In this issue:
ATA 2011 Elections: Candidate Statements
Interpreting at a Deposition
Translation in Space and Time
Make Your Own History*

Join us in Boston for the ATA 52nd Annual Conference and be a part of the most important event for translators and interpreters.

Don’t miss
★ Over 150 sessions covering a variety of languages and specializations.
★ Speakers from all over the world sharing their experience and expertise.
★ Numerous opportunities to promote yourself and your services.
★ The chance to network with over 1,800 colleagues from around the world.
★ Time to reunite with friends, socialize with colleagues, and have fun.

Conference Registration*

Register today at www.atanet.org/conf/2011/register.htm

Hotel Reservations*

Marriott Copley Place
110 Huntington Avenue, Boston, Massachusetts USA 02116

Special ATA Room Rates (exclusive of tax): Single = $246 / Double = $266
ATA rates include complimentary in-room Internet

Take advantage of these special rates, available until October 5, 2011, or as space allows. Make your reservations online at www.atanet.org/conf/2011/hotel.htm. Or call the Marriott at +1-800-266-9432 and ask for the special ATA rate.

Learn More*

www.atanet.org/conf/2011

Advertising Opportunities: Print / Web / Exhibiting / Sponsorship
Don’t miss this opportunity to promote your company to 1,800 attendees who need your services and products. Learn more at www.atanet.org/conf/2011/advertise.htm.
ATA 2011 Elections: Candidate Statements
ATA will hold its regularly scheduled elections to select a president-elect, secretary, treasurer, and three directors.

ATA’s Nominating Committee: A Second Peek Behind the Curtains
By Tuomas Kostiainen
Learn how the nominating process for ATA’s election works and find out how you can contribute to this important team effort for next year’s elections.

The Deposition from Hell
By Mark Freehill
The legal, logistical, personal, and practical problems inherent to depositions are complicated further when interpreting is involved. This is a cautionary but instructive tale.

Translation in Space and Time
By Tony Beckwith
How one translator was lucky enough to be chosen to provide an English translation of the catalogue for a retrospective of works by Venezuelan painter Carlos Cruz-Diez.

Film Review: The Woman with the 5 Elephants
By Susan Welsh
Die Frau mit den 5 Elefanten, a documentary of the life and work of Swetlana Geier, the renowned translator of Dostoevsky and other Russian classical writers into German, holds lessons for translators in any language pair or specialty.
We Want You!

The ATA Chronicle enthusiastically encourages members and nonmembers to submit articles of interest. For Submission Guidelines, visit www.atanet.org/chronicle. The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

Advertising Directory

47 Hays Affinity Solutions
http://ata.haysaffinity.com

43 Landmark Audio Technologies
www.LandmarkFm.com

5 National Security Agency
www.nsa.gov

48 SDL International
www.translationzone.com

37 Star Group America, LLC
www.star-group.net

Moving?
Find an error with your address?

Send updates to:
The ATA Chronicle
225 Reinekers Lane
Suite 590
Alexandria, VA 22314 USA
Fax: +1-703-683-6122
Chronicle@atanet.org

Looking for continuing education events in your area?
Check out ATA’s online event calendar at www.atanet.org/calendar.
Make a critical difference with what you know.

You already know that intelligence is vital to national security. But here’s something you may not know.

The National Security Agency is the only Intelligence Community agency that generates intelligence from foreign signals and protects U.S. systems from prying eyes.

If you would like to use your advanced language skills to break and make the most important security codes in the world, then explore NSA. At NSA you can experience a variety of careers as you work on real-world challenges with the latest technology. You’ll also enjoy a collaborative work environment with flexible hours that will enable you to strike a balance between work and life.

You won’t find this kind of experience anywhere else.

NSA has a critical need for individuals with the following language capabilities:

- Pashto
- Dari
- Urdu/Punjabi
- Farsi
- Chinese
- Korean
- Russian
- Somali
- Swahili
- Tajik
- Uzbek

Watch the Video.
Get the free App for your camera phone at gettag.mobi and then launch the App and aim it at this tag.

WHERE INTELLIGENCE GOES TO WORK®

U.S. citizenship is required. NSA is an Equal Opportunity Employer. All applicants for employment are considered without regard to race, color, religion, sex, national origin, age, marital status, disability, sexual orientation, or status as a parent.
Our Authors

September 2011

Tony Beckwith was born in Buenos Aires, Argentina, spent his formative years in Montevideo, Uruguay, then set off to see the world. He came to Texas in 1980 and currently lives in Austin, where he works as a writer, translator, poet, and cartoonist. Contact: tony@tonybeckwith.com.

Mark Freehill has been a Spanish → English translator since 1988, specializing in legal documents. He has been a resident of the Dominican Republic since 1975, teaching mathematics and English as a second language courses. He served in the U.S. Diplomatic Corps from 1983 to 1988. He has been a certified U.S. federal court interpreter since 1993. He is the founding principal of the Association of Translators and Interpreters of the Dominican Republic. He has a BA in psychology from Reed College in Portland, Oregon. Contact: mark.freehill@claro.net.do.

Tuomas S. Kostiainen, a native of Finland, is an ATA-certified English → Finnish translator specializing in technical and medical translations. He is the chair of ATA’s Nominating Committee. In addition, he is an independent SDL Trados-approved Trados trainer. He has provided training for numerous translators and translation companies in the U.S. and internationally. He has given workshops and presentations for several translator associations on Trados, PDF tools, and other topics. He writes a blog on Trados Studio. Contact: tuomas@jps.net.

Susan Welsh is an editor and Russian → English and German → English translator in the Washington, DC area, specializing in psychology, history, and political affairs. Contact: welsh_business@verizon.net.

Live and On-Demand Training for Professional Translators and Interpreters

ATA Webinars
For more information, visit www.atanet.org/webinars

October 13, 2011
12 Noon Eastern Time

Health Care Interpreter Certification: Just the Facts
Panel Moderator: Esther Diaz

National certification for health care interpreters is finally a reality. Does your state require certification? Does your employer require it? It is time to find out what is required and whether you are ready to pursue certification. This webinar will provide information to help you decide which training and certification programs are right for you.
Every ATA conference offers a broad and ever-widening selection of educational opportunities to help translators and interpreters become smarter, better informed, more skillful, more business-savvy, and in general better able to practice our subtle craft for our own benefit and that of our customers. It is the culmination of thousands of hours of work by ATA Headquarters staff and a surprisingly large number of volunteers, who together create a program of seminars and presentations that is arranged very carefully to provide maximum benefit to the widest possible range of attendees. It is also a literally unique opportunity: no other translators’ and interpreters’ organization is capable of producing an event of this caliber, and ATA has done it every single year since 1959.

The central focus of the conference is education, and for over 50 years that aspect in itself has been enough to motivate thousands of language professionals to cross the country or even cross an ocean. But what about those of us who are no longer beginners, and who have been attending this annual event for, in some cases, more years than we care to admit? Have we attended (or maybe even presented) enough ATA conference sessions that by now we have seen and heard it all and have nothing left to learn? Quite the contrary. Most translators and interpreters who have moved beyond the novice or even journeyman stage have done so by embracing learning as a lifestyle. We learn from each other, from the mere fact of being in one another’s presence for a few precious days. For example, one enthusiastic early-adopter colleague pulls out a smartphone with a clever little app that solves an organizational problem that has been nagging at us for months. Another happens to live next door to a technical specialist in a field we would like to know more about. Yet another has found inexpensive long-term rental housing in a country whose language we would like to upgrade from B to A. Nowadays some of these exchanges can happen online, of course, but nothing is ever as effective as the flow of spontaneous conversation among people who share a passion.

Most importantly, we learn from our very accumulation of so many years of conferences in so many places. We see familiar faces each time, but we also see more and more new ones, and we recognize that without them ATA and our profession would stagnate and perish. Every “First-Time Attendee,” with a fresh face and a pink ribbon and a pocket full of business cards, represents the future: in a few years, he or she may be standing behind a conference lectern, joining a committee or a division leadership council, and becoming the next generation of leaders. The purest pleasure to be gained from attending many conferences is the opportunity to watch this happen and, by passing on all that one has learned, to help make it happen. Come to Boston and be part of it all.

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!
Congratulations on your decision to attend this year’s ATA Annual Conference! Whether you will attend for the first time or have already experienced past conferences, here are some hints for making the most of your conference experience.

Before you pack your bags and leave home, take a few minutes to think about your expectations and motivation for traveling to Boston. Are you hoping for better contacts with like-minded colleagues? Are you a newcomer to the profession who has many questions to ask? Would you like to pursue a specialization further? Is your career fully established, or are you looking for more clients and work opportunities? Depending on the answers to these questions, mark up the conference program to select the events that are most important for you.

If you are a first-time attendee, do not miss the Welcome Reception and the Division Open House, held on the first evening of the conference. Bring plenty of business cards and look for the divisions in your language combinations or area of specialization to establish instant contacts with other linguists. The division gatherings of the first evening will be marked clearly and are free and open to all. A special introductory orientation session for first-time attendees will be offered on Thursday from 11:30 to 12:30. Jill Sommer and Ted Wozniak will be on hand to answer questions and provide valuable hints for an optimal conference experience.

Practical Information

Conference date: October 26 to 29, 2011

Local information: www.ata-in-boston.netaweb.org

Hotel: Marriott Copley Place Boston, Massachusetts

Attire: Business

Typical October/November temperatures in Boston: 37-52 °F

Online Now

Member-Provider Program www.atanet.org/member_provider

ATA 52nd Annual Conference www.atanet.org/conf/2011

Planning Your Conference Activities to Suit Your Needs

Would you like to network with other translators and interpreters in your language combination or area of specialization? The conference program is color-coded for your convenience and is balanced carefully to ensure that every time slot offers something for everyone. Be sure to attend division annual meetings to find out what is happening in the various divisions, and look into attending a division dinner (advance reservations are strongly encouraged; check the conference website for further information).

Are you hoping to improve your business situation and bottom line? Look for sessions labeled “IC” (Independent Contractors) in the program. This year’s conference program includes a “Smart Business” event with a panel of well-known experts from the translation business who will also accept questions from the audience. The event will bring together authors Chris Durban, Corinne McKay, and Judy Jenner, as well as expert interpreter Francesca Samuel, for some frank talk about business practices in the translation and interpreting industry.

See you in Boston from October 26 to 29!
The budget for 2011-2012 was approved by the Board of Directors at the July 30-31 Board meeting in San Francisco. At the same meeting, the Board also approved the draft multi-year budget through 2014, which was prepared for the first time in ATA's history.

In fiscal year 2011-2012, our operating budget is expected to surpass the $3-million mark, partly due to the extraordinary item of the International Federation of Translators (FIT) Congress. We expect a modest overall surplus of $19,839.

We have budgeted income from membership dues at less than we had for the current fiscal year, but still over the expected actual figure.

We expect certification to yield a surplus of $76,337 before allocation of ATA Headquarters’ expenses. Direct budgeted expenses of the Certification Program include $20,000 for the initial steps toward external validation through accreditation of the program. We may take these initial steps even if we ultimately decide not to go through with full-fledged accreditation. Certification expenses do not include depreciation of the software developed for the keyboarded exam. This depreciation will start when the software is put in service and will add about $30,000 a year to our expenses for a three-year period.

We expect both revenues and expenses to be higher with this calendar year’s ATA Annual Conference in Boston than they were in Denver.

We expect expenses for The ATA Chronicle to remain at last year’s level of approximately $373,000, due to the measures taken and to be taken by the executive director. We expect revenues for The ATA Chronicle to increase from $84,356 to $110,500 as the new public relations and marketing manager gets up to full speed.

We have budgeted $12,000 for external relations (our participation in non-ATA events), which, for the first time, has been made into a separate item in our budget.

You can view the budget summary in the Members Only section of ATA’s website at https://atanet.org/membersonly/switch.pl/url=p_treasurer_report.php.

ATA-Sponsored Business Service

Organization of American States Staff Federal Credit Union

Individual ATA members can now join the OAS Staff Federal Credit Union and benefit from a wide range of banking services, typically with lower fees and better interest rates.

Services Include:

- Interest-bearing checking accounts
- More than 25,000 worldwide surcharge-free ATMs
- Discounted wire transfer fees
- Auto, mortgage, and personal loans
- Home equity line of credit
- Free identity theft protection
- Bilingual customer service
ATA’s Board of Directors met in San Francisco, California, July 30-31, 2011. Here are the highlights of the meeting.

Budget: The Board approved the final budget for July 1, 2011 through June 30, 2012. The $3.1-million budget is roughly $300,000 higher than the past few years due to the one-time revenues and expenses generated by ATA coordinating the International Federation of Translators (FIT) XIX World Congress.

ATA-Certified Translator Seal Update: The Board was updated on the debut of the seal for ATA-certified translators. The seal can be used by ATA members who have passed ATA’s certification exam as a way to promote themselves and their ATA credential. The customized seal can be affixed to a file in an electronic format as well as converted into a rubber stamp or decal to be applied directly on a document. For more information, please see page 19.

Election Matters: The Board set the date of record as required by ATA’s Bylaws. To participate in this year’s election, voting membership must be attained by September 30, 2011. In addition, the Board approved the appointment of James Lochrie, professional parliamentarian, as the 2011 inspector of elections. Jim has served as the inspector of elections for five of the past seven years.

