.

Mark your calendar: As you look forward to 2012 and your professional development, here are two valuable events. Please mark your calendar and plan to attend:


### E-mail scams:

The e-mail scams continue. Please be vigilant. While there are the typical red flags such as misspelled words, sloppy spacing and capitalization, some of these messages are getting more sophisticated. If you are not sure, do your due diligence and investigate the company. If you are still not sure, please contact ATA. For more information on these scams, please check out: www.atanet.org/ata_activities/internet_scams.php.
STAR Group is a world leader in translation services and technologies. For over 27 years, STAR has been at the forefront of language technology - committed to unsurpassed innovation and quality. Now STAR is bringing translators the next level of translation memory software with Transit NXT.

Transit NXT Reliability
The Transit developers have worked relentlessly to make Transit NXT the most reliable translation memory tool available. This is critically important to the thousands of freelance translators, translation agencies and enterprise users of Transit. It is also critically important to the STAR Group. Why? Because STAR is also a language service provider. STAR’s project managers along with their translation teams in their 42 offices around the world depend on Transit everyday. This means that you can be confident using Transit NXT.

What Makes Transit NXT Different?
Transit is unique in that the translation memory is stored in a tagged XML file-based format. This creates plain-text language pairs that can be used directly as a translation memory which provides a number of benefits such as smaller file size, easier file-handling and management, and complete segment context. This concept has proven its effectiveness for more than two decades of processing large quantities of data.

Software Localization
Transit NXT is translation and localization in one. Using Transit NXT, you can including resource files (.rc, .res, .resx), .exe, .bin, dll, and other formats.

Using the built-in Resource Editor, the translator can dynamically preview, adjust, and align the position and size of software dialog elements.

Innovative Features and Functions
Transit NXT has a number of original innovative features and functions that have been years in the making. Transit NXT is a feature-rich system with a proven record of success.

The objective of Transit NXT is not to replace translators, but to provide them with the support needed to increase translation productivity while improving translation quality.

Transit NXT Key Features:

Dual Fuzzy – Proposes more fuzzy matches by searching both the source and target languages for similar sentences, producing translations with greater consistency.

Synch View – View PDF, HTML, and XML source documents in the Synch View window in synchronization with the language pair, making it easier to reference the source text.

Markup – Simplifies tag handling and text formatting, allowing the translator to focus on translation, not layout.

Resource Editor – Dynamically preview, adjust, and align the position and size of software dialog elements.

Web Search – Search multiple web-terminology and subject-matter research from within Transit NXT.

Customizable Environment – Transit NXT offers a variety of ways to customize your working environment. You can even create project templates for quick and consistent project set-up.

Virtual Segment Joining – Content between the source and target languages can be clearly linked, even if the number of segments in the language pairs differ.

Concordance Search – The concordance search with fuzzy-match logic allows greater consistency in translations by allowing the translator to quickly and easily search for individual words, phrases, or similar terms in the language pair and/or translation memory.

Language Support – Transit NXT supports more than 180 languages and language variants. Transit was the world's first translation memory tool to properly display and process complex languages (e.g., Asian languages and Arabic) by using double-byte Unicode.

File Support – Transit NXT supports more file types than any other translation memory system. If you are working with a unique or proprietary file type, the technical staff at STAR can create a
TermStar NXT Terminology Consistency

TermStar NXT is a powerful terminology management system that is fully integrated into Transit NXT.

During translation, Transit continually searches the TermStar databases for terminology entries. If source matches are found, the text is highlighted in the language pair and the corresponding translation is displayed in the terminology window. Thanks to Transit's unique technology, it can search for terminology in as many databases as you wish, located anywhere on your PC or network. Terms not found in your terminology database(s) can be easily transferred from the language pair into the TermStar terminology database without the need for retyping.

Additionally, TermStar's fuzzy logic makes it possible to perform a fuzzy search for terms, thus increasing the number of matches returned.

Quality Assurance

To validate quality after translation, Transit includes functions that allow the user to manually or automatically review numerous quality criteria such as:

▲ Translation completeness
▲ Terminology consistency check with the ability to check based on prioritized terminology databases
▲ Markup/Format and number check
▲ Spell check via spell checkers, dictionaries, or reference material
▲ Text length, field size, and structure for software localization verification
▲ Create notes for segments requiring clarification
▲ Create a printout of all corrections

A Version for Everyone

Switching to Transit NXT is easy. Using the built-in conversion utility, you can easily convert your existing translation memory for problem-free use in Transit. Importing your existing terminology databases into TermStar NXT is just as easy.

Transit NXT addresses the real issues in translation today – developed by a team of software engineers and language experts with extensive translation experience.

Transit NXT is available in three different versions accommodating the personal needs of freelance translators, translation agencies, and enterprise users. Transit can be implemented in both a standalone desktop environment or a network environment.

▲ Transit NXT Professional – The complete package for organizations, project managers, and translators responsible for the project management, distribution, and execution of multilingual translation projects.
▲ Transit NXT Freelance Pro – Designed for the individual translator who works alone and is responsible for the project management and/or translation of single-language translation projects.
▲ Transit NXT Workstation – Designed for the individual translator who is primarily responsible for translation.

Transit NXT Time-Limited Licenses

Interested in working with Transit NXT but not ready to make a full commitment yet? No problem. Just visit STAR’s WebShop – http://shop.star-group.net. There you can purchase 3-, 6-, or 12-month licenses of any of the Transit NXT versions. If you decide you would like a perpetual license, your time-limited purchases are credited towards the purchase of your perpetual licenses.

Try Before You Buy

STAR offers 30-day fully-functional evaluation licenses of Transit NXT. If you would like an evaluation copy, send an e-mail to TransitNXT@us.star-group.net and mention promo code ATA1011. Indicate which version of Transit you would like to try.

To learn more about Transit NXT or any of STAR’s products or services, visit www.us.star-group.net.
My Mother Tongue

Thank you for the generally outstanding July and August 2011 issues of The ATA Chronicle. Such columns as “The Entrepreneurial Linguist” and “GeekSpeak” are delightful in their novel approaches. Among articles by other ATA members, I would like to single out Holly Mikkelson’s “Want to Improve Your Interpreting?” in the July issue, and I have a very specific reason for doing so. The author carefully chose and evaluated relevant scientific studies to present interesting facts about the adult bilingual brain and its continual development through active use.

I point out this excellent article because the April 2011 issue, in notable contrast, contained Tony Beckwith’s article “My Mother Tongue.” Viewed as a whole, this submission is not objectionable. In explaining how the English language originated, Beckwith mentions Paleolithic Man as the earliest known inhabitant of what are now the British Isles, and that is fine for such a brief overview. But I gasped in consternation when I reached the author’s assertion (on page 20) that “the region broke away from the continent around 6500 B.C. and formed the islands we know today.”

It is not for me to say what may have motivated such an absurdly unscientific statement. It is, of course, an established fact that some groups make the claim that the earth is quite young (and that fossils were created by God because he liked the way they looked), thus denying well-established scientific evidence.

I urge readers to consult the Internet regarding the geological age of the British Isles, which happen to be assembled of particularly diverse rock formations of unimaginably great age; the oldest are the Gneisses, which date from at least 2700 million years ago. Or readers might do well to read John McPhee’s Pulitzer Prize-winning Annals of the Former World (ISBN 0-374-10520-0), a work of outstanding scientific as well as literary merit. It is also worth noting that the British Isles did not “break away from the continent,” but that the English Channel resulted from gargantuan floods that broke through ridges and gouged out the channel in one of the interglacial periods about 400,000 years ago. A detailed article published by Ian Sample, science correspondent, in the Guardian can be found at www.guardian.co.uk/science/2007/jul/18/geography.geology.

Ilse Andrews
Exeter, NH

Interpreting in the Booth

In his article, “Ignorance Is Strength,” in the May issue, Ewandro Magalhães brings a breath of fresh air to the booth. He approaches the business of conference interpreting with a good and needed degree of humanity, a perspective that very often receives little attention.

The booth environment is heavily charged with demands, of which the most daunting ones come from our own colleagues, if not from ourselves. Comparisons weigh down on conference interpreters, and I believe that constant reminders are needed to help our colleagues develop a sense of respect for the diversity of styles and backgrounds and to accept one’s own makeup.

I am of the impression that translators and conference interpreters who are self-employed already face the reality of performing precarious work (e.g., no job stability, difficult social life, irregular hours, the urgent and sudden demands of clients, no benefits, etc.). It would be truly beneficial if we were able to develop, accept, and be accepted as we are, with the backgrounds we have. Life ought to be more peaceful and colorful, and I sense that Mr. Magalhães’ message can help foster a positive and inclusive environment for our colleagues.

Gabriela Rangel
Ontario, Canada

Ewandro Magalhães

I am writing to congratulate you on Ewandro Magalhães’ article “Ignorance Is Strength” in the May 2011 issue. I enjoyed reading it and, through you, extend to him my most sincere thanks for a very fine piece of writing. Ewandro’s article was captivating throughout and his style a pleasure to read. I look forward to reading other samples of his writing.

Laura DeBarros
Arlington, VA
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The idea of networking makes many people uncomfortable—or confused.

It is easy to see why.

When most people think about networking, it seems insincere at best—and selfish at worst. This, of course, is the complete opposite of what networking is supposed to be—friendly, useful, and genuine.

It is easy for most of us to be friendly and useful with people we know. However, because networking is a “business activity,” it is easy to think that we need to act in a different way.

Unfortunately, most networking strategies come across as pushy, needy, or self-serving—even though the people using them rarely act that way in day-to-day life.

Do not worry. There are definitely genuine ways to self-promote. So, in the spirit of helping everyone become a better networker, here are 24 networking tips that, from my experience, actually work.

The Real Goal of Networking

1. The goal of networking should be to help other people. Yes, it would be nice if they helped you out as well, but networking is a two-way street. And your side of the street is all about helping others, not asking them to help you. Asking for favors should only become a possibility once you have learned more about the person and provided some value to them.

2. It is far more important to understand other people’s needs before you tell them about your needs. Your goals should not be on the forefront of your mind. You are trying to develop a relationship with others, which means you should be thinking about them. It is your job to understand the people in your network, including where they are coming from and what is important to them.