Divisions: The Board approved revisions to the Governing Policy for Divisions. This document will provide guidance to division leaders as the Association transitions to Leadership Councils in order to establish greater continuity and a deeper volunteer pool in the administration of divisions and their programs and services.

Staff Recognition: The Board recognized and thanked Mary David and Teresa Kelly for 10 years of service to ATA. As Member Services and Project Development Manager, Mary has helped create several key ATA programs and services, such as the online e-newsletter Newsbriefs, webinars, the award-winning ATA 50th anniversary commemorative book, and the Member-Provider Program. As the Meetings Manager, Teresa has made all of ATA’s meetings—from one-day professional development seminars to ATA’s Annual Conferences—more professional in every respect.

FIT XIX World Congress: The Board was briefed on plans for the FIT XIX World Congress, which was held immediately following ATA’s Board meeting in San Francisco, August 1-4. ATA handled all the logistics, including registration, the website, the program, and onsite management for the Congress, which attracted nearly 700 registrants and guests.

Model Contract: The Board discussed a draft of the newly revised model contract for translators. The proposed ATA Model Translation Services Agreement is a much-needed update of the current model contract (www.atanet.org/careers/model_contract.php), which is 20 years old. The agreement will provide translators with a template they can use and modify as appropriate. The project is on track for approval at the next Board meeting.

Additional highlights are included in the Board Meeting Summary, which is online in the Members Only section of ATA’s website. In addition, the official minutes of the meeting will be posted following the next Board meeting. (Past meeting minutes are also online at www.atanet.org/membership/minutes.php.) The next Board meeting is tentatively set for October 29-30, 2011, in Boston, Massachusetts. As always, the meeting is open to all members, and members are encouraged to attend.
ATA 2011 Elections: Candidate Statements

ATA will hold its regularly scheduled elections at the upcoming 2011 ATA Annual Conference in Boston, Massachusetts, to select a president-elect, secretary, treasurer, and three directors, and vote on proposed revisions to ATA's Bylaws.

President-Elect
(two-year term)

Caitilin Walsh
cwalsh@nwlink.com

I have been an ATA-certified French→English freelance translator for over 20 years. My ATA work has centered on chapters and a term on the Board of Directors and the Governance and Communications Committee. I strive to serve the Association and its members with clarity of intent and transparency of process. I would like to share my vision of the future of our industry and our Association that I would work to make a reality as your president-elect.

1. I envision a fully online certification exam that is taken from the home office, eliminating travel and stress; one that more closely approximates the way we actually work. I also have hopes for a world where ATA certification opens doors internationally, with reciprocity from sister organizations worldwide.

   Even as we get our current electronic exam up and running, we need to be looking forward, developing a long-term strategy for dealing with technological challenges—both present and future.

2. I see a world where translators choose which tools we use, rather than having that choice imposed upon us. Our abilities and qualifications should be the principal criteria for awarding a contract, not the proprietary software package for which we happen to have a license. I look forward to a landscape where all translation tools support interoperability standards.

   We need to continue our support for standards, keeping ATA not just at the table, but as a key player, and continue to put pressure on solution providers to incorporate these standards. I also see machine translation as an opportunity rather than the enemy. The conversation we started with the machine translation community in Denver needs to be ongoing.

3. The third vision I have is of a vibrant association where a culture of professionalism pervades everything we do, and where the majority of members govern as voting members. In this world, young people will dream of and actively pursue a career as a translator or interpreter, and ATA will be the ultimate cachet of professionalism.

   For many years now, I have been teaching future translators, getting to know the next generation. It is encouraging to see young people attracted to our industry and rewarding to see the wealth of professional programs springing up. ATA needs to encourage these youth and their educators. But even as our membership growth makes us stronger, the actual percentage of voting members in ATA is falling. We need to turn this around by making membership review the standard route to voting membership, engaging more of our working members in the future of our Association. We must continue to hone our business skills, cultivating a pervasive culture of professionalism for all.

   I am fully aware that these are ambitious visions, but I also believe that, working together, we can make great progress toward realizing them. I ask for your vote and for the support that only you, the talented, energetic, and committed members of ATA, can give. I am eager to get to work with you, for our Association and for our future.

Secretary
(two-year term)

Frieda Ruppaner-Lind
frieda@friedadot.com

I thank the Nominating Committee for nominating me for ATA secretary. The two years since I was elected to a three-year term as director have been a great learning experience. Being involved in tackling the challenges of a growing association and being part of the collaborative efforts of our Board have offered me insight into the tasks at hand. My time on the Board has also shown me just how much time and effort is needed to arrive at decisions from which we can all benefit and that help our Association serve our members.

This commitment speaks very highly of our Board, since almost all directors and officers are freelance translators and interpreters, and I feel honored to be part of this dedicated group. Not only do we experience the challenges and changing landscape of our profession first-hand, but through our collaborative efforts, we also work at offering our members tools and strategies to become better equipped for present and future requirements.
Statement of Frieda Ruppaner-Lind Continued

With a solid education in several languages and a university degree in translation, I realized early on that we need to hone our skills continuously to stay competitive and be the professionals our clients expect us to be. This has served me well in my 25 years as a full-time translator. ATA plays an important role in offering educational opportunities for translators and interpreters to further their careers and in shaping the public image and awareness of our profession. The Annual Conference, with its comprehensive program and networking opportunities, along with the successful ATA webinar series, division and professional conferences, and publications all serve this purpose. Having benefitted from this array of options myself also motivated me to take on a more active role in our Association over the past 10 years, beginning as chapter president and then moving on to division administrator, ATA Divisions Committee chair, serving on ATA’s Board of Directors, and as a member of the Governance and Communications Committee.

I enjoy working in a team atmosphere, and my experience as secretary on various boards of professional groups and educational institutions, as well as serving on ATA’s Board, will provide a good foundation for my work as secretary. In addition to taking minutes at Board meetings, the secretary is also an officer and a member of the Executive Committee. Given the opportunity, I would use my experience and commitment to provide continuity and support the Board in its efforts to steer our Association in times of changing working conditions, increased professional expectations, and economic fluctuations. As a member of any board, it has been my goal to build consensus and create win-win situations for all involved.

As secretary, I will remain grounded in our profession through my work as a full-time freelancer and involvement in our regional chapter, and I will continue to listen to the concerns of our members. While our Association strives continuously to optimize the services it offers, there is always room for improvement, and we need to adapt to changing situations and markets.

Secretary
(two-year term)
Boris M. Silversteyn
bsilversteyn@comcast.net

I have been privileged to serve two terms as an ATA Board Director. Now I am honored to be nominated for the position of secretary.

I have been active on the Board. My first initiative, together with Nick Hartmann and Dorothee Racette—to update continuing education requirements for certification, expand the range of activities counted for continuing education (CE) points, and bring the number of points assigned to each activity into better alignment with their educational values—was unanimously approved by the Board. These changes improved the CE quality and prevented translators who were not able to meet the onerous old requirements from losing their certification.

My most recent initiative was to provide ATA members with timely information about the Board’s activities. As a result, a summary of Board decisions is now posted on ATA’s website immediately after the Board meeting. Members are then notified in the executive director’s column in The ATA Chronicle and also in Newsbriefs that the summary is available on the website. This is done so members do not have to wait several months to learn about Board decisions.

One of my other goals has been to facilitate the communication of division leaders, with their division’s members as well as with the Board and Headquarters, and to avoid micromanaging divisions from above. To achieve this, I worked closely with ATA President-Elect Dorothee Racette on developing the new Division Governing Policy, which has been endorsed by ATA’s division administrators.

As the Board embarked on upgrading ATA’s website, I stressed the need to make it easy for prospective customers to find translators’/interpreters’ contact information (it takes too many clicks now to get this information).


Having been fortunate professionally, I have always tried to give back to the profession. I chaired ATA’s Dictionary Review Committee for six years; in a 2006 membership survey, the dictionary review column in The
It has been an honor and a privilege to serve you as ATA treasurer for the past two years. During this period, ATA has prospered despite the recession, thanks to the solid financial foundations we inherited from Past ATA Treasurer Peter Krawutschke and to the prudent policies of the Board and the Finance and Audit Committee. The excellent teamwork among the Board headed by ATA President Nick Hartmann and President-Elect Dorothee Racette, Headquarters under the leadership of ATA Executive Director Walter Bacak, and the treasurer contributed to consolidating our financial position. In the process, I kept you, the members, and the Board informed about our financial situation by regularly posting, for the first time in ATA’s history, the annual budget and the financial statements, together with my commentaries, on ATA’s website and by publishing the commentaries in The ATA Chronicle.

Many of you responded by asking questions and offering suggestions. I welcomed the opportunity to discuss issues relating to our finances with members who contacted me spontaneously in private or on one of ATA’s mailing lists. I believe that these open and frank exchanges have contributed to better mutual understanding and, ultimately, to better use of ATA’s financial resources.

Another innovation I introduced is the multi-year budget, prepared for the first time in the Association’s history, to support our strategic planning. We now have, in addition to the regular budget for the current fiscal year, a draft budget for two additional years to be fine-tuned as circumstances warrant.

While, unlike many similar organizations, ATA has maintained a strong financial position during the economic downturn, I am keenly aware that we must watch our revenues and expenses to keep our Association solvent and be able to provide the services our members need and want. We have successfully reduced the production costs of The ATA Chronicle and introduced online webinars to supplement the more expensive live professional development opportunities.

Our Annual Conferences consistently yield convincing surpluses. If elected, my goal will be to ensure the transparency and timeliness of reporting the Board’s decisions to Association members. With your support, I am ready, willing, and able to continue working on the Board for the benefit of all ATA members and the Association as a whole.

I also intend to continue my work on the Board by being actively involved in the numerous issues on the Board’s agenda, from the validation of our Certification Program to bringing our Bylaws into harmony with the realities of the 21st century, to the formulation of a code of ethics that should protect the working translator. In doing so, I am guided by a spirit of cooperation and, at the same time, independence, with the sole purpose of protecting the interests of the Association and its members.

You can find my 2009 statement as a first-term candidate for treasurer, with a list of my credentials and a link to my bio, at http://translationjournal.net/journal/50gabefortreasurer.htm.
Candidate Statements Continued

**Director**
*(three-year term)*

**Virginia Anderson**
virginia@oregontranslation.com

In my 15 years as a French and Spanish translator, I have worn almost every hat in the industry: freelance and in-house translator, localization consultant at a hi-tech firm, translation project manager at an agency, and now owner of a growing language services provider (LSP). In 1998, I co-founded Canvas Dreams as a multilingual Web development company. In 2006, I spun-off the language services to establish Oregon Translation, a green-certified translation company. The two companies still collaborate—combining our Web and language expertise. Also, for the past nine years, I have spearheaded the Associated Linguists of Oregon, which offers training, networking, and job fairs to benefit the regional industry.

Growing from a freelance translator into an LSP is an amazing journey. Many ATA members share that dream. This common vision—plus our fundamental interdependence—should bring greater understanding and cooperation between the two facets of our industry: individual translators or interpreters and LSPs (or agencies). Yet our industry divides inward upon itself—a threat that I believe could be turned into a powerful opportunity. Because ATA encompasses both sides of this divide, it is in a unique position to foster understanding and mutual respect. If elected, I will:

- Increase business training (articles in *The ATA Chronicle*, webinars, and conference sessions);
- Draft a more complete model contract and an equitable model independent contractor agreement; and
- Increase webinars for LSPs so project managers can better relate to their contract linguists.

If ATA corporate and individual members work together, we can focus greater attention on the external challenges to our industry: lack of public awareness about our industry, threats from misguided use of technology, and an inability of many consumers truly to appreciate and evaluate the services that the language industry provides. If elected, I will bolster the efforts of ATA’s Public Relations Committee to tackle those challenges head-on by educating and lobbying for our professions. ATA’s Public Relations Committee has worked hard to inform the media, government, businesses, and the general public about the true nature and value of the services that human translation professionals provide. I would like to work with the PR Committee to continue their efforts to:

- Enhance and broadly distribute customer education tools like *Translation: Getting it Right*; and
- Get our message out to the mainstream and business media.

The School Outreach Program is a shining star in our ongoing efforts to educate the public. I would like to see ATA send out information directly to school districts publicizing this option and potentially offering a matchmaking service between a school and an ATA member living nearby.

I believe each of us has a unique talent or strength. If we share our experiences with each other, the association and its members will benefit and thrive. An ATA member since 1998, it is now my turn to share my experience directly with an organization that has given me so much. I am honored to accept this nomination to serve you as an ATA Board member.

---

**Director**
*(three-year term)*

**Lois M. Feuerle**
LoisMarieFeuerle@cs.com

It has been an honor to serve on ATA’s Board of Directors these past three years, and I hope you will give me the opportunity to finish the projects I have been working on and also start new ones.

Of the projects I worked on and completed, I am very proud of the new ATA seal for ATA-certified translators. In many other countries—and even in this one—clients often expect, want, and request that a certified translator’s seal be stamped on the translations they submit to courts, government offices, and educational institutions, especially when the translation is accompanied by a notarized certificate of accuracy. ATA-certified translators can now add their own certified translator seal to these documents. And best of all, it is free—all ATA-certified translators can download an electronic version of the seal with their name,
language pair, and certification number on it. And to ensure that the seal is not misused, translation users can verify certification status online quickly and conveniently.