Setting Expectations

3. You do not need to know the most people, just the right people. There is no need to shotgun your business cards across the industry or to pepper everyone with e-mail. Instead, focus on finding people who are relevant to you. As time passes, you can decide if the interests that you share with someone are worth pursuing further. It is better to have five people willing to help you than to have 500 who simply know your name.

4. Do not expect anything. The fact that you reached out and made contact with someone does not put them in your debt. No one is required to “pay you back.” Instead of approaching networking with the goal of gaining favors, try reaching out with curiosity. Contact interesting and relevant people and see what happens. Some of
them will respond and some of them will not. Learn about the people who follow up. Find out what makes them interesting and how you can help them—and do not expect anything in return.

5. Do not leave networking to chance. Take some time and define what you are looking for in your network. Occasionally you will stumble across someone amazing by accident, but it is a lot easier to find who you are looking for if you know who they are in the first place. Be proactive and create a list of people whom you want to contact on purpose.

6. Go beyond your industry. Connect with people on a variety of levels from a wide range of areas. By growing your network outside of the usual areas you will be more valuable to people who are in your immediate industry. The people with whom you work have personalities and multiple interests, right? With a broad network you can be the person who connects people across industries.

7. Do not dismiss anyone as irrelevant. Maybe you do not think a local blogger would be a good contact because you work at a medical practice. However, when you open a new branch and want to let people know about it, you will be glad you reached out to someone with an audience.

How to Reach Out to Someone New

8. Quantify how much time you are going to take. People are busy and when someone new starts talking to them, the first thing that comes to mind is, “How much time is this going to take?”

Address those concerns from the start by saying something like, “Hi. I have one item that I’d like to discuss with you briefly. It should only take two minutes. Do you have time now?” Asking questions like this not only shows that you respect their time, it also gives you the option of speaking with them later if they are too busy now.

9. Start by offering praise, not requesting help. Unless you have a mutual contact who is putting you in touch for a specific reason, it is best to avoid asking for anything when you meet for the first time. Do not ask for favors, for promotion, for advice, or even to meet up for lunch or coffee. Simply start by offering a short compliment. After they respond to this initial contact, you can begin moving things toward a lengthier meeting.

10. Keep e-mail short. If your first contact is via e-mail, split the message into smaller segments. Instead of reaching out to someone new with a long-winded, five-paragraph explanation of why you are contacting them, use that first e-mail to focus on a small bit of praise. You can send further details to them after they reply. Keep that first message friendly and short.

11. If you must ask for a favor, then ask for permission to continue. There are some situations where you need to ask for something, but do not have the luxury of time to get to know your contact. Most situations do not fall under this category, but if you must ask for something, then weave in requests for permission before you make a request. Here is a real example.

I was talking to the director of an organization recently about offering a new course to his clients. I started by asking for permission to continue. “I’ve run successful courses on X before. Would you like to know more?” He was interested and we ended up having a great conversation.

An additional benefit of this strategy is that you are getting the other party to say “Yes” to you. As a general rule, if you can get people to say yes three times, then the odds of your offer being accepted by them drastically increase. You do not need to ask permission for everything, but if you are opening a conversation where you will need to make a request, then it can work wonders.

How to Build the Relationship

12. Try to provide as much value as you possibly can. The more value you create, the more it will come back to you many times over. Focus all of your networking efforts on helping the people you contact.

13. Start by focusing on being friendly and helpful. This is the number one tactic you can use to build your network. Simply spread information in a friendly and helpful way. Did you read a book that others in your network will enjoy? Tell them about it or send them a copy. Are you using a resource that
would help a friend with a project on which he or she is working? E-mail the information to your friend. Hear some new music that others might enjoy? Send it their way. Building your network is the same as building friends. Be interested in what they are doing and offer friendly suggestions when you can.

14. Develop the habit of introducing people. Connecting like-minded people is a powerful way to enhance your network. The idea of doing this seems foreign to many people, but it is actually quite easy. Do you know two people who enjoy reading the same type of books? Or like the same sports teams? Or love reading about history? Or work in the same industry? You get the point. Do not make it hard. Just introduce the two of them by sharing their common interest. They can decide if they want to pursue the relationship further.

15. Ask if people want to be connected. If you are apprehensive about connecting two people, then ask one of them if they want to be connected. “I know another person that’s doing Y. Would you like for me to introduce you sometime?” Even if they are not interested, they will appreciate the offer.

16. Nurture your current network. Most people think of networking as reaching out to new people, but do not forget about the network that you already have. (Hint: You probably call them your friends and co-workers.) There is no need to wait to meet new people to start connecting others or sharing useful information. Network within the groups that are already close by.

Making Networking a Habit

17. Try to contact one person per day. If you reach out to five new people every week, that would be about 250 per year. Sending an e-mail or making a quick call will only take about five minutes of your day. Not everyone is going to get back to you, but if you contact that many new people, then you are bound to make significant progress.

18. Do not take “No” personally. Everyone is busy. For most people, it is simply a matter of timing. If you catch them on a good day, then they will happily talk or meet with you. If they are swamped, however, then a simple “No” might be all you get. Do not take it personally. In most cases, it is not a reflection of you or what you said.

19. Make it a point to follow up. One or two days after meeting someone for the first time, follow up with a brief e-mail or note. This is an opportunity to develop the relationship by bringing up something you discussed before or making a comment on an interesting topic. Following up with relevant conversation helps to anchor your previous interaction in their mind and displays more personality than just sending a message that says “Thanks for talking!”

20. Did you fail? Try reaching out in a different way. You do not want to pester anyone, but if you give the person a few weeks and do not hear a response, then there is nothing wrong with being persistent. For example, dropping in to talk face-to-face has resulted in great conversations with people who ignored my e-mail previously. Sometimes switching it up is all you need to do.

Things to Remember

21. Network with the intention of helping other people, not yourself. People enjoy doing business with those they trust and like. The only way to build that trust is to engage with others in a helpful way. Yes, trust takes a long time to build, but insincerity takes even longer to overcome. Once you have developed a relationship and created a bond, then you can move on to negotiating for favors and asking for help.

22. Networking is more about listening to what people say than saying the right things. Take the time to listen to people’s stories. You can only provide something of value to them if you listen to who they are and what they do.

23. Sometimes the best networking opportunities involve real work. Volunteer for events, committees, or projects that will involve interesting people. Working on a project or task with someone is one of the best ways to develop a relationship. For
example, volunteering for a nonprofit can be a great way to get to know an organization’s influential board members.

24. E-mail is easy to send—and ignore. Yes, e-mail is quick, simple, and can be sent to anyone, anywhere. E-mail is also very easy to filter out and ignore. If you really want to meet someone, then do not be afraid to pick up the phone, propose a video chat, or arrange a face-to-face meeting. These communication channels are usually less crowded and more personal, which means that your message will be more memorable. E-mail can be a great tool, but do not be afraid to mix it up.

Additional Tips

Take the First Step: Reach Out
You do not need to be a master to start building your network. Just taking a moment to reach out is a big step that will help most people. Sharing useful information and connecting like-minded people are simple actions that everyone will appreciate. Focus on being useful and do not make networking harder than it has to be.

Self-Promotion Tips
http://passivepanda.com/self-promotion-tips

Negotiating Strategies
http://passivepanda.com/become-better-negotiator

Don’t Miss

February 13-15, 2012
Israel Translators Association
International Conference
Jerusalem, Israel
www.ita.org.il

March 16-18, 2012
ATA Interpreters Division/
Spanish Language Division Mid-Year Conference
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Barry J. Rosenthal is an attorney licensed to practice law in Maryland and Washington, DC. He graduated from American University Washington College of Law in 1980. He was selected by Super Lawyers magazine as a “Super Lawyer” in Maryland and Washington, DC, and has a “Preeminent AV” rating with Martindale Hubbell, which is the highest possible rating in both legal ability and ethical standards. Barry devotes all of his professional activities to civil litigation in such diverse areas as corporate and business law, intellectual property law, employment law, family law, and medical, legal, and professional malpractice. He is a founding partner of Bromberg Rosenthal LLP, which has been providing legal and consulting services to corporations and individuals since 1985.

Please note that the context of this interview focuses on translators and interpreters working with direct clients. The information provided does not necessarily apply to translators and interpreters working with translation agencies.

Evelyn: Would you tell us about your experience in advising small businesses and professionals?

Barry: I have been practicing law since 1981. My practice is general and involves such areas as business, employment, and family law. A large portion of my practice is related to advising small businesses. I have also done a fair amount of malpractice, including legal and medical malpractice, although these days I do not handle as many cases in these areas as in previous years. I am familiar with the malpractice concepts and the law in the State of Maryland.

Evelyn: From a legal perspective, what are some of the common risks associated with the type of business with which translators and interpreters involve themselves?

Barry: I did not find a single reported case anywhere in the country of translator or interpreter liability based on my legal research. Let me explain what is meant by a reported case. If you go to trial, you might lose the case, and if no one appeals, it will never be reported. Even some appeals are not reported. It is only reported cases that have precedential value. So, in terms of doing research and finding out the law on a particular topic, the only true authority is a reported case. If there is no reported case, however, a court certainly can, and will, decide the issue. This is known as a case of first impression.

When I could not find any reported cases, I searched the Internet and found certain sites, for example, The
Journal of Specialised Translation (www.jostrans.org), which confirmed the lack of reported cases on the issue. Some researchers have similar conclusions, particularly in England. In one article, the author also did not know of any reported cases.¹

Notwithstanding potential liability, I think it would be very difficult at the quality level to establish and to prove that the interpreter did not do a good job or did not interpret correctly. There are probably some cases where it would be clear, but for the most part I believe it would present a plaintiff with a difficult burden of proof. With translation, however, there are similar problems of proof, although it may be a little easier to document that the translator made a mistake in translation. For example, when you put together electric power lines, you might get instructions in three languages. The English instructions say connect red to red and black to black, and the Spanish translation says connect red to black and black to red. If it causes an accident and someone gets injured, it might be rather easy to prove the mistake and could result in liability. Obviously, interpreters and translators should be aware of potential liability. One way to obtain protection from significant liability is to include a limitation on liability provision in the contract. Let me explain.

As a general rule or concept, translators and interpreters are providing professional services and are personally responsible for the quality of that service. I think there are two ways to look at it. One is as a contractual obligation. When I hire you to be an interpreter, there is an implied term of the contract that you are going to do a good job. If you do not, then, theoretically, someone could claim breach of that contract. Therefore, part of what should be in that contract is a limitation of liability provision or a liquidated damage provision, which essentially says that in the event of my breach of contract or negligence, we agree, for example, that the damages you can claim against me are limited to the amounts that you paid me, or the damages are limited to a fixed agreed sum. These types of clauses have been upheld in the State of Maryland.² They are enforceable except where such clauses are against public policy.

Another good idea is to form a corporation (including a limited liability corporation). By doing so, the stockholders of that corporation do not have any personal liability if the claim is for breach of contract, just as long as the contract is between the corporation or limited liability corporation and the client. However, if the claim is one for negligence or professional malpractice, and you are the translator, you are not protected by the form your corporation or entity takes. For example, if that were the case, then every doctor would practice as a corporation, and thus would never be individually liable for acts of negligence. Of course, that is not the law, as the corporate shield does not extend to professional liability. So for professional liability, you are not protected in that way. Interpreters and translators are deemed to be professionals, so they would not be protected by doing business as a corporate entity in terms of professional liability.

Evelyn: What is a professional corporation? Can you give us a definition?

Barry: A professional corporation is a corporate entity where the shareholders are individuals who provide professional services, usually within a single profession. It provides a shield for the nonprofessional liability issues such as personal injuries to the public or breach of contract issues. Generally, a corporation is not formed for the purpose of the professional liability issue. It is more a way in which people operate a business. Professional corporations are usually companies such as medical practices, law firms, and accounting firms.

Evelyn: What if I contract other translators to work for me on a project for a client of mine? If they do not do a good job and the client sues, would it make a difference whether I do the job as a corporation or as a sole proprietor?

Barry: In that case, it would. If you are doing business as a corporation and there is a lawsuit, the proper parties would be the person doing the translating and the corporate entity, but not you personally as the president or stockholder of the corporation. By proper party, I mean that you would not be legally liable and thus should not be named as a defendant. You
would get some protection. Using a medical example, suppose you have a professional corporation made up of a group of doctors. If there is a malpractice lawsuit, the doctor who committed the malpractice or alleged malpractice can be sued. The entity can also be sued. But the other doctors who had nothing to do with the malpractice cannot be sued. So there is some level of protection depending on what your role is and what actually happened.

Evelyn: What if, say, I am not operating my business as a corporation? My client contracts with me to do a translation or interpreting project, then I contract other linguists to work for me on that project. Later, if there is a lawsuit, would I be personally liable?

Barry: You would, in what is called an “agency relationship.” Essentially, if you are not a corporation and you contract another linguist to do the work, that person is acting as your agent. It is really the same type of situation I mentioned earlier, where the corporation would be liable under the same kind of agency theory. Since you are not a corporation, it is you who is the principal, and the person you hire is your agent. In the example you just gave, you are the principal, and the agent is acting on your behalf. The principal, you, would be liable. In the previous circumstance, the corporation is the principal and would be liable, but the other owners of the corporation, individually, would not be liable.

Evelyn: In what way are you protected if you are operating your business as a corporation, and your corporation is liable instead of you personally?

Barry: The distinction regarding personal liability is that you cannot get at my personal assets if my corporation is liable but not me. You cannot come and take my house or my bank account. You can take my corporation’s assets, you can take the corporation’s bank account if you have a judgment, but you cannot take my personal assets. That is the protection we are talking about. As I said earlier, however, it does not apply to the professional actually rendering the service.

Evelyn: We have talked about professional liability. How about general liability? Does a corporation protect you from general liability?

Barry: If it is not professional negligence, yes. For example, you purchase a piece of equipment on behalf of the corporation and you do not pay for it. Whatever the claim is, you are not personally liable for it (unless, of course, you provided a personal guarantee). It is only the professional malpractice for which you would be liable, which would be outside of the protection of the corporate entity.

Evelyn: I have heard that in lawsuits, people try to “pierce the corporate veil.” How can we keep that corporate veil intact?

Barry: In the State of Maryland, piercing the corporate veil is very difficult to do. But people try, and the argument is that a corporation is a sham. The way you avoid that happening is to do the things a corporation is supposed to do, such as issue stock, have stockholder meetings, prepare minutes, and have meetings of the board of directors, which can be very informal. If a corporation is supposed to have annual stockholder meetings and periodic board of directors meetings, and approval of the board of directors is required to make certain corporate decisions, you should document that (corporate resolutions) and operate the corporation in accordance with the decisions of the board. It is also very important to sign all contracts in the name of the corporation and not in your individual capacity. If you do this, those filing lawsuits against you will not be able to pierce the corporate veil.

A lot of small corporations do not really follow these practices, particularly if it is a one-person, closely held corporation. You may wonder, “Well, why am I going to have a meeting with myself?” But it is important to do that to show that you are truly acting as a corporate entity, as opposed to an individual calling yourself a corporation. Another thing to avoid is co-mingling the funds. Do not pay your grocery bill out of your corporate bank account. Keep them separate like a real business.

Evelyn: So, how do you protect yourself as a professional against potential risks?

Barry: I think the best thing to do to
protect yourself is to have insurance. I do know there is liability insurance for translators and interpreters, but I have no idea how expensive it is or who is reputable and who is not. The good thing about insurance is that in the event that something bad happens, there is a good chance that the insurance company will pay the costs, although you cannot be entirely protected by the form of the entity (e.g., a corporation). Lawyers and doctors all have malpractice insurance. Often you have malpractice insurance that has a pretty significant deductible, because the real concern is some catastrophic event.

**Evelyn:** For corporations or translators and interpreters who already have insurance, what should they do when someone files a claim against them?

**Barry:** You report it to the insurance company promptly. You have to make sure that you notify the insurance company and give them an opportunity to defend the claim. This is important. Say, for example, your best friend’s husband is a lawyer, and you are thinking about letting him advise you to see if the claim can be settled before contacting the insurance company. This would not be a good idea. Again, the first thing you want to do is to notify the insurance company. Generally, the insurance company will provide you with a lawyer to defend your case and pay the fees of that lawyer. The insurance company will also pay any adverse judgment that might be entered. This is all dependent upon the policy.

There are instances where you do not necessarily have to go running to your insurance company. For instance, sometimes you get into a situation where someone writes you a letter—say a lawyer—saying that your client thinks you made a mistake and cost them money and that they are contemplating a lawsuit. Depending on the circumstance, you might be able to follow up a bit before contacting the insurance company. For example, if they say pay us $100 and we will be happy, then you are probably better off not making a claim. But you cannot wait too long to do that. You cannot do anything that would prejudice the insurance company, so it is important to research the precise manner and requirements of the insurance policy. But I know how lawyer and doctor malpractice insurance works—the more claims that are made, the more expensive your policy becomes. At some point, I think a lot of insurance companies will not cover you. Let’s say you have a really small case: for example, I paid you $500 for an interpreting job, you made this error, and now I want my money back. Again, depending on the circumstances, it may make sense to say, “Fine, here it is,” as opposed to getting your insurance carrier involved and having them pay it, which may make your premium go up and cost you more than $500. When you are looking at an insurance policy, find out the amount of the deductible and what is covered, and whether it covers defense costs as well as any judgment that needs to be paid.

**Evelyn:** When you reach a settlement with a client without filing a claim with the insurance company, how can you avoid the situation where the client demands more or files a lawsuit later for the same issue?

**Barry:** You need to make sure you have a good settlement agreement that sets forth the terms of the settlement and states that it is a full and final release and waiver of any and all claims. In many of these agree-
To talk with Barry Rosenthal, Esq. Continued

I think a lot of it depends on the amount of the claim. If it is something significant, then you probably want to talk to a lawyer. But it might not be necessary to hire a lawyer if it is a small claim. For example, as I mentioned earlier, if someone says they want $500 and you go hire a lawyer, it is probably going to cost you three times as much just to hire a lawyer, and it does not make any sense.

Barry can be contacted at bjrosenthal@brsglaw.com.

Notes
3. “Piercing the corporate veil” describes a legal decision to treat the rights or duties of a corporation as the rights or liabilities of its shareholders or directors. Usually a corporation is treated as a separate legal person, which is solely responsible for the debts it incurs and the sole beneficiary of the credit it is owed.

The good thing about insurance is that in the event that something bad happens, there is a good chance that the insurance company will pay the costs.

Evelyn: What would be the best thing to do if there is a claim or a threat of a lawsuit against you and you do not have insurance?

Barry: You seek advice from a lawyer. You might want to talk to a colleague and get some feedback about what they think regarding the merits of the allegation. If you feel that there has been no negligence or activities by you outside of the scope of professional interpreting and translating, get someone to agree or disagree to help you determine what to do. Careful consideration should be given to the person you choose to consult for advice. If you end up in court at some point, you might need an expert to testify, and maybe the person you sought advice from could be that expert. The first step is to assess the merits of the claim and talk to a lawyer.

The ATA Chronicle
November/December 2011

Three Ways to Connect to ATA

Facebook
http://tinyurl.com/38xqgsm
LinkedIn
www.atanet.org/linkedin.php
Twitter
http://twitter.com/atanet

www.star-group.net
Targeted communication using corporate language
Questions and Answers about Machine Translation

By Laurie Gerber

Machine translation (MT) may not be an easy technology to love, but translators must learn to coexist with its development in the profession. At the very least, translators need to be able to discuss the issue when clients bring it up. How? As part of ATA’s webinar series, Laurie Gerber’s presentation—“Is Machine Translation Ever the Right Tool for the Job?”—explored the vocabulary and framework for talking to language services providers (LSPs) and end clients about how to get the job done with the optimum mix of computing power and human skill. Attendees learned the decision points to include in client discussions regarding MT, such as strengths and limitations, practical applications, cost savings, translation speed, and post-editing requirements. What follows are Laurie’s answers to some questions posed by webinar attendees. The transcript of this discussion is provided for the benefit of all members.