Perhaps most importantly, everyone who ever handles a document that has been translated and stamped by an ATA-certified translator will now see ATA’s seal and logo as a constant reminder that ATA is the best resource for finding quality translators.

An ongoing project I would like to follow through on is the job task analysis in support of ATA’s Certification Committee’s efforts to analyze and strengthen the Association’s Certification Program. One of the starting points for this project was to identify the knowledge, skills, and abilities required to be a professional translator. To this end, ATA Board Director Alan Melby and I organized focus groups and analyzed the data from these focus groups for the job task survey earlier this year. This project has been well received, and I would like to be able to work on the next steps.

During my over 20-year association with ATA, I have worn many hats, running the full circle from working as a freelancer, stints at law firms, in academia and two state court systems, and then back to freelancing. Work in these varied settings has made me acutely aware of two important trends for our profession.

First, in an environment of very tight budgets, it is crucial to develop more and closer cooperative working relationships with organizations outside of ATA whose goals and missions complement those of our organization, so that we can undertake projects that neither group could afford on its own. While it is true that despite huge efforts, a joint ATA collaboration for the Frankfurt Book Fair has not yet come to fruition, I am still working to nail down partners for that and similar projects.

Second, my work in the courts and the medical interpreting field has made it clear that the interpreting segment of our profession continues to grow exponentially in terms of sheer need and the languages required. Thus, it is vital that ATA be inclusive and fully support both translators and interpreters.

On a national level, I served on the conference committee of the National Association of Judiciary Interpreters and Translators (NAJIT) for several years and on the 2011 NAJIT nominating committee. I have given workshops and trainings at local and regional conferences, and have presented at every ATA Annual Conference since 2008. I also gave a language-specific workshop at NAJIT’s Annual Conference this year.

My academic background consists of a master’s degree in piano performance and bachelor’s degrees in arts and science and music. Having this background gives me an appreciation for the broad range of diversity as I work in the translation and interpreting industry. Our industry has many segments of professionals, whether agencies or freelancers, but all of us strive for the same goal of producing high quality work. My
broad range of experience in working with various organizations gives me insight into understanding what each segment seeks, and I can help find common ground that ultimately leads us to our common goal.

I have a special passion for providing training and professional development opportunities for groups with limited resources, such as languages of lesser diffusion and the interpreting community within ATA. If elected, I will work hard to provide more resources and diverse training opportunities for professionals working in these groups.

Ultimately, it is quality that produces high quality work, and high quality work produces the reward, whether it be financial or otherwise. We are in this together, and I will work hard for you.

I thank you for your consideration.

Statement of Vania Haam

Director
(three-year term)
Gerardo Konig
gkonig2@aol.com

First, I want to thank the Nominating Committee for recommending me as a candidate for the Board of Directors.

I am a freelance ATA-certified English→Spanish technical translator. I have worked as such for over two decades. Before that, I worked as an in-house translator, which gave me hands-on experience and knowledge of the workings of a translation agency, at a time when information technology was rapidly changing the way we work.

I have been a member of ATA for 20 years. I attended my first ATA Annual Conference in Philadelphia in 1993, and, luckily, have not missed one since. I was a member of the committee that planned the first Spanish Language Division conference, and was serving as the division’s administrator when we organized our successful 2010 conference in San Diego.

I served as a board member, treasurer, president, and currently serve as the vice-president of the Delaware Valley Translators Association, an ATA chapter. During my term as president, we improved the quality of our presentations, increased our membership significantly, and became an ATA chapter.

If elected, I will work with the Board to keep ATA growing, relevant, and in touch with the membership. ATA is composed of different groups, among them agency owners, agency employees, corporate members, institutional members, members of academia, translators, and interpreters. About 70% of ATA members are freelancers (full- or part-time). All of these groups have very different interests, agendas, and positions, as they face very different problems, challenges, and opportunities.

Why am I asking for your vote? Each person brings to the Board his or her background, experience, and point of view. As a freelancer, I think my perspective would be helpful on the Board.

When I read “We are well placed to benefit from globalization...” on page 7 of the June issue of The ATA Chronicle, the first thing that comes to my mind is to define “We.” A large percentage of our members have already been affected in a very adverse way by “globalization” and the offshoring of jobs. We all know what “globalization” meant to our manufacturing industry. We cannot reverse globalization, but we have to work at finding smart ways to help our local professionals. The challenges and opportunities faced by an English→French translator are not the same ones an English→Spanish translator faces. The same applies to some other language combinations. I want to bring this perspective to the Board.

Divisions are extremely useful to our membership. It is easier for a division to maximize the synergy of the group because all speak the same language or share the same business, interest, or specialization. I would love to further the work of all of our divisions.

In the April issue of The ATA Chronicle, ATA President Nick Hartmann wrote: “I hope you will agree that independent translators and interpreters are ideally suited for service to this Association at every level.” I agree, and that is why I am running. I hope you agree too, and vote for me.
Director (three-year term)
Virginia Perez-Santalla
virini@sps.comcast.net

It seems like I was nominated to run for the Board for the first time only yesterday. I remember the wonderful feeling of being so honored and at the same time being somewhat intimidated by the unknown if I were to win. Time does fly! I have served on the Board for a total of eight years, four as a director and four as ATA secretary. Our membership has grown amazingly in these troubled economic times, proving that our profession is stable and that more people realize the benefits of belonging to a professional organization. I remain honored by my nomination.

When I became assistant administrator of the Spanish Language Division (SPD) at ATA’s Annual Conference in Orlando in 2000, I knew I wanted to help the Association and my colleagues. The task of chairing the team that organized the inaugural SPD conference seemed daunting initially, but the event turned out to be a success. Two additional successful SPD conferences followed. I now look at the division’s mid-year conferences with the proud eye of a mother whose child keeps achieving success.

Many things have happened in ATA while I have been on the Board. We are many voices, but even though there might be disagreement from time to time among Board members regarding various issues, we always have the best interests of our members in mind. Changes take place in an environment of cooperation and not confrontation.

Here are a few of the achievements that have taken place during my eight years on the Board:

• Continuing education points have evolved, offering our members a wider array of choices, less costly options, and more online opportunities.
• Educational webinars are now being offered.
• Offering a keyboarded certification exam to replicate better our working environment has progressed to the point that it is almost a reality.
• Official accreditation of our Certification Program is also on the right track.
• ATA-certified translators can now show the certified translator seal next to their name.

In addition to my activities on the Board, I have also served as a commissioner on the Commission for Certification of Healthcare Interpreters (CCHI). Even though not an ATA certification, I have represented ATA and worked with CCHI to create exams (which are already taking place) that award the Certified Healthcare Interpreter™ (CHI™) certification credential to Spanish health care interpreters who have taken and passed both the written and oral portions of the exam. The Associate Healthcare Interpreter™ (AHI™) associate credential is awarded to those interpreters of other languages who pass the written portion of the exam until they can receive the CHI™ when oral tests in their languages are developed. I am also chair of an ATA ad-hoc committee that, for the past few years, has been researching the feasibility and costs of an interpreting certification exam.

During all this time, I have learned firsthand how to work as a member of a Board. ATA’s Board is a volunteer entity whose members want the best for the Association and cooperate with each other to carry out as many positive decisions as they can for the benefit of the members. If elected, I will continue on this path to obtain more recognition for our profession in the global environment and provide service to our members.

Director (three-year term)
Timothy T. Yuan
yuan@pipeline.com

ATA has come a long way. I have been a member since 1990 and have seen it move from a small office in Ossining, New York, staffed by volunteers, to a professionally managed suite of offices in Alexandria, Virginia. ATA has grown to become a truly national and increasingly international organization, with more than 10,000 members and a diversified portfolio of solid programs, publications, conferences, and seminars. Our Annual Conference is the world’s largest gathering of translation and interpreting professionals. We stand out as a beacon in a vibrant and growing translation industry.

ATA has been instrumental in my career as a translator and interpreter, and I have attempted to give back to our community. I have served as administrator of the Portuguese
Language Division and chair of ATA’s Divisions Committee. I also served two terms as a director on the Board. I am the current chair of ATA’s Active Membership Review Committee, and am ready to jump back into the fray. My past experience will allow me to hit the ground running.

I am an unwavering supporter of our professional development programs. We must continue to raise the bar for quality language services. Our members value opportunities to learn more about each of our individual languages and fields of specialization. However, we must also improve our business management and marketing skills in an industry that has grown global and increasingly corporate. ATA has been making a concentrated effort to expand its offerings in this area, and I intend to help as much as I can.

We once yearned for professional recognition. It is safe to say that our globalized world is more aware than ever of our crucial role in commerce and communication. Part of ATA’s contribution is our Certification Program, which has solidified and matured under the intense efforts made by a dedicated committee of volunteers. Should our next step be professionalizing the Certification Program? Can we finally drop the #2 pencil and move the testing to computers?

Another step in the right direction is our new code of ethics. The best path to sustained success in our business, in addition to professional competence, is to establish a history of ethical behavior. Despite the global nature of our industry, an individual translator’s or translation company’s reputation continues to be key. We are a community in constant communication, so word of unethical behavior spreads quickly. ATA should uphold the highest standards for our members, and I welcome our new code of ethics. If elected, I will make every effort to giving it teeth.

Finally, we have been on a steady path for many years, so this is a good moment for us to think about a new vision for the future. How can we improve our services to members? What are the sources of further growth? How can we further establish ourselves as the voice of the translation and interpreting industry?

I humbly ask for your support!

**Proposed Bylaws Revisions**

In addition to electing Board officers and directors, voting members will also vote on some proposed Bylaws revisions. The proposed revisions are online at [www.atanet.org/bylaws_change.php](http://www.atanet.org/bylaws_change.php).

**Are You LinkedIn?**

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

**How Does It Work?**

Begin by inviting colleagues and clients to join LinkedIn and connect to your network. Next, add to your community by searching LinkedIn for professional contacts you already know and inviting them to connect to you. Then, post a profile. Each connection expands your network. The result? Your network now consists of your connections, your connections’ connections, and the people they know, linking you to thousands of qualified professionals.

**Jump Start Your Networking with ATA**

Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit [www.atanet.org/linkedin.php](http://www.atanet.org/linkedin.php).
What is the ATA-certified translator seal?
The ATA-certified translator seal was developed for the exclusive use of ATA-certified members in good standing. It offers certified translators an opportunity to document their certification for a client or translation job. The seal includes a member’s name, unique certification number, and language combination. The seal also includes a link to an online ATA verification system that allows a client to confirm the member’s certification.

How much does the ATA-certified translator seal cost?
It’s free!

How is the ATA-certified translator seal used?
The seal is available electronically as a JPG image. ATA-certified translators may also want to have their seals made into rubber stamps or embossers. Translators may include the seal as part of a translation job or affix the seal to a certification of accuracy statement. For information and examples of certification of accuracy statements, please visit www.atanet.org/certification/certification_seal_how_to.php.

What is the ATA certification number?
A unique certification number is assigned to every ATA-certified translator. The member must log in and agree to the terms and conditions of use before accessing the number. A client must have the member’s certification number to complete the online verification request.

How does a client verify ATA certification?
The client must have the translator’s certification number in order to make the verification. After that, it’s easy and in real time. To see the ATA-certified translator verification page, visit www.atanet.org/verify.php.

How do I get my ATA certification number?
If you are an ATA-certified member who would like to access your unique certification number, visit www.atanet.org/certification/check_certification_res_mem.php.

How do I get my ATA-certified translator’s seal?
If you are an ATA-certified member who would like to download your electronic seal, visit www.atanet.org/certification/check_certification_res_mem.php.

What are the terms and conditions of use for the seal?
In order to retrieve a certification number, the member must log in and agree to the terms and conditions of use. These terms limit the use of the seal to ATA-certified translators who are currently members in good standing. To read the complete terms and conditions of use, visit www.atanet.org/certification/check_certification_res_mem.php.
Actually, I do not think there are any curtains here, but I liked the title and believe there are still a lot of members who do not know why or how these 10 excellent names ended up on the slate of candidates for ATA office. The purpose of this article is to explain exactly that, and also to encourage you to be a part of the process next year.

What Does the Nominating Committee Nominate?
The main job of the committee is to nominate candidates for each elective position on ATA’s Board of Directors—in other words, create the slate of candidates for the annual election. The job description is defined in ATA’s Bylaws and further detailed in the charge that the committee receives from ATA’s president each year. This year’s charge said: “The Nominating Committee shall propose one or more candidates for each Officer position (President-Elect, Secretary, and Treasurer) and preferably two candidates for each Director position. The Nominating Committee shall attempt to put forward a slate that is representative of the membership at large in accordance with best practices relating to leadership development.” Sounds pretty straightforward.