As a freelance translator, how can I prepare myself to use MT? I am usually dependent upon what the LSP hands me, so it is hard to be proactive.

Working with MT systems or output may happen in a variety of ways. For instance:

1. You license and customize an MT system and decide which jobs to run through it and whether/how to integrate it with your translation memory (TM) or other translation environment tools (TEnTs).

2. You use the “hooks” available in your TM system to send each sentence to an online/hosted MT system. The MT output appears in the current segment composition area or off to the side with other resources, such as fuzzy matches and terminology. (Note that you need your client’s permission to use this approach. See the discussion on page 22 concerning uploading entire documents from the client to free public MT systems.)

3. Clients send you translated drafts, probably in .tmx format, that are a combination of TM matches and MT output, possibly delivered together with other resources like terminology.

4. Clients send you translated drafts, probably in MS Word format, that...

It is never appropriate to submit unreviewed, unrevised machine translation output to a client as a finished translation.
are either straight MT or some combination of TM and MT. You revise or retranslate the text they provide.

In the case of 1 and 2, you are in control and can build skills and prepare at your own pace. If you want to try 3 or 4—accepting post-editing work from clients—I expect that many clients will be happy to hear that you are open to doing post-editing and that you are “cultivating a new specialty.” If you can build some extra time into the first few projects in order to get comfortable with post-editing, you can discover ways to make it profitable and decide from there whether or not you want to continue.

If you decide that a job is suitable for MT, are you supposed to “announce” to your client that you are going to use MT? Do you openly offer the service as MT and post-editing?

First, it is never appropriate to submit unreviewed, unrevised MT output to a client as a finished translation. I do not need to tell ATA members that, but I hear complaints from my LSP friends that they occasionally receive poor quality translations from freelancers only to discover that they could have gotten identical output from Google Translate.

Except where a client specifies a particular tool (usually more for the convenience of project and file management than for expectations about quality), I believe there is no need to announce to your client what tools or resources you use to do the translation work. The tool does not alter the agreement with your client on the schedule and quality of the translations you have committed to deliver. However, if you want to try using the hooks in your TM system to upload the document to an online “public” MT system like Google, freetranslation.com, or Babelfish, you must ask the client whether it is okay to upload the text to a public MT system.

How do you make a client realize that MT is not adequate for every text?

As this question suggests, sometimes clients are too eager to adopt MT. Clients, who tend to be under pressure to shorten delivery times and cut costs in their own departments or services, are very susceptible to the appeal of “automatic” solutions, even if they suspect that it may be too good to be true. You can add a lot of value to your relationships with clients if you can help educate them about the appropriate use of MT.

Questions and Answers about Machine Translation Continued

<table>
<thead>
<tr>
<th>Text Criteria</th>
<th>Consider MT</th>
<th>Do Not Consider MT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anticipated Use of Translated Text</td>
<td>When users are only interested in searching or browsing for a few pieces of information (e.g., user manuals, legal discovery).</td>
<td>When the reader should be drawn into reading the full text in translation.</td>
</tr>
<tr>
<td>Communicative Goal of the Translated Text</td>
<td>When complying with information provision requirements, such as those found in time-sensitive e-mail or chat between cooperative parties.</td>
<td>When trying to persuade the reader to adopt an attitude, take action, etc. (marketing or editorial text).</td>
</tr>
<tr>
<td>Source Text Characteristics (where the translation must preserve all of the information and nuance in the source text)</td>
<td>When the source text is written clearly, with consistent use of terminology. (In these cases, consider dictionary customization.)</td>
<td>When the text is written carelessly, with spelling and grammar errors. (Information in this type of text can be of high value, for example, in questionnaire responses.)</td>
</tr>
<tr>
<td>Intended Audience for the Translation</td>
<td>When the audience is cooperative and has a positive relationship with the information provider (employees, business partners, and suppliers).</td>
<td>When the audience is likely to be critical and attentive to detail, such as market analysts and key customers in the buying and evaluation stage.</td>
</tr>
<tr>
<td>Time Sensitivity of Information</td>
<td>When the text is issued for immediate use and has highly perishable information.</td>
<td>When the information is enduring and rarely changes.</td>
</tr>
<tr>
<td>Text Volume</td>
<td>When the text contains over 10,000 words.</td>
<td>When the text contains up to 10,000 words.</td>
</tr>
</tbody>
</table>

Figure 1: When Is a Text Suitable for MT?
Figure 1 on page 22 presents some criteria by which to judge whether a particular text is suitable for MT. No single criterion can serve as an absolute guide to tell you when to use MT, but in combination, you and the client can use the decision points in Figure 1 to help judge when it is time to consider MT.

There may be times when the opposite question is relevant—“How do you make a client realize that MT is an adequate solution for some of the texts they have?” You may think that there will never be a day when you will want to make this argument, but what if you have a client with a large volume of text for which you are being pressured to provide “just a quick/rough translation” at a substantially reduced cost? Well, if all the client wants to do is find out if any of the information contained in the text is useful, why not suggest MT? For example, in a legal discovery/filtering process, much of the material will not be used, but portions of text may, for instance, become evidence in a trial. In this case, you can help clients make use of MT in the filtering stage to locate the pertinent information they will need. Then you can provide the polished translations of that material. Particularly if this becomes a frequent struggle with any of your clients, perhaps initially running the documents through MT is a solution that can make you both happy.

**Before purchasing any software package, it is very important to see whether the system has core capability to translate the language structure you need to handle.**

**What criteria are the best to use when trying to choose an MT package for various European languages?**

MT software developers must develop each language pair direction separately. As a result, developers have likely made different levels of investment in each language pair direction. The high performance of MT software in one language pair direction is not always a strong predictor of performance in other language pair directions. However, almost all systems do pretty well with French↔English, and most developers have made a serious investment in Spanish↔English. Independent of the effort invested in development, some language pair directions are much harder than others. For instance, Japanese-, Chinese-, and Korean-to-English are hard to automate, regardless of the approach the MT developer uses, while French- and Arabic-to-English are relatively easy.

**Could you name MT tools/software that you might recommend for purchase to freelance translators and mention their compatibility with Trados or other TM software?**

The short answer is “yes.” (See the list on page 26.) But stick around for the long answer that follows below.

Before purchasing any software package, it is very important to see whether the system has core capability to translate the language structure you need to handle. Here is a suggested two-stage test of the core translation capability:

1. Test out the MT system by translating a general text without specialized vocabulary (one containing short, declarative sentences).
2. Try translating a specialized text in the genre/register you will need (e.g., patents, which include long sentences and large compound technical terms).

In the general sample, ignore problems that arise purely from terminology that you can address by adjusting the dictionary. If the system cannot handle the structure of the language in the general text you submit, you will not be able to repair this with any dictionary building effort or statistical retraining. For the specialized text sample, the MT output will give you an idea of how much coverage the system already has and whether you like its translation choices. MT system dictionaries will let you override the translations used by the delivered system. They will also let you add new terms that are not yet covered and new translations for multi-word terms.

You can conduct these basic tests using the free access to the systems that most developers offer online.
(See list on page 26.) Others may offer a time-limited, fully functional evaluation copy of the software. You can also have the MT vendors run a sample text for you.

Regarding specialized glossaries, several MT developers have explored specialized glossaries as a higher-value component to their offerings. Some developers may offer “topical glossaries” for subject areas as an included feature of their higher-end products. Others may also offer glossaries as add-on products for a separate fee. If this is an important part of the offering for you, it is important to test these glossaries for your language pair and subject area. The extent of investment in each subject area and language pair direction may vary considerably among vendors, and even within a single vendor between languages and subject areas.

People planning to choose an MT system always hope that there will be an objective way to make comparisons across the board, but the only way to do this is to compare uncustomized general-purpose systems. The most important factor to consider is how difficult customization is going to be and whether you can get the system to the level of quality you need.

Finally, if you plan to do dictionary customization, it is important that the MT system be able to import your terminology lists—regardless of whether you have them in a terminology management system or Excel—in order to save manual dictionary building effort. You may still need to do some work to get the full power of an MT system’s dictionary functionality, which should be able to recognize and generate any form of any word (unlike TM systems, which typically do not handle morphological processing). It is equally important to be sure that the MT system will let you export the dictionaries you have built up in it at a later time. If you want to change MT systems later, you need to be able to take your investment with you.

I find it hard to learn about MT tools all by myself since there are no workshops or training sessions out there. Could you advise on educational programs in post-editing?

Neither my colleagues nor I are aware of any regularly offered training. Unfortunately, the tutorials/seminars offered at conferences tend to stay at the introductory level. However, there is clearly a lot of interest right now, and I expect that conferences and schools will keep trying to build content in this area.

When teaching translation, I do not let students look at any MT until we have finished about two-thirds of the course. I want them to learn human translation first, and then look at MT to be able to evaluate. Do you agree with this approach?

I agree that it is important for translators to master the core discipline and critical skills, which can only come from doing it themselves, before they discover the temptation of automation. The future of translation as an art depends on students making this investment in learning the skills necessary. On the other hand, I would be extremely grateful if translation instructors did expose their students to the tools that are available. In another direction, teaching organizations also have a very important role in working with the commercial translation community as we struggle with how to describe, label, and price translation work that differs from traditional translation work. For example, many translators and LSPs object strongly to requests for them to post-edit MT and produce quick/rough/cheap translations that satisfy a client’s timeline, cost, and information requirements, but do not rise to the level of a high-quality, polished translation. Translators are not trained to provide this kind of output, and they do not want to be judged by the result if they do. However, sometimes clients really just want to know the gist of a text. Within the academic environment, teachers can prepare students for this reality and discuss the range of legitimate needs that clients of language services have and how to serve them (gist, summary, MT+post-editing, whatever). Our clients’ requirements are consistent with the needs of their businesses, and the community of language professionals is best positioned to find a way to satisfy these needs.

MT for Trip Advisor appeared successful, but not for an auction site. Both are for persuasive purposes, so why do you think MT for the auction site did not work well?

Businesses like Trip Advisor succeed when people spend time on their websites and look at ads, occasionally clicking through for more information. Site visitors are happy to browse information that may help them make decisions about where to stay or go without feeling any particular risk in accumulating such data points. Site visitors also do not hesitate to click on hotel or other ads, and each click generates ad revenue for Trip Advisor. However, an online auction site succeeds only when site visitors buy things. If translations do not engage the site visitor’s attention or give them the confidence to follow through with buying things, MT cannot work.

Having started with Systran, I find it is a lot of work before I get to see real results from my investment in MT customization.
How many months do you think are reasonable to vet the system (customization) before it can be used quickly and effectively?

Mike Dillinger, vice-president of the Association for Machine Translation in the Americas (AMTA) and principal of TOPs Globalization Consulting, suggests that it should take less than a month to see benefits from customizing MT. Adding 20% of the unique terms in your source language text to the system’s dictionaries is enough to yield a significant improvement. For example, a 10,000-word corpus may have 1,000 unique terms. Of these, around 200 terms may have a frequency of three or more occurrences. Adding these 200 terms to the dictionary up front will make a big difference. LSPs might consider outsourcing dictionary customization either to the MT developer or to a consulting company that can advise on technology choice and do the customization.

Isn’t it easier to do a good translation from scratch rather than edit a bad translation?

This, plus MT’s inability to handle language nuances and culture, are condemnations of MT that most translators find quite satisfying. I offer three ideas for your consideration below.

1. Post-editing MT can be unpleasant, which makes it seem like it takes much longer. At the Translation Automation Users Society (TAUS) conference in October 2010, Mirko Plitt, of Autodesk, described Autodesk’s experience. He explained that while translators often feel that post-editing MT takes longer than translating from scratch, timing their work showed that post-editing MT actually yielded a 30%-40% productivity increase. This will not be true for all post-editing jobs, but I know three freelance translators (all ATA members) who have taken matters into their own hands and done MT post-editing voluntarily to increase their earnings and speed their work. Two accept MT output from clients and produce translations much faster. Even at a discounted per-word rate, they find this type of work quite profitable. The third translator realized that he did not like typing out long terms repeatedly, so he invested in his own desktop MT system. By building up the term lists gradually, he is able to save a tremendous amount of time both in terms of typing and dictionary work.

2. MT post-editing is a cultivated skill (see Point 3 below). Embarking on any new activity where we lack “fitness” is frustrating, embarrassing, and feels very uncomfortable. Together with translators’ natural ambivalence about MT, the very suggestion that you should develop yet another set of skills to cope with the “abomination” of MT probably makes you angry! But the full-time post-editors at the Pan American Health Organization—which only accepts applications from translators who will post-edit the output of its homegrown MT system—actually build post-editing skills and enjoy their work. The PAHO MT development team solicits and acts on translator suggestions for how to improve the MT system because it reflects their suggestions.

3. Using MT output need not be limited to revising everything the MT system generates, even though this is what the term “post-editing” implies. The following are two post-editing skills that are worth considering.

- **Quick decision making:** If you can make a quick decision about whether a sentence from the MT system can be revised efficiently, you can get to work on it or discard it and translate from scratch. What is time consuming and unpleasant is trying to untangle misinterpretations or infelicities that the MT system has introduced. The larger challenge is to look at an entire post-editing job as it comes to you from a client and decide whether you want to accept it. Regarding sentence length, longer sentences are much more likely to include confused, disordered ideas. Do not get bogged down in untangling them. If there are many clauses, the earlier clauses are more likely to be usable.

- **Look for anything you can use:** TAUS has put out short and long guidelines/best practices for post-editing. The short
guidelines include suggestions for coming to a shared understanding with the client up front. The longer best practices guide (which may be available only to members) makes a suggestion that I have seen used effectively in several TM interfaces: do not worry about revising the output, just grab anything from the MT output you can use. For example, the Lingotek, MemoQ, Fluency, and other TM interfaces present MT output off to the right of the screen, together with additional fuzzy matches and terms that match against the current segment. In the special “TM showcase” workshop at the AMTA conference in Denver in 2010, five translators/organizations demonstrated the MT systems they used and the post-editing process. The one that struck me as most readily applicable to freelancers was Dorine Oz-Vermeulen’s Lingotek+Google Translate demo. Dorine is an ATA member who translates between English, Dutch, and Hebrew. In her demonstration, she explained that for each sentence, she read the source, skimmed the target, and made a decision whether or not to post-edit the MT output, or simply copy and use some portion of the output or work from scratch. (See Figure 2 above.)

More Information

In closing, here is a list of vendors, along with other websites, where you can become acquainted with the capabilities of various systems and follow more discussions on this topic. Please note I have no ties (other than professional friendships with former colleagues) to any MT developer/seller listed below.

**MT Products with a Single User/Small Office Version**

(Customizable version for production translation will run $300-$1,000.)

**ASIAN Language MT**

www.aamt.info/english/ntsyls.htm

(For MT into/out of/between Asian languages, see the directory on the
website of the Asia-Pacific Association for Machine Translation.)

LEC
www.lec.com
(Many languages. English-to-Japanese developed by LEC, and others are licensed from other developers.)

Linguatec
www.linguatec.net
(Many languages, with special expertise in German.)

Morphologic
www.morphologic.hu
(Primarily Hungarian<>English)

ProMT
www.promt.com
(Many languages)

Systran Software
www.systransoft.com
(Many languages)

Word Magic
www.wordmagicsoft.com
(Spanish<>English)

Notes

2. This example is based on a thread from the ATA Business Practices listserv in March 2011, http://finance.groups.yahoo.com/group/ata_business_practices.

3. This past June, Mike Dillinger presented a webinar, “MT On a Shoestring,” for LSPs that are interested in getting started with MT. For more information, visit the Globalization and Localization Association’s website: www.galaglobal.org/gala-webinar-mt-shoestring.


5. Short videos of all the “Collaborate to Innovate” presentations at the 2010 Translation Automation Users Society conference can be found on YouTube at: http://bit.ly/taus2010program.


8. www.hutchinsweb.me.uk/Compendium.htm

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The monkey mind is an expression with linguistic origins dating back thousands of years. First coined in South Asia, a “monkey mind” refers to a mind that does not focus on the present moment, but is always flitting from one thought to another endlessly, in much the same way that a monkey jumps furiously from branch to branch. Although it is done unconsciously, this thought process automatically drains a lot of brain power that we could be using for productive purposes.

Scientists have estimated that human beings think an average of 70,000 thoughts per day, and that 95% of these are the same thoughts from the day before (e.g., “When is that client going to call me again?” “I need to create a glossary and study for that conference assignment.” “I need to pick up my clothes at the dry cleaners.”). If this is so, how many thoughts per day does an interpreter juggle, and is this an occupational hazard for us? In addition to our individual thoughts, when we interpret we hear the thoughts of others, and, however fleetingly, we have to figure out what they mean and turn them into another language.

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Since thought patterns are generally believed to shape our personalities, I have also begun to wonder how my own thought processes developed. A few years ago, when studying for my MBA, a professor suggested we read Strengths Finder 2.0 by Tom Rath. Rath leads Gallup’s workplace research and leadership consulting worldwide. Based on more than 40 years of research, this book and accompanying test are a distillation of the insights gathered from Gallup’s online assessment research (Strengths Finder), which is designed to help people discover and develop their natural talents in the business environment.

One would think that after having raised a family (a job that entailed decades of wearing multifarious hats—being a mom, a short-order cook, a makeshift vet, etc.) and then being in business for many years (which entails its own line of diverse hats—interpreter, boss, strong-armed collections clerk, and miracle worker at-large), that I would be able to identify my natural talents and thinking patterns. However, only a few things came to mind initially. First, I am good at communicating: I am an interpreter. Second, I am hard-
Interpreting Spurs the Monkey Mind Continued

working because, although I was born on a Caribbean island, my life, alas, has never been the relaxed tropical existence it should have been sans Fidel. I was raised in Connecticut and the Puritan work ethic is hardwired into my brain. Third, I am responsible because everyone in my family is so to a military degree, and it is instilled in every fiber of my being. Overall, though, I have never really taken the time to officially classify these traits; they are just things I know intuitively.

I Guess I Always Had a Soft Spot for Cheetah

Tom Rath’s book comes with an online access code to a test based on the Gallup research. It uses a multiple-answer format that asks for your reaction to several life situations designed to reveal your aptitudes. Since taking the test, I have learned that among my top five “themes” is “Input,” which means that I have a craving to know more and that I love to collect and archive all kinds of information. Another is “Learner,” which is reflective of the fact that I have a great desire to learn and want to improve continuously, and that the process of learning, rather than the outcome, is exciting for me. When I first read the findings of the assessment based on my score, I knew without a doubt that this was all true and that, spurred by these traits, I did indeed present symptoms of the “Monkey Mind,” constantly jumping unbridled from one thought to another.

For example, whenever I have to study for a complex case or conference assignment at which I am interpreting, it becomes a mission. The more I learn, the more I am prompted to do research. Regardless of how much I enjoy it, the downside of this endeavor is that I tend to go overboard and devote much more time and mental activity to these pursuits than is necessary. This produces an unending number of files with material that I may never need again. These files are taking up valuable real estate not only in my office and my home, but in my brain. The overarching problem is that this discipline is very ingrained in me and creates an avalanche of extra thoughts on a regular basis, because I do it constantly.

Now I hazard to think that I am not exceptional in this regard, as this type of endeavor is something that comes with the territory. If you are an interpreter and you want to do your job well, you have to prepare. There is no way around that. As we often interpret for different industries that are evolving constantly, there is always something new to learn and, hence, more to study. If my hypothesis is correct, then many interpreters must be suffering from the Monkey Mind Syndrome.

If we extrapolate from the figures in the second paragraph of this article, the average interpreter’s thought load, in very conservative terms, might be at least 25%-50% more than that of the average person. This is because in addition to our thoughts, we process other people’s thoughts and study to prepare for what they may say. This is all made worse by the fallacy of multitasking that our society promotes. Our brains can only handle one thing at a time, but our thoughts take place so fast that they fool us into thinking that we are doing several things simultaneously. In the end, we are only slowing our productivity by engaging in multitasking. It takes us longer to finish things if we divide our attention among several issues at the same time, rather than tackling one at a time. So what is to be done?