Who Nominates the Nominating Committee?
The Nominating Committee consists of five members and is appointed by ATA’s Board of Directors upon the recommendation of the president. This year’s committee members are Beatriz Bonnet, Jean Leblon, Connie Prener, Courtney Searls-Ridge, and myself. Traditionally, a new committee was appointed for each annual election. However, during the past few years, the Board has emphasized the need for more year-to-year stability and continuity in the committee, and that the committee should work to develop and maintain a list of possible candidates for the future (the leadership pool). This has allowed the committee to have a more comprehensive picture of the skills and expertise among the membership, and to be on the lookout for suitable candidates throughout the year. This, in turn, has made the work of the committee easier and much more efficient, and allowed it to develop longer-term plans.

How Does the Committee Work?
We all have our own reasons for voting a certain way or wanting to see a certain person as a candidate. However, the committee members have to be able to look beyond their personal preferences and concentrate on the common good, as well as the big picture, when selecting candidates. The goal is to have a slate of candi-
dates as diverse as possible, and candidates that every voting ATA member can feel excited about, or at least with whom they feel comfortable.

Candidates can be nominated either by ATA’s Nominating Committee or through a petition by members (endorsed by at least 35 voting members). In addition, members can propose names through the Call for Nominations for the committee to consider when compiling its list of candidates. These methods ensure that members have a say in the nominating process and that it is not only the committee that decides who can run. In addition, the committee actively seeks suggestions and input from Board members, chapter presidents, division administrators, and committee chairs.

It has really surprised me how few nomination proposals we have received through the Call for Nominations during the past five years I have chaired the committee. I think two was the highest number, and some years we did not get any. I try to think positively and interpret this to mean that after seeing the names of the committee members, you were so sure we would do an excellent job that you did not see any reason to send in your suggestions. Thank you. However, the committee would very much appreciate additional suggestions from the membership no matter how good we are. When you do submit your nomination, do it as early as possible so that the committee will have sufficient time to consider it fully.

The committee starts its work by examining the composition of the current Board and looks for background and expertise that would be particularly useful to the new Board. Then we start looking for candidates who could fill those needs and are representative of the membership at large. One of the main objectives is diversity among the candidates. It is actually quite easy to start listing the various factors that need to be diverse, such as language, geographical location, type of professional involvement (such as translator, interpreter, company owner, etc.), gender, background, experience, etc. It is also just as easy to start listing the desired qualifications for candidates, including the following: a proven track record; active participation and an interest in ATA, its divisions, and chapters (or other local groups); experience in other nonprofit organizations; ability to cooperate and work as a team player; and reliability. But it is quite another thing to put this all together and find a combination of candidates with the perfect mix of these backgrounds and qualifications. Even if you are able to create a “dream team” on paper, you must then face the next problem: availability. Many good candidates are already very busy with other ATA, chapter, or non-ATA volunteer tasks—not to mention their jobs and families.

Why Only One Officer Candidate?

You might wonder why there is only one candidate for some of the officer positions, but two for each of the director positions. This is actually nothing new. It has been the case in most ATA elections in the past. This is also in line with the current thinking on association management. One reason for this trend is that it is increasingly difficult to find candidates for the time-consuming officer positions: president-elect, secretary, and treasurer. Neither does it make sense to “force” the Nominating Committee to find a second candidate if it has already found one strong one. The preference is to have two strong candidates, but the Board did not want to make it mandatory. In addition, candidates may petition to be added to the slate and, in fact, petitioned candidates have won.

What is Your Part in This?

This is easy and does not require much effort. First, vote in the election. If you cannot come to the Annual Meeting of All Voting Members at ATA’s Annual Conference, please send your proxy to ATA or to a colleague who will attend the meeting and vote for you according to your proxy instructions. (A proxy and instructions will be mailed to all active and corresponding members in late September.) Second, start thinking about who would be a good candidate and bring those names to our attention. You can do that officially through the Call for Nominations by the end of February, or “unofficially” by contacting any of the committee members. Feel free to approach us at ATA’s Annual Conference in Boston if you have a name in mind or would be interested in running yourself.
Reality Check: Rest assured that nothing you read here is absolutely true, including the parts that are but should not be.

A few years ago, I was contracted to serve in my capacity as a U.S. federal court interpreter at a deposition outside the U.S. A deposition is a court procedure designed to accommodate a witness who cannot be physically present in the courtroom; in this case, due to immigration issues. The witness testifies under oath, the transcript of which is used in court in place of in-person testimony. The deponent, the lawyers, the court reporter, and, often, a video cameraperson are all present at the deposition. The principal absentee is the judge, who will learn what transpired by reading the transcript of the proceeding. The intrepid interpreter is called to a deposition when the deponent is unable to respond to questions in English—which is the only language that counts in the deposition. The lawyers ask the questions in English and the court reporter transcribes every word dutifully. The interpreter immediately, faithfully, and thoroughly conveys the full and exact meaning of the lawyer’s question into the deponent’s native language (Spanish in this case). The deponent responds but the court reporter does not record his words but rather the words of the interpreter. Here, at the outset, the gravity of the interpreter’s role is clear. The official legal record of what transpires is in English. All the Spanish is just supplementary; it is a means of getting from allí in Spanish over to “here” in English.

The interpreter is sworn in at the beginning of the procedure. The standard oath circumscribes the interpreter’s liability to a large extent by requiring merely that she (much more often than “he” in my experience) swears to do her job “to the best of her ability.” So the process begins.

The Story

In this particular deposition, the deponent, Durán (not his real name), a citizen of Mexico (he is not), had been residing in Boston (not). Durán lived the marginal existence of an undocumented immigrant: no driver’s license, no insurance, no credit card, no bank account, and everyday transactions were handled with cash out of pocket. In order to avoid chance run-ins with the law, he did not go out unless it was really necessary. He lived in a rough, crime-prone part of town.

One day, he was stopped in traffic by a state trooper (Durán said it was for no reason; the trooper said Durán’s conduct was disorderly and suspicious). In the course of the initial encounter, Durán’s face struck against
his own car (the trooper said he slipped). Durán dashed into a nearby bar after shaking off the trooper, who called the Boston Police Department for backup. The officers entered the bar with guns drawn and came out with a battered and cuffed Durán. And a knife. Durán was taken to the police station, and even though no criminal charges were filed, he was deported as an illegal alien.

Back home in Mexico, Durán filed a lawsuit for police brutality, violation of human rights, physical and moral damages, and mental anguish. The defendants included the State Highway Department, the Boston Police Department, the City of Boston, the Commonwealth of Massachusetts, and each of the responding officers individually. The defendants were represented, individually or in groups, by their own attorneys.

Since Durán was a deported alien barred from returning to the U.S., he could not go to the trial in Boston. So, in one sense, the trial came to him.

As of the First Incident

Lawyers do not suffer from low self-esteem, even those who may be linguistically challenged. Usually, any lawyers present at a deposition abroad would be from the U.S. Due to the circumstances of this case, however, some were native speakers of English, others not so much. The problem here is that in a deposition, the language issue goes beyond simple comprehension. There can also be issues of substance.

For example, one of the lawyers, a native speaker of Spanish, asked Durán (to the best of his ability), “As of January 10, 2001, were you living at the house at 123 Revere Avenue?” To my mind, the phrase “as of January 10, 2001” referred to a period beginning on that date and continuing onward. To the mind of the lawyer who asked the question, “as of” meant the same as “on.” His intention was to ask if Durán lived at the place on January 10, 2001; my understanding was that he was asking if Durán began to live there on January 10, 2001. The difference is small, but material.

To the best of my ability, I began the interpretation with “A partir de la fecha...” (“Parting as of the date...”), when the questioning lawyer interrupted me with “No, ‘as of.’”

What we have here is a discrepancy between what the lawyer meant to ask and his own phrasing in English. Upon hearing the correct interpretation into Spanish of what he said (not what he meant), the lawyer protested and sought to correct the interpreter (who was right).

With a gesture of apology, I began again with “A partir de la fecha...” only to be interrupted by the lawyer a second time in the same way. For the third time, I began with “A partir de la fecha...” and the lawyer interjected, in Spanish, with “‘En la fecha...’” (“On the date...”), thus breaking the English-only protocol. But the deponent understood his question perfectly well and proceeded to answer in Spanish, and we continued normally.

At the time, my thinking was, “It’s okay. The lawyer is bilingual. He knows exactly what he wanted to ask, and in the end, he personally conveyed it in Spanish to the deponent, so there is direct communication between the questioner and the deponent. He did my job for me.” But then, it was not the lawyer’s job, was it?

During the 14 nanoseconds vouchsafed to me by circumstance, I got it wrong. Sure, the deponent heard exactly what the lawyer wanted to ask. The problem was the court reporter did not. The record shows what the lawyer asked the first time around. Then, after some back-and-forth between the lawyer and me, the deponent gave his answer, in Spanish, and the record shows my exact rendition into English. In the end, the deponent responded to a question—the one put to him in Spanish by the lawyer—which was materially different from the one asked in English and recorded in the official transcript.

Upon further reflection, while I now acknowledge that “as of” can take the meaning the lawyer understood, I do not believe this is the main meaning and that my solution, “A partir de la fecha,” was more correct than the one the lawyer insisted upon. My error was not one of interpreting, but the professional error of allowing the lawyer to prevail.

So, what should I have done? After the second correction, I should have stated, “For the record, it appears that there is a difference of opinion between the interpreter and the attorney over the meaning of ‘as of.’ The interpreter suggests, respectfully, that if counsel were to rephrase his question using ‘on,’ the problem would just disappear.” If that had...
not worked, I could have asked to go off the record and elegantly tell the guy, “You lawyer, me interpreter.”

To be sure, the stakes in this particular case were small. The infinitesimal difference between “as of” and “on” is unlikely to spring a psychopath back onto the streets or land an innocent fellow on Death Row, but the principle is of great importance. It is the interpreter’s job to ensure that the official English transcript reflects, as accurately as humanly possible, the portions of the process originally generated in Spanish.

Moral: being the interpreter means never letting someone else be the interpreter.

**Allegedly Misinterpreted**

A knife came out of the bar along with Durán in cuffs. The responding officers claimed that Durán brandished it at them threateningly and that they had to wrestle it from his grasp. Durán’s version was that there was no knife. If there was, the officers planted it. He threw it down at once and never, never threatened anyone.

The lawyers asked Durán about the knife in painstaking detail. “Why did you throw down the knife?” asked the lead lawyer, which I interpreted to Durán. “Allegedly,” blurted out one lawyer (who seemed to dislike me for some reason), “You didn’t say ‘allegedly.’” True, I did not. Because the lawyer had not.

I could not be absolutely sure the lawyer had omitted “allegedly.” I had already been interpreting for a couple of hours and I was in that zone where the English version flows through my ears into a mold in my mind, where it is flash-baked into Spanish and then pops out of my mouth and out of my mind. There is not a lot of conscious involvement on my part. So, if you ask me if he said this or that, even after a few seconds, it is hard to say. Logically, the lawyer should have said “allegedly” because he wanted to cast into doubt the very existence of the knife.

In an ultimately futile attempt to win over Miss Congeniality, I acceded graciously to the lawyer’s correction and re-interpreted the question, this time inserting the Spanish word for “allegedly.”

The next couple of questions were phrased carefully to contain the word “allegedly,” as in “Did you threaten anyone with the knife before allegedly throwing it down?” After the third or fourth question, the lawyer missed his own cue. I pulled myself out of the zone I had re-entered and asked him, “Did you say ‘allegedly’?” He paused. His chain of thoughts was as clear to me as if he had spoken aloud: “Did I? I meant to. I should have. Let’s see, if I didn’t say the word, I’ll look bad. What difference does it make? And this guy already caved once.” Then he said aloud “Yes, I did!” with such conviction that even I wanted to believe him. Again, I acceded graciously and re-interpreted, adding in the word for “allegedly.”

It was only during the next rest break that I thought to ask my buddy the court reporter whether or not the lawyer had said “allegedly.” She confirmed that he had omitted the word on both occasions. Interpreter - 2, Lawyer - 0.

What should I have done? At the first correction, I should have asked, “May the interpreter ask the reporter to read back the question?”

Moral: being the interpreter means always having to say what you allegedly heard.

**Potty Mouth**

According to Durán, the responding officer dragged him out of his car roughly, using abusive language. When asked what language the officer used, Durán said “¡Pendejo! ¡Buen pendejo!”

Pendejo is an all-purpose cuss word that, to my knowledge, has no literal meaning. My solution: “asshole.” In my defense, especially if my little girl ever reads this article, allow me to point out that I am not using the word. It is my job to convey exactly what my constituent says, and if he says the officers allegedly swore at him, so be it. I have a job to do. Interpreting it delicately as “You cur!” would have been a disservice to all concerned.

Pendejo does not present much of an interpreting challenge. It just requires a little moral courage to say it. The second word threw me, though. Buen means “good,” but used here, it magnifies the negativity. At the time, under the gun, all I could come up with was “good asshole,” which does not work at all. I should have said “little asshole.” Somehow the diminutive makes the noun more, not less.

Moral: being the interpreter means never having to say you are sorry for someone else’s vulgarity.
"Errente"

Sometimes you do get it right. Durán had a history. He had gone to the U.S. on a tourist visa initially, which he cavalierly overstayed. He got into trouble and was deported. Later, he returned to Massachusetts without benefit of documents. So he knew he was in big trouble the night he was stopped by the state trooper. In fact, at the end of the day, he was deported not because of allegedly disorderly behavior or allegedly resisting arrest or allegedly carrying a hidden weapon, but rather for an immigration crime.

In the course of his narration of the facts, Durán said he knew he was in trouble because he was errente, which is a non-word in either language. I said: “The witness appears to be using a word in English, but with a garbled pronunciation. With your permission, the interpreter will inquire as to the meaning of the word.” Everyone in the room nodded their assent, so I talked to the deponent in Spanish (and therefore off the record). At that moment, the court reporter and I came to the same realization ("I don’t know how this process works, and the reporter doesn’t even speak Spanish."). “Re-entry!” we both cried in unison, and Durán concurred that this was the word for which he had been grasping.

Moral: being the interpreter means never being afraid to say “I don’t know.”

One More Piece of Equipment

Interpreting is hard work. You are performing many demanding tasks simultaneously and making a hundred value judgments a minute in an unforgiving environment. Outwardly, you are just listening and talking. The concentration, strain, and fatigue are invisible.

Let’s be clear: the interpreter is the sun and all others are but satellites. The lawyers take turns questioning, but they can daydream or snooze while another lawyer is on call. Even the deponent has intercalated rest periods during the times when the interpreter is interpreting into English and listening to the lawyer’s next question in English, and the court reporter can relax while Spanish is being spoken. Only the interpreter is on duty all the time, focusing on every word.

You carry around your microphone in a padded case and make sure your computer does not get overheated so that these tools are in top shape. Because interpreting is all-important to the success of the deposition, which, aside from the stakes involved, represents a substantial investment of money and expensive lawyer time, you might expect that the self-styled principals would be particularly solicitous with respect to the care and comfort of the interpreter. If not out of common courtesy, then out of simple self-interest. Much of the time, you would be wrong.

Every morning, the lawyers would schedule sessions and breaks of the day. On Day 3, they were way behind schedule (an occupational hazard for lawyers) and decided to work through lunch, bringing in finger food. Nobody asked me if that was okay. In fact, by my count, over the course of four full days of work, I was asked about my well-being on exactly two occasions.

Since my mother taught me always to say nice things about people, I choose to take this attitude as a compliment to my “professionalism.” Nobody offered a glass of water to the video camera, nobody asked my briefcase if it was tired. Everybody assumed that the interpreter would just be able to soldier on, setting aside any personal discomfort or needs.

But it is not about being a nice guy, it is about doing your job, and doing your job is about insisting on the conditions necessary. A hungry, hot, tired, or bladder-filled interpreter is at least as much of a hindrance as a defective piece of equipment. Long sessions and inadequate breaks invariably produce fatigue. Worse yet, the fatigue can be insidious. You are bopping along, doing your thing, in that zone, thinking all is well when you realize that you just interpreted actualmente as “actually” when in fact it means “at present.”

What do you do? Make it clear that you are not a piece of machinery. It is best to do so at the outset so it is non-confrontational: “I can work for an hour or so. After that, I need a 15-minute break. Otherwise, the quality of my work will suffer.” The challenge is to sound professional about it, not whiny.

Moral: being the interpreter means not having to be a nice guy all the time.

A Lighter Moment

One detail of tangential importance was whether or not Durán used his cell phone during the incident. The following exchange took place:

**Lawyer:** Did you use a cell phone that night?

**Deponent:** Yes.
Lawyer: Are you the owner of the cell phone you used?

Deponent: Yes.

Lawyer: What is the name of your phone company?

Deponent: Orange.

Lawyer: No, not the color of your phone, the name of your company. [Everyone laughs, except the interpreter, of course.]

Lawyer: [Asking the room] Is there a phone company called Orange? [Everyone nods]. Well, I was unaware of that.

Here, Durán was not talking about the color, the fruit, or the Kubrick movie. Knowing that there is a French telecom called Orange is part of the interpreter’s “Knowledge of the World,” one of the cornerstones underlying a professional interpreter. Terms such as the “Commonwealth of Massachusetts,” “INS,” “D.F.,” and “Miranda rights” are to be expected in this kind of deposition, along with “as of” and “allegedly,” *pendejo*, and *errente*. They are all terms with implicit meanings and connotations that are potentially more critical to meaning than the explicit denotation. It is important for the interpreter to be aware that some police officers have been known to hassle people who look different, and that some undocumented immigrants have been known to dissimulate when it comes to law enforcement personnel. Otherwise, the interpretation, even though technically correct according to Webster, will lack depth, empathy, and, ultimately, meaning.

Moral: being the interpreter means having to know everything.

The Stakes

Depositions matter. They are legal procedures that may determine whether the deponent goes to jail or goes free. The deposition cannot take place without the good offices of the interpreter. Every single word in the process is filtered through the interpreter’s ears, mind, and lips. While the interpreter may have a very good idea early on who the good guys and bad guys are, she is not an advocate of any position whatsoever. She interprets a blatantly manipulative question or an evidently duplicitous answer impassively, the same way a word processor displays whatever is keyboarded.

The set of skills required is too complex. The context is too constrained. The task is too difficult. The stakes are too high. But the need is too great. It is impossible, but we do it anyway. And a job well done fills this interpreter with personal satisfaction and professional pride.

Moral: being the interpreter is a nasty job, but I am glad I get to do it.

Notes

1. The interpreter refers to herself in the third person on the job. For example, if the interpreter says “Can I have the question repeated?” it is not clear if the interpreter is speaking for herself or if this is the interpreted inquiry of the deponent. The third person convention obviates confusion.

2. By the way, in my experience, court reporters have invariably been among the nicest people I have met. My theory is that they have chosen to exercise a profession calling for a high degree of self-effacement, which is an appealing quality. Nobody cares what the reporter is thinking, whether she is happy or depressed, or what she might have to say for herself. Her job is to record what the parties say.
The speeches were over and the exhibition was officially open. I weaved my way to the front of the gallery and approached the Maestro. We had just met an hour or so earlier and he greeted me with a smile. I laid my copy of the catalogue on the podium, open at the first page, and, with a flourish, he dedicated it to me: A Tony, mi traductor, gracias, Carlos Cruz-Diez.

We shook hands and I tried to explain how much I had enjoyed being in his world, in his mind, for about eight months as I translated the book. He smiled and nodded and seemed to be saying, “Yes, it’s fun in here.”

It all began, as most projects do these days, with an e-mail; in this case, from colleagues at the Museum of Fine Arts, Houston (MFAH). I had worked on translations of their catalogues over the years, as one of a small group of freelance translators assigned to the task. This time they wanted just one voice, and I was the lucky one chosen to provide an English translation of the catalogue for a retrospective of works by Carlos Cruz-Diez. It was to be a 500-page book of historical and theoretical essays, interviews, architectural proposals, technical explanations, and a collection of superb photographs of his pieces.1

Carlos Cruz-Diez is a Venezuelan painter and visionary artist. He was born in 1923 and has lived in Paris for many years. The retrospective exhibition of his works at the MFAH presented his research and showed how he expressed his discoveries in a variety of forms, most of which require the interaction of the viewer and in some cases are constructed as street installations designed for foot traffic. He has been a prolific artist his whole life.

One of the first sections to be translated was an essay by Héctor Olea, the Mexican art critic and co-editor of the catalogue, entitled “The Dialectics of Chrono-Chromatic Space.” Some expect essays of this kind to be turgid and recondite—the proverbial impenetrable thicket—and think that the main challenge for the translator is to stay awake. But in this case, there were attractions that helped me keep moving: interesting subject matter, new ideas to consider and explore, and a theatrical tone and style that helped illuminate the author’s descriptions. One particular sentence that conveys something of the dramatic style to which I am referring is: “From its utopian view, the seminal function of the avant-garde was to shut down traditional concepts of art.”
An essay of this kind is written in a serious mood that is accentuated by the formal language. When the writer is not talking about “the seminal function of the avant-garde,” he is discussing different moods and periods in art history, expressing himself in the theoretical language of art (which is never in a hurry) as he gradually zooms in on the work at hand. Scholarly and insightful, the material is unavoidably dense, so the translator must keep an eye on the smoothness of the flow while searching for exactly the right word. Here is a sample: “Is it possible that this proposal contains the beginnings of a dialogue between the provocative aspects of constructed formalism and a subjectivism of perception?” At the end of the essay, there is a photograph of two men astride a black motorcycle. The caption reads, “The author of this essay, Héctor Olea, and Carlos Cruz-Diez parking the motorcycle at the door of the artist’s workshop at 23, rue Pierre Sémard, Paris, France, April 2005.” They have evidently just enjoyed a very good drive and are smiling and laughing into the camera.

The next section of the catalogue was entitled “Four Situations Involving Color: A Conversation,” in which the exhibition’s curator, Mari Carmen Ramírez, interviews Cruz-Diez about his life and work. The mood here is very different from the previous essay, and the translator must make appropriate adjustments to his own perspective—going from analytical to interactive, conceptual to sparkling, academic to conversational. One of the many challenges and rewards of a project of this nature is that each section of the catalogue allows the translator to be a different kind of writer. The previous essay required the skills of an art history scribe, but now the translator becomes a memoirist. The interview begins at the beginning, and the Maestro is soon recalling events in his childhood that influenced him in one way or another: “I have several childhood memories in which color plays a leading role.” Cruz-Diez’s father owned a bottling plant near Caracas, and he remembers that one day at the plant “the sunlight from the windows streamed through the bottles of red liquid, casting colored shadows on the floor and infusing the space with color.”

Cruz-Diez tells Mari Carmen Ramírez about his schooling and how he became disappointed in his early paintings of landscapes and more traditional subjects. As Cruz-Diez describes his subsequent evolution, he explains how he was “trying to decide where I was going with regard to color and the artist’s social responsibilities.” Along the way, he mentions some extraordinarily interesting things—the translator’s lagniappe, as it were. “One day, when I was reading a book about [Diego] Velázquez and his times, I looked closely at his works and compared them with those of his contemporaries. It was clear that it wasn’t just about painting well; it was also about inventing painting. Las meninas [The Maids of Honor] was an invention, another point of departure. Until then, everyone painted from the outside looking toward the canvas, but this one was painted from the canvas looking out.”

When I Googled Las meninas, I saw what he was talking about, and felt that I had just understood something important about the implications of a major landmark in the history of art. It occurred to me that Cruz-Diez’s point was, in a way, relevant to what I was trying to do as a translator—looking at his words from the inside out, trying to see what he was seeing through his eyes, and then describing it in English.

The catalogue’s narrative arc now swooped in closer to the man himself in “The Early Work,” an essay by the artist. Here he is speaking in the first person (“Ever since I began my adventure as a painter...”) about his beliefs and principles and his evolution as an artist with a social responsibility—now the translator is a diarist/autobiographer. “I spent years painting the extreme poverty of the marginal barrios of Caracas, sublimating my angst and my expressive potential in the face of a reality that, as a painter, I was powerless to change.” Translating passages like this one created images and feelings that began to ease me into the artist’s mind as I shared his experiences, sensing his emotional reactions and following his lines of thought.

The next section of the catalogue returned to the interview between the artist and the curator, and in “Situation 2: Color into Space,” Cruz-Diez explains that, “I wanted to find a
way to use color so that it was not a painted testimony but a reality that expressed its own condition—that is, the reality of light.” He experimented with light until he was able to project color into space to create art with no support of any kind. His research into kinetic art led him to build structures that showed how color can change according to the position of the viewer. He discusses the process involved in the creation of his works: “…the edges of the perpendicular planes are painted white on one side and red, green, and even black, on the other. This treatment makes the first one appear pinker, the second one greener, and so on. My intention was to produce nuances that would reveal the subtle ranges of reflective color.” Again, these are dense texts, crammed with a great deal of information, so the translation must help the reader navigate the inflow by arranging the elements in reasonable, understandable sequences.

The lengthy interview takes a graceful stroll through the Maestro’s history. As it moves on from his early life and experimentation, he talks about technical matters, which were always an important part of his work. “During this period, polyester rollers were replaced by a technique involving the use of an air brush and lacquer, which achieved more consistent and even textures.” Some of the descriptions are a little reminiscent of industrial text translations, and the terminology is occasionally what one might expect to hear in a metallurgical workshop. He also talks in great detail about his process. “An intermediate space is created between the layers where light changes and in turn enriches colors and forms, encouraging the transition from a two-dimensional plane to the expression of a latent volume.”

Everything must have a name, and Cruz-Diez explains how some of his works got theirs. “The first name I gave them—I don’t know if it is written down somewhere—was ‘false prisms’ because, as an opaque support, they produced chromatic effects that were similar to prisms.” Where the writer goes, the translator must follow, with eyes and ears wide open. His voice was becoming familiar to me by now. I could hear his cadences as I read his words, and tried to keep something of those rhythms and tones in the English version. He is a thoughtful man, a contemplative man, one who explains things as he sees them in his mind’s eye.

“And so begins the myth-making process that all elemental experiences stimulate. Everyone tries to find meaning for what he or she cannot explain, and this quest leads to many levels of thinking, including ‘the aesthetic’.”