Swinging Back Through the Trees to a Relaxed and Productive Mind

Ever the “Learner,” I have been thinking about possible ways to quiet the Monkey Mind efficiently. Its incessant chatter can be exhausting, and you are not immune to it while working. I also know that the “chatter” is linked to stress levels. The more stressed we are, the louder we hear our thoughts and the more negative they tend to become.

Physical exercise has its place in solving this conundrum. Sleep and rest are also good alternatives, but none of these options do the full job of quieting our overactive thought process. According to the precepts of yoga, stress accumulates in the physical body, in our subconscious mind, and in our emotional body. We build up stress when the sum total of our positive thoughts is overwhelmed by a greater number of negative thoughts. This process may be imperceptible to us. Exercise releases only a portion of the stress in the physical body.

Exercise only affects a portion of the stress in the physical body.
from our own subconscious mind, which is operating 24/7. It does not switch off when we go to sleep. If we are negative thinkers or our immunity/energy level is depressed and generating negative thoughts, the universal law of “like attracts like” will be working while we are asleep and we will be unable to override it. As a result, negative thought patterns will tend to be reinforced.

Commanding the mind and stilling its chatter is considered a key to yogic discipline and is a direct source of mental health. But how do we begin to refocus our thoughts away from these disruptive patterns? There are tools to “clean out the closet” that can help us live saner, more relaxed and, therefore, more productive lives. A few of these techniques are below.

Breathing: Our breath is connected directly to our thoughts. The slower we breathe, the calmer our thoughts. Picture an interpreter who is agitated under stressful circumstances, unconsciously leaning forward, breathing shallowly and rapidly from the upper chest area. What kind of thoughts is she likely to be having? Are they conducive to her doing a job properly? We can, however, quickly and efficiently reverse those circumstances by using proper breathing techniques.

Meditation: Meditation purges our “cache” memory, which we humans cannot clear by simply pushing a button. Clearing your cache can significantly improve the speed and performance of your browser/brain. An additional benefit to this simple technique is that, unlike psychotherapy, you do not have to relive anything that you consciously know created stress in order to process it and remove it. Therapy, in any case, requires a very long, arduous effort. Meditation does the job automatically and eliminates different forms of stress of which you may not even be aware. Contrary to the myths that abound, meditation is an effortless and natural technique that our minds inherently enjoy and are drawn to once we experience it properly.

If you are interested in these topics, there is an ancient maxim that says, “When the student is ready, the teacher appears.” You can start by looking into yoga studios in your area and inquiring whether they offer breathing and meditation techniques. If you are not familiar with local offerings, visit www.yogafinder.com and do a search for programs in your area. You can do research on these methods easily, but they should be taught in person by a teacher who can guide you as needed. Breathing and meditation are the more advanced techniques of yoga, which, among other benefits, help to calm the mind.

As interpreters, we can profit from some of the techniques discussed.
here. Go the extra mile to ensure you tame the monkey mind and develop your full potential.

Notes
1. “Mind monkey” or “Monkey mind,” from Chinese xìnyuán and Sino-Japanese shin’en (literally “heart/mind-monkey”), is a Buddhist term meaning “unsettled, restless, indecisive, uncontrollable.” In addition to Buddhist writings, including Chan or Zen, this “mind-monkey” psychological metaphor was adopted in Daoism, Neo-Confucianism, poetry, drama, and literature. Chinese authors coined “mind monkey” expressions from the Later Qin Dynasty (384-417 CE) through the Song Dynasty (960-1279 CE). For more information, see: Chodron, Thubten. Taming the Monkey Mind (Berkeley, California: Heian International, 1999).


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Jump Start Your Networking with ATA

Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit www.atanet.org/linkedin.php.
If I had to pick my favorite moment from all of the ATA Annual Conferences I have attended, it would be easy: meeting Peter Less. Most of you will be familiar with Mr. Less. For those of you who are not, you are in for a piece of court interpreting history.

I remember the occasion well. It was my first ATA Annual Conference—2004 in chilly and gorgeous Toronto, Canada. I don’t remember the description of the session in the conference program exactly, but it referred to the very beginnings of simultaneous court interpreting during the Nuremberg Trials of Nazi war criminals in post-war Germany in 1946. The session was to be given by one of the interpreters assigned to the trial: Peter Less, whose parents, sister, and grandmother had been murdered by the Nazis. I was immediately drawn to the subject, even though I was a translator, not an interpreter.

As I walked into the session, I knew I was in for a treat. The room was packed, and people were sitting on the floor and leaning against the walls. Peter Less, an impeccably dressed older gentleman who worked as a lawyer in Chicago, addressed the audience without much fanfare, telling us of his experience as a simultaneous interpreter during the Nuremberg Trials. What struck me most about this articulate, educated, and kind man was his humility. It was almost as if he was not aware of the significance of his part in interpreting history.

Born into an intellectual family in Königsberg, Germany, Peter fled to Switzerland while his parents chose to stay in Germany, hoping things would get better. He was never to see them again. He was allowed to remain in Switzerland as a refugee, where he attended the prestigious University of Geneva’s interpreting program and was eventually recruited to work at the Nuremberg Trials. These trials marked the first time that simultaneous interpreting had been used in a judicial setting.

When I attended Peter’s presentation, I had not yet thought about becoming a judicial interpreter. Now, eight years later, I am a certified court interpreter and not a day goes by that I do not think about him. When I am having a challenging interpreting day, I just remind myself that if he could interpret for the people responsible for murdering his family, I surely can keep a horde of lawyers who insist on talking over one another in check.

During his speech, Peter showed some of the iconic images that depict him in the interpreters’ area of the courtroom (a glass box, as he described it). Peter’s account of his experience and his ability to move beyond what happened to him personally was truly astonishing. Fellow attendees could not help but marvel and asked, “How did you get through it?” His response was along the lines of “I simply did my job.”

After his remarks ended, many people made their way to the front of the room, where Peter patiently answered questions. I asked a fellow attendee to snap a picture of me with Mr. Less. (It is one of my most treasured interpreting mementos and I keep it in my interpreter’s notebook.) I introduced myself and told Peter how much I admired his work. The following year, in 2005 at ATA’s Annual Conference in Seattle, Mr. Less actually remembered me, and we sat in the lobby of the Westin hotel chatting for a few moments. I asked him to lunch, but he politely declined, saying he had a flight to catch back to Chicago so he could have dinner with his wife. He mentioned that he still kept his law practice and walked to work every day. What a remarkable life this wonderful human being has led, I thought.

There is no doubt that Mr. Less has greatly shaped our profession, and our world. I am honored to have met him, even if it was just briefly. During ATA’s Annual conference in New Orleans in 2006, Peter Less received ATA’s highest award, the Gode Medal. To learn more about his incredible story, have a look at Tanya Geese’s interview in the September 2004 issue of The ATA Chronicle (“Lunch with a Legend,” page 44).
Blog Trekker

When a Client Is Dissatisfied

(Posted October 10, 2011 by Corinne McKay on Thoughts on Translation, http://thoughtsontranslation.com.)

No matter how meticulous you are about a) your translations and b) your business practices, you cannot work as a freelancer without dealing with disgruntled clients from time to time. First, let’s say this: unless you love interpersonal conflict, dealing with unhappy clients is awful. Running your own business means caring very deeply about your work and putting your reputation behind every translation that you do, and it can be a truly horrible experience to have a client question your competence, integrity, whatever. But since this situation is bound to occur, let’s look at what you can/should do after you receive that angry phone call or e-mail from a client.

Let’s assume that the client’s complaint has at least some basis in fact. Maybe you do not see the problem as being as serious as the client does, but you agree that there is some shred of an issue to be addressed. Baseless client complaints are another issue altogether, and one that I will save for another time. I think that resolving legitimate disputes boils down to three basic steps:

- Admit to the mistake.
- Apologize.
- Try to make it better.

Admittedly, I am a pretty conflict-averse person, and I am also very committed to maintaining a good reputation in the translation industry. Therefore, I probably go a little further with these steps than some translators. For example, if I make a legitimate error, I nearly always offer the client some sort of compensation. I once e-mailed a client the wrong file for a (thankfully) very small project the night before I was leaving for a vacation. When I returned from vacation and realized what had happened, I told the client that of course I did not expect to be paid for that project, but that I also wanted to do a small job for them for free in the future. I think that this type of gesture shows the client that I get it: that freelancing can be a “one strike and you’re out” type of business, and that I am very committed to client satisfaction.

Here are a few other dispute resolution tips that I have gleaned over the years:

1. When you receive an angry e-mail from a client, do nothing at first. Do not respond when you are angry too. Wait until you have cooled off a bit, then compose your response. Or compose your response and let it sit for an hour, then read it over before you send it.

2. Always ask for specific examples of quality issues. It is really hard to know how to make it better with a client who says “The tone isn’t what we wanted,” “The terminology wasn’t right for our audience,” etc. Always ask for an edited version of your translation, or for a few specific examples of the kind of issues the client is talking about.

3. Resist the urge to write a lengthy explanation in response to a client complaint. When you respond, be concise, be kind, and admit what happened. “I really apologize for neglecting to fully comply with your style sheet; I agree with the changes that you made to the document and I want to assure you that I will be more meticulous about this in the future” is enough. Save the venting and ranting for your trusted circle of friends and colleagues!

4. Do not complain about the client’s requirements after the fact. If the client sends you a 12-page style guide for a 1,500-word project, or expects you to go through an arduous quality assurance process with no increase in your rate, the time to lodge your objection is before the project starts.

5. Do not take it personally. Clearly, this is easy to say and very, very hard to do. But when you are dealing with a business issue, try to keep it businesslike. Stay calm, stay polite, and try to see things from the client’s point of view.

6. After the complaint is resolved, decide whether this client is a good fit for you. Sometimes the client’s complaint reflects the fact that their work style and yours are not a good fit. And really, that’s okay. There is enough other work out there for you, and there are enough other translators out there for them.
The following ATA members have been named among the 5,000 fastest growing private companies in the U.S. by *Inc.* magazine:

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**TransPerfect Translations International, Ltd.**
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The Inc. 5000 list represents companies that have had significant revenue growth over three consecutive years, are independent and privately held, and are based in the United States.
Every summer my family and I go to a small and serene lake in northeastern Washington to spend a week in a little cabin that my wife’s grandparents built nearly 50 years ago. It is rustic, but even my 16- and 17-year-olds love it. And it is not so rustic that it does not have certain 21st-century amenities, such as quads—also called ATVs, four-wheelers, or (my favorite) noise makers.