He first went to Paris in 1955 and loved it. “Things are neither too big nor too small. The streets are neither too wide nor too narrow. I can see people, I can see in detail what is behind or in front of me.” When translating his references to Paris, I wondered if it helped that I had been there. Though hardly a
critical factor, I decided that it certainly could not hurt, since it is always helpful to be able to picture the subject of the translation, to have a background to scour for shades of meaning that can be passed from one language to the other.

Toward the end of the book is the “Chronology,” which traces the Maestro’s career through a list of very brief facts and descriptions of events that were directly or indirectly involved in his life. Here, more so than in the rest of the book, great attention to detail was required to manage the multiple details and minutia. It was a relief to know that every word I translated would be scrutinized by the MFAH’s Publications Director, Diane Lovejoy. We communicated via “track changes” and got used to talking to each other in the margins of the texts, adding afterthoughts and new suggestions as ideas percolated and stewed over time. In one exchange, the first draft said, “[Certain works] exemplify the process, which allows color to be unencumbered by fixed forms.” My marginal note suggests, “How about ‘…which releases color from the tyranny of fixed forms’?” The accumulated familiarity with the subject matter, absorbed while translating the rest of the book, helped enormously in making sense of each item in very few words and, where possible and appropriate, in using the same mood as the section to which the incident referred.

Cruz-Diez is a thoroughly creative artist. When he could not find the tools he needed to produce his works of art, he invented his own and built them, so there is a section in the catalogue called “Machines and Tools.” Invented tools inevitably lead to new words and new processes to describe, and the translator must be attuned to the Maestro’s sense of technical precision as he discusses his toolbox. “The tape cutter had a scalpel knife mounted on a cartridge on bearings that moved on a tube that functions as a rail. This mechanism, designed to move horizontally, was mounted on a stationary wooden base that held the digital printing plate where the cuts were to be made.” The translator must be able to see this device in his mind’s eye so that he can describe it in English, and must possess the skills of a technical writer in order to do so. This section was actually good training for the “Glossary of Terms” at the end of the book, where everything is explained. “Section Folder: During the early years, the ‘U’-shaped aluminum sections were made with a metal folder, one fold at a time.” The reader may not grasp the specifics fully, but the description of the process must flow smoothly and make sense in the translation.

After eight months I felt quite at home in the extraordinary mind of Carlos Cruz-Diez, having been “on the road” with him, or so it seemed. I now felt perfectly comfortable writing statements such as: “I am a ‘visualizer’ of situations, a plastic researcher, and I believe that all human activity is simple and flows from elementary things; it only seems mysterious when one ignores its mechanisms or its principles.” Then one day I sent in the final revision to the last translation, and suddenly the project was over and out of my hands. Weeks went by and the whole experience slowly moved to the back of my mind. New projects bury earlier ones just as surely as new love edges the old. Winter came, then Christmas.

And then, in early February, my wife Lillian and I were “cordially invited to a reception and dinner celebrating the opening of Carlos Cruz-Diez: Color in Space and Time,” a retrospective of the artist’s work. We drove to Houston in an exuberant mood and, for me, the rest was history.

Notes

ATA Professional Liability Insurance Program

Administered by Hays Companies

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

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

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

To apply, visit http://ata.haysaffinity.com or call (866) 310-4297
Immediate, no-obligation automated quotes furnished to most applicants!
Die Frau mit den 5 Elefanten (The Woman with the 5 Elephants), a fascinating documentary of the life and work of translator Swetlana Geier (1923-2010), will be of interest to all translators, regardless of language pair or specialty. Geier was the famed translator of Fyodor Dostoevsky’s principal novels (“the five elephants”) into German, as well as of the work of many other Russian literary giants. The film, by Swiss director Vadim Jendreyko, has been widely acclaimed at European film festivals; unfortunately, it has drawn very little attention in Geier’s native Russia. It opened in New York on July 20, 2011, and can be purchased in the U.S. by libraries and educational institutions. A DVD is available in Europe, but will not be marketed in the U.S. until late 2011 or early 2012.

We modern translators, who are accustomed to counting our pennies by the word and our words by the hour, will find the film as slow-paced as is the “workflow” of its subject. But for Swetlana Geier (née Svetlana Ivanova), who lived on her university pension from her retirement to the age of 87, and kept translating until almost the very end, money was irrelevant. She was dedicated, heart and soul, to re-creating, in the minds of her German-speaking public, the experience of reading Russian literature. This does not mean she did not feel the pressure of time, however—she felt it acutely. When the interviewer asks her why, at her age, she works all day and into the night without taking breaks, she replies, “I am too old for breaks. I still owe life something.”

“I read a book until the pages are full of holes. I virtually know it by heart. Then the day comes when I can suddenly hear the melody of the text.”

—Swetlana Geier

Film Review: The Woman with the 5 Elephants

By Susan Welsh

Photo: Swetlana Geier, with her granddaughter Anna, looks eagerly out the train window en route from Germany to Ukraine, Geier’s first return to her homeland in 65 years.
There are many things that could be said about this film and Geier’s life, such as how it came about that a Russian girl living in Kiev with her parents ended up in Nazi Germany in 1943, and returned to the land of her birth only 65 years later, with her granddaughter Anna Götte and a film crew. For the story, I refer you to the film, limiting myself here to the subject of translation.

“**A Translation Is Not a Caterpillar**”

Geier finally goes back for a visit to Ukraine in 2008, when a school invites her to come and address the students. She tells the young people who are studying to become translators:

> When we translate, we have a book lying in front of us and we think the story starts in the top left-hand corner and finishes in the bottom right-hand corner. I had a wonderful teacher, and when I was translating something, she would say to me in German: ‘Stick your nose up in the air when you’re translating!’ In other words: ‘Raise your head, don’t look at the page.’ She insisted that this little girl not read along from left to right, but take in the whole sentence, raise her head, and then translate it.

That’s all. I have nothing more to tell you! In fact, I could leave again, right now, this evening. You see, that is the most important thing.

A translation is not a caterpillar, crawling from left to right. A translation always emerges from the whole. One has to make the text entirely one’s own. The Germans say it has to be verinnerlicht. You have to internalize the text, take it into your heart. Make it your own.

Back in Freiburg, Germany, where Geier lives, we see her at work with her two faithful collaborators, Hannelore Hagen (“A person who really knows German; that is a rare virtue.”) and Jürgen Klodt (“He is a musician and reads my translations aloud to me.”). Frau Geier sits with her Russian text and a dictionary in her lap, while Frau Hagen takes dictation on a typewriter (!). Sometimes the clackety-clack of the machine drowns out Geier’s soft voice and a phrase needs to be repeated. Geier is not translating extemporaneously, although it seems as though she is; she has read the book so many times that she knows it inside and out. “I know what is written on each page and how it will work. But on the evening before, I really look at the building blocks... I read a book until the pages are full of holes. I virtually know it by heart. Then the day comes when I can suddenly hear the melody of the text.” Then she is ready for the typist.

By the time Herr Klodt enters the process, the first draft is done: “Now we are really concentrating on words, pauses, and consistencies.” While listening to “the melody of the text,” Geier and Klodt argue, line by line, over the placement of commas, the subjunctive versus the indicative, and whether the “horses” referred to by Dostoevsky are coach horses or the horses upon which one rides. It is a miracle that the elephants ever made it to the printer!

“I am too old to take breaks. I still owe life something.”
—Swetlana Geier

Actually Human Translation

What lessons, if any, does this film hold for those of us who are not master translators of the world’s great literature? Geier, who had the good fortune of financial independence, had talents that developed during the course of a very unique life history. What about us, the translators of corporate annual reports or users’ manuals for refrigerators?

There is a reason our modern search engines are called “crawlers.” Like Geier’s “caterpillar,” they creep along from one bit of data to the next. However complex they may be, they are linear, unlike the creative human mind. If we translate like “crawlers,” we are justified in worrying about whether we will be replaced by machine translation! If all a human does is to translate each word and then line them up in a row according to some syntactical and grammatical rules, there is nothing uniquely human in the activity. A machine will be able to do it.

The electronic applications that have become the almost indispensable tools of our trade—translation memories, glossaries, online dictionaries, Internet research, machine translation—are of great value, but they can also make the work of translation more decorticated. Tired after a long week, have you ever sent off a rush job and asked yourself, “What was that document about, anyway?”
Film Review: The Woman with the 5 Elephants Continued

The story of Swetlana Geier’s life and work poses a challenge to all of us: do not fixate on the computer screen. “Stick your nose up in the air when you’re translating!”

Production Information
Die Frau mit den 5 Elefanten.
Directed by Vadim Jendreyko, 93 minutes (Mira Film of Switzerland with Filmtank Hamburg, ZDF/3sat, Schweizer Fernsehen, 2009). You can view the trailer at www.5elefanten.ch/Intro.

Note

Tips for cleaning up your online profile

A listing in ATA’s online Directory of Translation and Interpreting Services or the Directory of Language Services Companies can be one of your most valuable member benefits. With more than two-million plus hits a year, consumers and businesses have clearly learned to look at ATA’s directories first when shopping for professional translation and interpreting services.

Six Tips to Help You Make Contact

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

Make those updates online at www.atanet.org/onlinedirectories/update_profile.php.
In Memoriam

Jack Child
(From American University, June 21, 2011)

Jack Child, 73, died June 18, 2011. He was a professor of Spanish and Latin American Studies at American University in Washington, DC.

Jack was born in Buenos Aires, Argentina, and lived in South America for 18 years. Following graduation from Yale University, he entered the U.S. Army and served for 20 years as a Latin American specialist until his retirement at the rank of lieutenant colonel. While on active duty, he earned his master’s degree in Latin American area studies and a PhD in international relations, both from the American University School of International Service (SIS).

In 1980, he joined SIS as assistant dean. Later, he served as a professor in the Department of Language and Foreign Studies. Jack also served as director of the English Language Institute, and was a founding director of the Center for Teaching Excellence. Child’s research focused on cultural studies and conflict resolution in Latin America. In 2009, he was awarded the distinction of university professor. He was also a highly skilled Spanish translator and interpreter.

Jorge Dieppa
(From The Associated Press, July 22, 2011)

Jorge Dieppa, 57, was killed in Mexico on July 5, 2011, after being kidnapped. Three suspects have been arrested in Mexico in connection with his death. (Based on news accounts, Jorge’s kidnapping was not due to his work as an interpreter.)

Jorge had worked for the past seven years as an English-to-Spanish federal court interpreter at the U.S. District Court for the Western District of Texas. He was also a temporary part-time lecturer at the University of Texas at El Paso and a martial arts instructor. Jorge was a member of the El Paso Interpreters and Translators Association.

Jorge was born January 16, 1954, in San Juan, Puerto Rico. He graduated from the Massachusetts Institute of Technology with a degree in metallurgy. He also had a bachelor’s degree in theology and a master’s degree in linguistics.

Lewis Townsend
(From The Washington Post, July 1, 2011)

Lewis R. Townsend, 87, died May 27, 2011. He had been an ATA member since 2002.

Lewis joined the Foreign Service in the early 1950s, specializing in economics. Assigned to Saigon during the Vietnam War, he was also posted in Germany, Afghanistan, Israel, France, Venezuela, and Argentina before retiring in 1981.

In 1984, he and his wife co-founded the Trust for Museum Exhibitions, a company that organized fine art exhibitions to tour museums around the world. Lewis served as comptroller and interpreter, using his knowledge of French, German, and Spanish to translate business transactions and exhibition catalogues. Among his projects was translating Interview with a Cannibal: The Secret Life of the Monster of Rotenburg.

Lewis was a New York native and a U.S. Army veteran of World War II. He graduated from Columbia University and, in 1950, from Yale University’s law school. He returned to active military duty during the Korean War.
Like all entrepreneurs, I make mistakes, but I try not to make the same one twice. I am in the lucky position of working with a fantastic business partner, my twin Dagmar. Our long-term customers keep returning because they like our service, and we would like to keep it that way. However, some time ago, I failed to notice an important customer service issue. Dagmar stepped in and resolved the issue. As service providers, we need to ask ourselves, “If I were the customer, what would I want?”

A potential client from South America contacted me via e-mail. They were looking for a two-day escort interpreter for a trade show. I submitted a bid promptly, copying Dagmar on the message. Because I was unable to find any detailed client information online (their website was down), I asked for a 50% deposit, to which the potential client readily agreed. So far, so good.

No answer from the client.

Potential client: We would be happy to pay the deposit. My boss would like to pay via PayPal. Can you give me your account information so I can process the payment today?

Judy (early in the morning in Las Vegas): Thank you so much for your message. Unfortunately, we do not accept PayPal, but I will gladly give you the account information for both our American and European accounts, whichever is most convenient for you.

Judy (yawning): Hi, my dear twin! What do you mean? I just woke up.

Dagmar: I can tell. I am referring to your e-mail to the potential customer in South America. You told her we do not take PayPal. What’s wrong with you?

Judy: Well, we do not take PayPal last time I checked. Too many fees.

Dagmar: That’s true, but remember that we own this company. We can make exceptions when needed. We made a reasonable business request by asking for a deposit and the client was kind enough to agree. Now they make a reasonable request and you tell them that will not work. It is not like they want to pay us in seal fur or something like that.

Judy: You are right. I think I blew it.

Dagmar: Yep. If I were the customer, I would not want to work with us. They are offering us payment and you tell them “no, we don’t want your money.” Even if we have to pay some fees with PayPal, it is worth it. Let’s make this transaction easy for our potential customer. Please e-mail them right now and tell them you are sorry, etc.

Judy to customer: Please accept my apologies for my temporary confusion regarding PayPal. We will certainly process your deposit (thank you!) via this trusty international payment method. Our account information is XYZ. We would love to work with you and hope you will still entrust us with your project.

Potential client (five minutes later): Great! Payment is on the way. See you in a few months.

The lesson: find a way to make your customer happy, even if it might not be the ideal solution for you, as the provider, on all fronts. In this case, a $20 fee is a worthwhile business expense to secure this project. If you make a mistake, admit it and fix it promptly. The happy update: this customer is now a satisfied repeat customer.

This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Ideas and questions should be directed to judy.jenner@entrepreneuriallinguist.com.

Yahoo! Business Discussion Group

ATA members can discuss business issues online at the following Yahoo! group: http://finance.groups.yahoo.com/group/ata_business_practices. You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

Photo by Ulf Buchholz
Especially when you work on your own, incentives can be an important part of succeeding in business (and in life, for that matter!). It is important to figure out what kinds of incentives work for you so that you can use them to advantage. For example, you might encounter some of the following types of incentives in your business. (Disclaimer: I am not a social scientist, so I am sort of making up names for these!)

The appeal of getting something you want once you reach a goal. This kind of incentive could be intrinsic; for example, the feeling of accomplishment and success that you have when you finish a big project. Or it could be extrinsic; for example, you might create small rewards for yourself, like taking the evening off if you finish work early, or large rewards such as taking 50% of the money from a large project and spending it on a weekend away.

The fear of losing something you already have if you do not reach a goal. I recently read an interview with Four Hour Work Week author Tim Ferriss about his new book The Four Hour Body. Although I am a bit skeptical about the book’s claims (and as someone who loves to sleep, I am not even trying the two hours of sleep per night plan!), I thought that Ferriss had an interesting point about “Puritanical” (as he calls them) incentives. For example, Ferriss ponders why more health clubs do not operate on a payback plan, where you pay a certain amount of money at the start of the month and then every time you work out, you get some money back. So if you do not work out at all, you lose $400 a month, but if you work out 16 times or more, your membership becomes free. In the business world, you could put this into action by taking a chunk of money and putting it into an escrow account (which could be a separate bank account or an envelope in your desk drawer). If you achieve a certain goal by the deadline you have set, you get to spend the money on whatever you want. But if you do not reach the goal, you have to scatter the money in a park near your house, donate it to charity, etc.

Public humiliation or social pressure. Ferriss also talks about this type of incentive, and suggests that the money-back health club could take photos of its clients in their underwear, and if they do not work out often enough, post the photos on the health club website (!). I doubt that many people are dying to see photos of scantily clad translators, but public humiliation is a really good incentive. When I delayed and delayed in finishing the second edition of my book, I was so mortified by the number of people who kept asking about it (including in public forums) that the social pressure was a really good incentive to finish!

I think that the key here is figuring out what types of incentives or reward systems work well for you. For example, I am not very materialistic or very competitive, but I am very motivated to follow rules and to feel good about myself. When I have tried to come up with something to buy myself if I achieve a certain goal, I have a hard time even thinking of anything I want that much. But (and I admit that this sounds kind of juvenile!) when I did the Get Clients Now program (http://getclientsnow.com), I found that just the thrill of completing all 10 of my daily marketing actions and checking them off on a goal sheet was a huge incentive. Also, I find that feeling a certain way (less stressed, more productive, etc.) is a big incentive for me, whereas getting a physical item is not so tempting. I have been able to use these observations to help design incentives that really mean something for me! If you have any other thoughts on incentives for freelancers, please feel free to contact me at my blog.

Cata
After going through my GeekSpeak columns from the past few years, I realized that I have never even mentioned one of my most beloved tools: ApSIC Xbench! (I did not say that its name is my favorite feature!)

If you would like to do something with (almost) any file that has been processed in a translation environment tool (TEnT), this might be your new box of chocolates. But unlike what Forrest Gump’s mama always said, with this tool you will know what you are gonna get—and it is gonna be good.

The sweet idea is that you can load a large number of TEnT-specific files into Xbench, search them, export them into text or TMX (translation memory exchange) formats, or perform quality checks on them. And when I say a large number of file formats, this is what I mean:

- Tab-delimited text files (*.txt)
- XLIFF files (*.xlf, *.xliff, *.xliff)
- TMX memories (*.tmx)
- TBX/MARTIF glossaries (*.xml, *.tbx, *.mtf)
- Trados exported memories (*.txt), MultiTerm 5 glossaries (*.txt), MultiTerm XML glossaries (*.xml), TagEditor files (*.txt), Word uncleaned files (*.doc, *.rtf), Trados Studio files (*.sdlxliff, *.sdlproj)
- SDLX ITD files (*.itd), translation memories (*.exp)
- STAR Transit 2.6/XV directory tree
- PO files (*.po)
- IBM TranslationManager/ OpenTM2 exported dictionaries (*.sgm), installed and exported folders (*.fp), exported translation memories (*.exp)
- Wordfast memories (*.txt), glossaries (*.txt)
- Wordfast Pro TXML files
- Déjà Vu XIdiom files (*.wsprj, *.dvprj), translation memories (*.wstm, *.dvmdb)
- Logoprt RTF files (*.rtf)
- Microsoft software glossaries (*.csv)
- Mac OS X glossaries (*.ad)

If you do not know what some of these formats are, do not fret. Once you encounter a bilingual file format, simply check to see whether it is part of this list and, chances are, it will be.

For each of these formats the same thing applies: you can load them into Xbench—depending on the size of the file(s), the initial loading process might take a minute or two—but once they are loaded, Xbench runs in the background and allows you to search the content of these files from within any Windows application. All you need to do is highlight a word or a phrase, press the CTRL+ALT+INSERT key combination, and within milliseconds, the tool can search hundreds of thousands of lines to show you the appropriate matches.

If you find a certain set of formats hard to work with, or if your TEnT does not support a certain format, export the loaded files to TMX. Your tool will support that. They all do.

Or, just as easily, you can perform quality checks on all of these formats. What are quality checks? These are essentially checks for formal errors that a computer can easily identify. These include untranslated segments, segments with inconsistent translations, segments with an identical source and target, segments with tag or numerical errors, or segments with double spaces. It is also possible to upload a glossary and check the usage of the terms in the glossary against what was used in the project (depending on how flexion-happy your languages are, this feature might or might not work well). It is also now possible to load dictionaries to spell-check your files.

Is this just a tool for the über-geek? The three or four different language services providers for which I have worked within the past month or so that required the use of Xbench did not seem to think so. They treated it almost on equal footing with Microsoft Word or a browser.

Before the latest version of Xbench was released, the development team actually queried the translation community about what kinds of formats were still needed, and as far as I know, virtually all wishes were granted (mine was!). No wonder, the doubters might say, considering the ridiculous prices that we pay for software nowadays. Well, not for this tool. Amazingly, it is (still) free!

You can find this sweet treasure box at www.apsic.com/en/products_xbench.html. You might also want to attend Riccardo Schiaffino’s presentation on Xbench at this year’s ATA Annual Conference in Boston (LT-9 “Xbench: A Free Tool for Terminology and Quality Assurance”). And, as my buddy Forrest says, that is all I have to say about that.

American Translators Association 52nd Annual Conference
Boston, Massachusetts
www.atanet.org/conf/2011
For visitors to Sweden who want more than a super-basic dictionary, the *Hippocrene Swedish Practical Dictionary: Swedish-English/English-Swedish* is a good option. Given the dictionary’s compact size, it still manages to cover many of the words one might need when spending time in Sweden.

I suspect that Hippocrene is not the first publisher people go to when looking for a Swedish dictionary, so I think the *Hippocrene Swedish Practical Dictionary: Swedish-English/English-Swedish* will be purchased by those who are already familiar with other Hippocrene dictionaries, which are generally well-rated on Amazon. (For instance, Hippocrene published a comprehensive dictionary for Swedish-to-English in 2009, which earned five out of five stars on Amazon.) Swedish dictionaries published by Berlitz and Prisma are more popular and receive more reviews on Amazon. Unfortunately, the *Hippocrene Swedish Practical Dictionary: Swedish-English/English-Swedish* has not yet received any rating on Amazon, so I hope customers will not skip over it due to a lack of marketing. Once people hold it in their hands, I believe they will not be disappointed.

**Components**

**Introduction:** I have taught Swedish as a second language to teenagers and adults on and off during my 10 years in the U.S., and found this dictionary’s introduction to Sweden and the Swedish language one of the best I have ever read. The introduction portrays a country with a unique but very European culture based on a specific environment and political, economic, and social history. Sweden ranks high on human rights and democracy, is immigration- and asylum-friendly, and has a well developed social welfare system supported by high income and sales tax. The introduction also addresses the Swedes’ love of compound nouns, word stress, and the typical Swedish “sing-song” melody. It also explains that pronunciation varies in different regions of the country, advising readers simply to “listen to native speakers and imitate their tones cautiously, realizing that regional and personal differences exist.”

**Symbols and Abbreviations:** Abbreviations and symbols are included to indicate useful information about a word or expression, such as “contraction,” “expression,” “oneself,” and “vulgar.” Words are also followed by short grammar notes in brackets.

**Pronunciation:** This dictionary does not provide a phonetic spelling for each word listed; there is only a general introduction to pronunciation in the first three pages. As a student of languages who has never learned the phonetic alphabet, I still get a lot from this dictionary and truly appreciate the three pages of pronunciation instruction. Instead of a phonetic spelling, each stressed vowel in a Swedish word is marked for easier pronunciation. The three-page pronunciation guide provides good examples of pronunciation, with references to English, French, or German words. The guide is divided into vowels, consonants, and special cases such as “sh,” which is a unique consonant combination for Swedish. As a teacher of Swedish as a second language, I would definitely use this pronunciation guide in my teaching.

**Entries:** The main part of this dictionary consists of about 16,000 Swedish-to-English entries and about 16,000 English-to-Swedish entries.

**Contents**

It is clear that this is a new dictionary with a bias toward American
Dictionary Reviews Continued

English, with the inclusion of terms germane to the new Sweden (i.e., tourism, sports, immigration, education, the European Union, and information technology). The dictionary is targeted to native speakers of American English, so it follows American spelling and vocabulary practice.

I found all of the words I would expect to find as a tourist, businessperson, or student, including “youth hostel,” “student housing,” “Internet café,” “guided tour,” “sightseeing,” “allergy,” “rental car,” “embassy,” “health insurance,” “seminar,” and “business center.” The dictionary also includes terms from many countries such as Iraq, Afghanistan, Japan, and China.

Some of the entries I was happy to find included “blog,” “websites,” “e-zine,” “e-business,” “e-book,” “funicular,” and the names of many Swedish and American political and nonprofit organizations. I did not find “webinar,” which is an increasingly popular term among students and businesses.

The dictionary provides synonyms for most words, but does not include dialects and social register. It does indicate usage and technical field, thanks to the many abbreviations for usage and grammar.

**Overall Evaluation**

The only negative I found was that the main entry word is not indicated in blue type—a plus in reviews of many other dictionaries—but it is in bold. The typeface is small but fully legible. I found no spelling errors among the words I read. There are no illustrations or appendices, but this is a compact dictionary. One thing I did find confusing, however, is that the dictionary claims to have 28,000 entries, but in the introduction it says that there are approximately 16,000 entries in each direction, which would make 32,000 entries.

The advertising synopsis claims that Sweden is one of the world’s most politically and economically successful democracies. As a Swede, I can agree with this statement, but this might appear to be quite a strong claim to an American. It also claims that Sweden is one of the top 20 tourist destinations in the world, which is news to me and probably to many Americans as well. The synopsis further states, and I agree fully, that this dictionary is perfect for businesspeople, travelers, and students.

I would definitely choose the *Hippocrene Swedish Practical Dictionary: Swedish-English/English-Swedish* over more popular, thinner dictionaries. It is pocket-sized and contains every word you might need as a businessperson or student, and more than you would need as an occasional tourist. The high quality of the entry selection can be credited to the author, Harald Hille, who has 25 years of experience as a translator for the United Nations.

Tess M. Whitty is an English→Swedish translator living in Park City, Utah. She runs Swedish Translation Services and specializes in software localization, marketing, and business communication. She is the president of the Utah Translators and Interpreters Association, and is the language chair for ATA’s new English→Swedish certification exam. Her professional and educational background is in international marketing and business communication, and she also blogs about translation, marketing, and freelancing. In addition to ATA, she is a member of several local translation chapters and the Swedish Association of Professional Translators. Contact: tess@swedishtranslationservices.com.
**ATA Certification Exam Information**

**Upcoming Exams**

**Massachusetts**
Boston
2 Sittings
October 29, 2011
Registration Deadline: October 14, 2011

All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA’s website or from Headquarters.