Before our kids even unpack or jump in the lake, they are off on the quads, returning with exciting stories of moose sightings and other wildlife encounters (and news from the less exciting flat rock, where they have enough cell phone reception to text their information-hungry friends at home).

Occasionally, my wife Kristen and I join our kids on their quad trips, and on one of those rides this summer I realized something that felt really profound at the time.

Kristen has never had a good sense of direction. It was good enough to get by before we got married, but after our marriage she essentially gave up on it. You see, I have a good sense of direction, and when we are together she does not even need to try to maintain her orientation. She just leaves it up to me.

During one of our trail rides this summer, I suddenly realized that I had no idea where I was. I was completely lost. Why? Because Hannes, my 17-year-old, has an excellent sense of direction. Much better than mine. I have recently discovered that, so I subconsciously turned off my own otherwise ever-present ability and left it up to him to find our way back home.

The good news is that he had no problems navigating back to our cabin. The bad news is that this is an apt illustration of a constant danger when it comes to the way we use technology.

A number of recent reports have addressed the decline in Chinese youngsters’ ability to write out the 10,000 or so characters that a well-educated Chinese needs to know. The reason: texting and computer usage. To counter this, the Chinese Ministry of Education just announced that elementary school students “in grades three to six will have one hour of calligraphy class every week, and senior high schools should set up calligraphy as an optional course.”

This over-reliance on technology is not just a danger for today’s kids. Another example was issued in a recent warning from the U.S. Federal Aviation Administration claiming that the airline industry is suffering from “automation addiction.” According to the sobering report, pilots are spending so much time programming navigation directions into computers that they are forgetting how to use their hands on the controls to fly the plane.

Isn’t the same true for so many other things where technology is ostensibly “helping”? Think of the technology that we use as translators, such as spell-checking and auto-correct. We do not work on any text nowadays without these features in place. Does it improve our spelling? Maybe in the texts we produce, but not for our overall ability to write properly.

What about the quality assurance features that most translation environment tools offer, such as the ones that look for “mechanical” mistakes like incorrect numbers, punctuation, and tags? Are we becoming less careful because we know that we can rely on the technology? I believe we are.

What about translation memory matches or—gasp—machine translation proposals that need to be corrected? Do we also tend to rely too much on the computer’s ability to “translate” in those cases? We know that computers cannot translate, right?

I can think of a good number of other examples where we risk losing essential skills and abilities to technology. Do not get me wrong: it is not all catastrophic. Most high school kids today do not know how to read the time on a traditional clock—that is what their cell phones are for, they will tell you. Is that terrible? Well, it is a little sad but not earth-shattering. But if we surrender to technology some of the other critical skills and abilities that make us who we are, that would be a tragedy.

Notes
New Certified Members

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

French into English
Maureen Lucier
West Lafayette, IN

English into Spanish
Alejandro Hernandez Berea
Mexico City, Mexico
Lucia Colombino
Montevideo, Uruguay
Monica E. Lopez de Shinzato
Buenos Aires, Argentina
Luis Alfredo Ortiz
Córdoba, Argentina
Luciana C. Ramos
Roldan, Argentina

English into French
Maureen Lucier
West Lafayette, IN

Active and Corresponding Membership Review

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

Stephanie Tramdack Cash
Cape May Court House, NJ
Maria C. de la Vega
Coral Gables, FL
Esther Neblina
Yuma, AZ

Books on ATA’s Publications List

The Prosperous Translator: Advice from Fire Ant and Worker Bee
Compiled and Edited by Chris Durban

With more than 50 years of combined experience in the translation business, “Fire Ant” and “Worker Bee”—the alter egos of translators Chris Durban and Eugene Seidel—have offered no-nonsense advice since 1998.

In a quarterly column published in the Translation Journal, the duo has addressed everything from successfully navigating the freelance/agency divide and finding direct clients to mastering office clutter. Now, The Prosperous Translator brings it all together in one place. From translation company owners to students just starting out, readers will find the advice provided invaluable.

Buy Online: ATA Member $25 | Non-Member $35

The Entrepreneurial Linguist
By Judy A. Jenner and Dagmar V. Jenner

While there are no true secrets to running a successful translation or interpreting business, learning to think like an entrepreneur plays a big part in making it happen.


Buy Online: ATA Member $25 | Non-Member $35

For a complete list of ATA’s publications and to order, please visit www.atanet.org/publications
One of my favorite lessons in applied linguistics is that a competent writer always produces a text directed to a virtual reader, even when there is no final written product to be marketed. This projected reader is built around the author’s perception of the person with whom he or she wants to establish a dialogue through the text. The author uses the virtual reader as a guide to answer some basic questions while writing the text (e.g., “What does this reader want/need?” “What do I, as an author, want to provide for this reader?”). This helps the writer organize and keep the coherence of the text while delivering the intended message.

This is how I approached the challenge kindly presented to me by Peter Gergay at the beginning of the summer, when I was asked to review *Fidus interpres: a prática da tradução profissional*, by Fabio Said. Besides the pleasure of reading a book that, based on its title, sounded very interesting, I would be able to share with fellow translators some of the knowledge I was sure to gain during my reading. With these thoughts in mind, I decided to assume the role of the virtual reader when reviewing the second edition. Fabio describes the book as a practical guide for students and novice translators. It includes a comprehensive list of tips and information designed to help a newbie translator get to know this complex field of work in its entirety. Fabio explains that the book was compiled over the course of three years from the contents discussed in his blog, fidusinterpres.com.¹

Reading through the table of contents, bearing in mind that the virtual reader would be a novice translator in Brazil, I was initially a little overwhelmed by its 12 chapters. It promises to cover a lot of terrain in depth and provide essential information for novice translators or even for someone already in the profession, like me, who might be looking for additional tips to improve. What follows is a brief overview of what I found in each of these chapters.

**Introduction**

Fabio uses direct language when it comes to analyzing (and criticizing) certain myths and ideas, ranging from the so-called superiority of literary-to-business translation, ingrained stereotypes of translators as being amateur language lovers, to state-of-the-art issues such as computer-assisted translation (CAT) tools and machine translation. To do so, Fabio states his viewpoints and refers to his personal experiences frequently to illustrate where he stands on each of the points discussed. And he does so in an unforgiving manner, which may, in some cases, be somewhat over-argumentative. However, once you overcome the need to counter-argue/agree entirely (or rather try to), Fabio’s straightforward style should not discourage you from reading further. Translators who still have a naïve impression of what to expect from this field of work are sure to have their perceptions challenged.

**Chapter 1: A tradução profissional (Professional Translation)**

In Chapter 1, which explores translation as a profession, Fabio tackles some essential aspects that are specific to the Brazilian market (“tradução versus versão”). There is a brief discussion regarding the distinction between interpreting and translating, and also between authoring and translation, where Fabio offers a solution to the eternal traduttore traditore dilemma. The most informative section describes a typical translation project in which all of the essential elements are presented clearly.

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¹ Available from: www.fidusinterpres.com
Chapter 2: O tradutor profissional
(Translators as Professionals)

In Chapter 2, Fabio discusses the challenges faced by the professional translator using basically the same approach as in Chapter 1. Again, he delivers the message in very direct terms throughout, but he also offers an extensive personal history of his formative years, which, despite its richness and captivating narrative, does not offer a lot in terms of preparing beginning translators to deal with the big, often unkind, world of translation agencies and fierce competition from low-priced freelancers. Overall, however, the chapter does provide invaluable information about some of the basic skills required of translators in the 21st century, including the importance of ethics in the profession and the need to be respectful toward the profession and fellow translators.

Chapter 3: O mercado de tradução
(The Translation Market)

Chapter 3 is the one I would recommend to any novice freelance translator. In a nitty-gritty style, it brings a comprehensive overview of what translation entails. Some of the information might shock novices, but the chapter does offer more practical topics, such as payment terms and conditions, localization, and tips for productivity.

Chapter 4: Especialização do Tradutor (Translator’s Specialization)

Here, Fabio presents a light, fun-to-read section that discusses often forgotten information about the need for freelance translators to be self-disciplined and engaged in active learning. He also stresses the importance of specialization.

Chapter 5: Tradução “juramentada”
(“Certified” Translation)

Chapter 5 covers the field of certified/notarized translation in Brazil and legal translation. Fabio provides essential information that applies to the Brazilian market in a very concise manner.

Chapter 6: Técnicas de tradução
(Translation Techniques)

These two chapters make this book worth reading. By presenting key translation techniques, Fabio offers a brief but content-rich list of tips that are useful to both beginners and experienced translators. Here are just some of the topics covered:

- How to build a personal terminology library and use dictionaries.
- Widespread advantages and shortcomings of translation memory.
- CAT tools, including a breakdown of the basic features of the most popular tools.
- PDF texts (which Fabio describes as a translator’s number one enemy) and how to tackle them.
- Essential tips about lesser-known tools for e-mail and search engine programs.

Some readers might argue that the information presented here is not ordered in the most logical manner, but it is simple enough to navigate. The short and self-explanatory title sections provided make looking for information a bit easier.

Chapter 7: Ferramentas do tradutor (Translator Tools)

Besides offering some of the basics about building terminology, Chapter 8 provides some invaluable time-saving guidelines on how to use Google search tools effectively to find and check terms. It also offers a brief discussion on Wikipedia, dictionaries, and the use of corpora online.

Chapter 9: Qualidade em traduções
(Quality in Translations)

Chapter 9 provides another excellent compilation of the important aspects of quality translation and tips on how to avoid the many pitfalls. The list and explanation for standard language codes at the end is extremely useful to anyone starting out. It should help to improve the speed of communication between freelancers and agencies.

Chapter 10: Tradução como atividade econômica
(Translation as a Business)

The final three chapters concentrate on exploring translation as a business and are the core of this publication. In Chapter 10, Fabio uses his critical verve to end the romanticized view that the career of a freelance translator is carefree and easy. Again, he offers his markedly straightforward analysis about freelancers and translation agencies, and provides sound advice regarding the costs and investments involved in setting oneself up as an autonomous translator.

Chapter 11: Marketing para tradutores (Marketing for Translators)

This chapter discusses the many steps involved in establishing a solid, self-employed business in today’s translation market. It offers excellent advice on how to promote yourself using a combination of online tools (e.g., professional website and blogs, social networking sites) and traditional offline methods (e.g., business cards).
Chapter 12: Tradução e finanças
(Translation and Personal Finances)

Last but not least, Fabio provides a thorough discussion of the fundamentals of translation as a business. He makes it clear that being a successful independent freelance translator involves much more than being fluent in languages and working with CAT tools. You must also become aware of finances and develop business skills.

Overall Evaluation

After reading the book, I thought back seven years to when I first started as a freelance translator in the U.S. I remembered thinking how great it would be if I had some guidelines on how to establish myself in this business. Whether you are at the start of your independent career or, like me, constantly willing to improve your business, Fidus Interpre is a straightforward guide with relevant and up-to-date tips on how to enjoy and profit from your passion for translation.

Note
1. I decided not to check the author’s blog prior to writing this review, because I wanted to make sure that the old-school format of a book did in fact deliver the intended message in a printed medium, rather than providing a list of links and URLs that the conventional reader would only understand when accompanied by a Web browser.

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Upcoming Events

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CIUTI Forum 2012
www.ciuti.org/events/detail/
ciuti-forum-2012
Geneva, Switzerland

February 13-15, 2012
Israel Translators Association
International Conference
Jerusalem, Israel
www.ita.org.il

March 16-18, 2012
ATA Interpreters Division/
Spanish Language Division
Mid-Year Conference
Orlando, Florida
www.ata-divisions.org/

March 23-25, 2012
Mid-America Chapter of ATA
2012 Symposium
Overland Park, KS
www.ata-micata.org

May 18-20, 2012
National Association of Judiciary
Interpreters and Translators
33rd Annual Conference
Cambridge, MA
www.najit.org

October 24-27, 2012
ATA’s 53rd Annual Conference
San Diego, CA
www.atanet.org
Once again, we have reached the final issue of the calendar year. If you find the new queries (most of which have extensive quotes as context) mentally challenging, be aware that on this occasion you have double the normal amount of time to arrive at a solution. To all those who contributed in any way to the success of this column during the past year—a difficult one for me—I want to say a hearty thank-you. I wish I could hire a banquet room in a restaurant and treat all of you to a smörgåsbord.

**New Queries**

(E-I 11-11.1) By definition, radiation is not a phenomenon of physics at rest, so there is a certain tension in the term “resting X rays.” However, that was what one colleague found in an article on artificial disk implants: “Resting X-rays: sagittal plane displacement > 3.5 mm or 20% and relative sagittal plane angulation > 11°.” So what are they, and what about the Italian?

(E-Sp 11-11.2) “Double layer surface complexion adsorption model” proved troublesome in this text on gems and minerals. Here is a snippet that may help you find a solution: “Adsorption onto ferrilhdyrite \([\text{Fe(OH)}_3]\) was simulated using the double layer surface complexion adsorption model following parameters provided by Dzombak and Morel, 1990 (i.e., surface area = 600 m\(^2\)/g, high affinity side density = 0.05, low affinity side density = 0.2, iron substrate stoichiometry = \(\text{Fe(OH)}_3\)).”

(E-Sw 11-11.3) How would you render “document exploitation” into Swedish? Evidently, somewhere in this favored land there is a Document Exploitation Center, perhaps at “No Such Agency,” as it has been juicely called since its founding in 1952.

(E-V 11-11.4) How would you render “tripod receptacle” into Vietnamese? There is no other context for this query, other than the fact that the term comes from the field of photography. It is the first Vietnamese query for this column in at least 19 years. Try it if you have the requisite qualifications.

(F-G [E] 11-11.5) In a text detailing a district-heating device, the troublesome term was *bouteille de découpage*. It is part of a device that recovers heat from exhaust gases. Here is more context: *Cette bouteille de découpage hydraulique a pour fonction d’éliminer les perturbations et interférences entre le circuit primaire (génération de chaleur) et le circuit secondaire (émission de chaleur).*

(I-E 11-11.6) A child was injured while receiving vaccinations, leading to disability claims. In such a situation, how would one deal with *disabile in situazione di gravità*, which may turn out to be a standard phrase? Here is an entire paragraph to aid in finding a solution: *Dopo le vaccinazioni ed in particolare dopo XXX e YYY le condizioni di salute di [the child] sono drammaticamente peggiorate al punto che in data 27.10.2006 egli è stato dichiarato disabile in situazione di gravità ai sensi della L. 104/1992 con diagnosi di disturbo autistico. What is it?*

(Sp-E 11-11.8) Regarding psychosocial rehabilitation, what is *adscripción sanitaria*? Again, we have plenty of context to aid in finding a solution: *Con la adscripción sanitaria o no sanitaria algo parecido: filosofía y estrategia deben ser comunes, hay programas aplicables preferentemente pro personal sanitario, con distintos grados de especialización, pero hay otros dispensables desde otros sistemas de atención. Does this term resonate with anybody?*

(Sp-R [E] 11-11.9) The very first lines of a founding document for a closed-type stock company created in Madrid already contain a problem: *Ante mi, Francesco …, Notario, por oposición de esta Capital, comparecen. How would you render the words in bold print, either into Russian (as originally requested) or English?*

**Replies to Old Queries**

(E-R 9-11.2) (“within the reference range of ostensibly healthy persons”): Alex Lukoff likes his solution in bold print: Тромбоэмболическое осложнение нельзя с уверенностью исключить, основываясь лишь на том, что повышенная концентрация Д димера находится в пределах
normalized interval of values characteristic of supposedly healthy people.

(E-Sp 8-11.2) (sodium dodecyl sulfate-polyacrylaine gel electrophoresis): Jarl Roberto Hellemalm-Ashfield recommends the following for the entire sentence: La pureza enzimal y el peso molecular sub-unitario fueran estimados utilizando electroforesis gelatinoso poliacrilinico de sulfato de sodio doce. Here is Victoria Imas-Duchovny’s solution: electroforesis en gel de poliacrilamida con dodecilo sulfato de sodio.

(G-E 8-11.3) (Gebirgeverschiebungen): Ilse Andrews says that the solution to this, readily available to anyone with access to a good scientific dictionary, is “displacements of mountain ranges.” She was surprised to learn that the geological term in English is actually “leap.”

(G-Sp [E] 8-11.4a) (Mittenantrieb) and 4b (Einschnürrollen): For Ilse Andrews, the former is “central drive,” and she notes that the quotation has been truncated (as is the one from 4b) to a degree that intelligent opinion on its meaning has become difficult. Depending on the broader context, the latter (4b) could be “reduction in necking: throat; stop mark.” Because of the modal verb können, the German quotation ends without the passive verb phrase that is required at the end of the sentence.

(I-E 9-11.7) (la comparsa di costituzione): Alessandra Fioravanti says that this is literally “deed of appearance,” which corresponds to the U.S. procedure called “answer and counterclaim” or “cross complaint,” depending on the content of the complaint.

(Pt-F [E] 8-11.9) (internos): Deborah Schindler believes this is “interiors,” understanding that the manufacturer coats the interlocking threads on the interiors of the valves with Teflon so they glide easily and do not require lubrication. Her rendering of the entire phrase found on page 38 of the August issue: “Spherical valves with a cast iron body, interiors in Teflon DN coated stainless steel, thread sizes according to BSP, of 50.8 mm and 101.6 mm.” Deborah discovered that Wikipedia had a lot of information about this. Rosi Dueñas has three possible preferences for the French: intérieur, intérieur en inox, or intérieur en acier inoxydable.

For all the various holidays that will be imminent by the time you read this column, my heartiest best wishes. I hope that 2012 will be smooth and prosperous for all in our profession.
It is no surprise that the Bible, the most translated book in the world, keeps reappearing as a subject for this column. This month, I will address the remarks of one of my favorite curmudgeons, Christopher Hitchens, expressed in his article, “When the King Saved God,” appearing in the May 2011 issue of Vanity Fair. I thank Jack Thiessen for directing me to Hitchens’ article.

As I have remarked previously, a fundamentalist preacher in my area of Michigan has proclaimed that reading any translation of the Bible other than the King James version is a sure pathway to Hell. But it seems that Hitchens, whose religious persuasion is quite the opposite, agrees that no other translation is worthwhile:

An unbeliever [Hitchens] argues that our language and culture are incomplete without a 400-year-old book—the King James translation of the Bible. Spurned by the Establishment, it really represents a triumph for rebellion and dissent. Accept no substitutes!

Hitchens cites many phrases from the King James version that “continue to echo in our language,” such as “The powers that be,” “When I was a child, I spake as a child,” “Eat, drink, and be merry,” “From strength to strength,” “Grind the faces of the poor,” “salt of the earth,” and “Our Father, which art in heaven.” He states that the achievement of the committee that produced the translation “is paradoxically a revival of the single structure has led, not to a new clarity, but to a new Babel.

And, according to Hitchens, abandonment of the King James Bible has not been good for religion:

When the Church of England effectively dropped King James, in the 1960s, and issued what would become the ‘New English Bible,’ T.S. Eliot commented that the result was astonishing ‘in its combination of the vulgar, the trivial and the pedantic.’ … This has been true of every other stilted, patronizing, literal-minded attempt to shift the translation’s emphasis from plangent poetry to utilitarian prose…

Hitchens is correct in his criticism but misses an important point. Like Tyndale and the King James committee, contemporary Bible translators wish to make the meaning of scripture available in a language that people can read. And, due to factors like changes in the language and poor education, many English speakers cannot read the King James Bible. But readability and retention of meaning cannot be the only goals of a Bible.
translation. An important, perhaps essential, part of religion is magic and mystery. Translation into a thoroughly poetic and somewhat archaic English allowed the King James version both to be read by ordinary parishioners and to still retain much of its magic and mystery. A similar Bible in contemporary English may be possible, but it is certainly not the Celebrate Recovery Bible.

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

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