---

**New Certified Members**

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

- **German into English**
  - Janet Rubin
  - Yeerongpilly, Australia

- **Russian into English**
  - Nina Chordas
  - Juneau, AK

- **Spanish into English**
  - Matthew Howard Guidera
  - Lauderdale-By-The-Sea, FL

- **English into Italian**
  - Lauretta Navarra
  - Rome, Italy

- **English into Spanish**
  - Arturo A. Delgado
  - Fishkill, NY

**Active and Corresponding Membership Review**

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

- James R. Patrick
  - Marysville, OH

- Patricia Pedraza
  - Flemington, NJ

- Katherine L. Stewart
  - Tampa, FL

- Mariza M. Vogel
  - Chicago, IL

---

The ATA Chronicle  ■  September 2011  41
It might be hard to point to any specific activity on the Allied side involving translators or linguists that helped shorten World War II. The Translation Inquirer has been thinking about this after receiving an invitation to now-famous Bletchley Park, the formerly secret base about 50 miles northwest of London where cryptologists cracked the Enigma machine and deciphered Dolphin and Mustard, both codes developed by the Third Reich. I will be very alert to the partial role linguists may have played in this monumental, invisible 1940s battle of the minds and report back to ATA members. Read Richard J. Aldrich’s GCHQ if you cannot wait to find out.

New Queries

(E-Po 9-11.1) Here is a hardware query, the problematical term being in the middle of the list: “Drill type (e.g., core, reverse circulation, open-hole hammer, rotary air blast, auger, Bangka, etc.).” If I had been the poser of the query, I would have asked about the Bangka as well.

(E-R 9-11.2) The final nine words of this medical query were tricky for the translator: “A thromboembolic event cannot be excluded with certainty solely on the basis of an increased D-dimer concentration being within the reference range of ostensibly healthy persons.” If you are capable of good medical Russian, go for it.

(E-Sp 9-11.3) The phrase “Costs in the middle- and bottom-line profit” was particularly puzzling for a translator going into Spanish. The Translation Inquirer confesses to never having heard of “middle-line profit,” but knows that if the financial community can invent some of the weird derivative securities it has in recent years, then such a profit also can be hatched and find its way into business texts.

(G-Po [E] 9-11.4) In surgery, what is ein freier mikrovasculärer Großzehen-Wrap-Around?

(G-Pt [E] 9-11.5) EG-Abgas-Stadzyklus seems pretty straightforward, but the task here is to render it into good Brazilian Portuguese. Try it if you can.

(G-Sb [E] 9-11.6) With some of the wackiest context prose surrounding it that I have ever seen, this query will be memorable for years: Bergsteigerschnürung [as a component of high-heel boots] …extravagant, …einfach BUR-LESQUE…! What is this feature that will make the reader hurry to the shoe and boot shop?

(I-E 9-11.7) The translator was not sure whether to translate la comparsa di constituzione as “statement of defense” or “deed of appearance,” but presumably it is one or the other. The phrase appears in the following: Letta la comparsa di costituzione di X, gli attori contestano le affermazioni avversarie secondo cui il brevetto…

(I-Sp [E] 9-11.8) This query comes from the field of power generation and photovoltaic plants. The phrase comunque denominato became a sticking point in the following paragraph: qualora sia necessaria l’acquisizione di un solo provvedimento autorizzativo comunque denominato, l’acquisizione del predetto provvedimento sostituisce il procedimento unico di cui all’art. X del decreto legislativo XXXX. What is it?

(R-E 9-11.9) In this query, “1 rp.” is not going to mean what you think it does. It appears in a table regarding tuberculosis treatments. In the table, the weights per kilogram regarding tuberculosis treatments are in another column. The “1 rp.” appears next to the names of each of three treatments whose effectiveness is being investigated in the study.

Replies to Old Queries

(E-R 6-11.4) (flux capacitors): Any Russian scientific-sounding phrase that calls up associations of a made-up time travel engine will do, says Anne Fisher. The device’s engine is a nuclear reactor that is fueled by household waste. This is part of the culture of the Back to the Future movies. However, Anne herself is not offering a Russian equivalent to the term.

(F-E 6-11.5) (réduire à merci): Amy Lamborn rejects any notion of a literal translation. Instead, she suggests “…what is worse, the shaken enemy is not being brought to its knees.”

(R-E 4-11.9) (мал мала меньше) Anne Fisher says that in reference to a
multi-child family, the best rendering is “a lot of children, each one smaller than the last.”

(Sp-G [E] 6-11.10 (retención especial en cuenta): Fausta Wertz replies that the action taken here is to place a lien on the account for the amount of the fraudulent transfer.

I could not avoid having a hollow feeling when I looked through the final third of the July issue of this magazine and did not see my column. The deadline for submission for the July issue came and went while I was still recovering from my recent surgery. I could no more have submitted my column than run a marathon at that point.

Still, it was only the third time in over 18 years that a column was missed. Remember, it is primarily your column rather than mine.

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821. E-mail address: jdecker@uplink.net. Please make your submissions by the first of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is gratefully acknowledged.

American Translators Association 52nd Annual Conference
Boston, Massachusetts
www.atanet.org/conf/2011

Sponsorship Opportunities
Don’t miss this unique opportunity to promote your company to over 1,800 attendees while providing invaluable support to the translation and interpreting fields. Attendees will include freelance and in-house translators and interpreters, language services company owners, and clients. ATA wishes to thank the following sponsors who have already signed up for their contribution to the Annual Conference (list current as of July 19).

Platinum
GeoWorkz, Inc.
www.geoworkz.com

Bronze
Corporate Translations
www.corpransinc.com

National Language Service Corps
www.nlscorps.org

Routledge
www.routledge.com

Gold
SDL
www.translationzone.com

Hays Affinity
https://ata.haysaffinity.com

Wordfast
www.wordfast.com

Silver
Kilgray Translation Technologies
www.kilgray.com

For more information on how you can sponsor an item or event at ATA’s 52nd Annual Conference, October 26-29 in Boston, Massachusetts, please contact ATA Public Relations and Marketing Manager Caron Mason at caron@atanet.org or +1-703-683-6100, ext. 3003.
• The 2011-2014 Council of the International Federation of Translators (FIT) includes the following ATA members: Denis L. Bousquet, Jiri Stejskal (first vice-president), and Izabel Arocha (secretary general).

• Nanette Gobel has published two articles in aiaConnect, the online newsletter of aiaTranslations LLC (www.makeglobalmeanglobal.com/aiaConnect).


• Nataly Kelly has launched The Interpreter’s Launch Pad, a free monthly e-newsletter designed to bring resources and tips to professional interpreters (launchpad@interprenaut.com).

• Kathleen Shelly has been appointed to the board of directors of the National Association of Judiciary Interpreters and Translators.

• Cristina Silva, a Portuguese translator in Boulder, Colorado, completed 125 hours of interpreter training at Agnese Haury Institute, University of Arizona, in June 2011.

• Benjawan Poomsan Terlecky’s book, The Interpreter’s Journal, has been awarded the Asian Book Publishing Award for Best Book/Best Writer for 2011. The Asian Publishing Awards recognize achievement in the development of successful business models using multimedia channels.

---

**New 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 Linguisit**
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
Some people believe that, because of nature or nurture or both, men and women think, speak, and write differently, and that it is therefore an act of sexual imperialism for a man to translate anything written by a woman. The topic is certainly grist for academic writers, and is covered in such books as Sherry Simon’s Gender in Translation: Cultural Identity and the Politics of Transmission (Routledge, 1996). There is at least one scholar, Kacey Liu Jianwen, a lecturer at the Chinese University of Hong Kong, who is a specialist in both translation studies and gender studies, and who has written several papers discussing the connection between the two.

One obvious difference between male and female language in polite Western society occurs in the use of taboo words. At least until recently, genteel women, and men in the presence of genteel women, were not supposed to speak “barnyard” language. According to Jack Thiessen, whose article, “Playing Word Doctor Behind the Barn,” appears this year in the Journal of American Folklore (124, 492: 118-122), this rule affected the actual barnyard language used by his mother and father on their farm. For example, when milking a cow, “The cow’s teat or tit was a Tett to my father but a daintier Strijch (digit) to my mother” (page 118).

Thiessen is professor emeritus of German at the University of Winnipeg, an expert on the Mennonite dialect Plautdietsch, and a frequent contributor to this column. His father was a Nippanja, that is, someone who spoke Peadshocksproak (coarse barnyard language), while his mother was never prost (vulgar). Nippanja comes from the Nippa (Dnieper) River, the site of Mennonite Old Colony settlements in what is now Ukraine.

When my mother referred to a dilemma by various terms, my father asked her if she meant tweschna Groow enn dem Mesthupe (between the gutter and a manure pile). If things on our farm went very wrong, which they did an average of three times a day, my mother stood aside, contemplating and having a word with God. My father chose a different approach. He revved up his temper, which served as a hydraulic hose to fuel his strength, which in my imagination easily matched that of Samson or Goliath. Then he cursed the circumstances that had brought him to southern Manitoba. His text read, Hiea sett wie aum Oaschloch vonne Welt, woa jieden Dach aules mett dem Hinjarenj veropp moazhenn jeiht (Here we sit in the asshole of creation where things daily go ass-end first into the arse) (page 119).

Those interested in this subject are invited to read Professor Thiessen’s entire article. I will close this column, pedant that I am, with an actual scholarly paragraph from that article:

Taboo vocabulary is as old as language but is generally closely related to human superstition. Hardly any Mennonite knows that the original term for a bear was ursus and even fewer know when Boa or dee Jriesa became commonplace. (In English he is called a bruin and many other terms of endearment.) This has to do with ‘call the devil by his name and he will appear,’ and so, to discourage the bear from appearing—after all, the animal was a dreaded visitor to both cattle and people alike in pre-weapon days—he was called by a supplicating name, which he was not meant to understand. Every language practices appeasement toward those posing a threat to farmyard stock like the devil or wild animals, but no one does it better than the Russians, who have an array of vocabulary to keep the bear at bay; Medved (honey eater) and kosolopji mischka are some terms to induce him to stay away. [Kosolopji means ‘having big feet and walking ponderously’; mischka, a diminutive of the name Michael, is colloquial for teddy bear; therefore the phrase means ‘big-pawed teddy.’] It is not different with the wolf, originally lupus, who has been called every appeasing term imaginable but not by his original name (pages 121-22).
Volunteers Needed

The National Language Service Corps (NLSC) is a public civilian organization made up of on-call multilingual volunteers willing to offer their diverse language skills to help communities and government agencies. The organization’s goal is to provide and maintain a readily available civilian corps of individuals certified in English and other languages. To find out more or to apply, please visit nlscorps.org.

Business For Sale

Interpreting/Translation
Washington, DC metro
Email: languages.va@gmail.com

Interpreting Equipment Rental

Transmitter/Receivers
Weekly or Monthly
Landmark Audio Technologies
Call 888-677-4387

Reserve your Spot today!

Did you know?

- 60% of readers turn to The ATA Chronicle as their primary source of information about the translation and interpreting professions.
- 81% of subscribers read the advertisements in The ATA Chronicle.
- 36% of readers BUY products in The ATA Chronicle advertisements.

Increase your company’s visibility by placing an ad in The ATA Chronicle.

Contact: Caron Mason, CAE
+1-703-683-6100
EXT. 3003
caron@atanet.org

ATA’s 52nd Annual Conference program and registration form are now available online: www.atanet.org/conf/2011. Take a look at the depth and breadth of over 150 educational sessions, the multitude of networking opportunities, and the exhibits that are a part of ATA’s 52nd Annual Conference, October 26-29, 2011, in Boston, Massachusetts. See you there!
Upcoming Events

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

for a more comprehensive look at upcoming events.

**September 30-October 2, 2011**
Florida Interpreters and Translators Network
International Translation Day Seminar at Sea
http://myfitnet.org/News___Events.html

**September 30-October 2, 2011**
International Medical Interpreters Association
Annual Conference
Boston, MA
www.imiaweb.org

**October 1, 2011**
Michigan Translators/Interpreters Network
Regional Conference on Interpreting and Translation
Novi, MI
http://mitin.org/conference

**October 7-8, 2011**
Tradulinguas
International Legal Translation Conference
Lisbon, Portugal
www.tradulinguas.com

**October 20-22, 2011**
American Medical Writers Association
71st Annual Conference
“Writing Our Future”
Jacksonville, FL
www.amwa.org

**October 21-23, 2011**
California Federation of Interpreters
9th Annual Continuing Education Conference
San Francisco, CA
www.calinterpreters.org

**October 26-29, 2011**
American Translators Association
52nd Annual Conference
Boston, MA
www.atanet.org/conf/2011

**November 12-13, 2011**
German Federal Association of Interpreters and Translators
Seminar: Anatomy for German<>English Translators
(Parts 3 & 4)
Mannheim, Germany
www.bdue.de

**November 18-20, 2011**
American Council on the Teaching of Foreign Languages
Annual Convention and World Languages Expo
Denver, CO
www.actfl.org

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

---

**Professional Liability Insurance Program**

Protect yourself and your career with comprehensive coverage designed exclusively for the translating/interpreting industry.

**Program Highlights:**
- Coverage for Translation and Interpreting Services Including:
  - Editing
  - Typesetting
  - Desktop Publishing
  - Printing and Proofreading
  - Computer Software Localization
- Coverage for Contingent Bodily Injury and/or Property Damage
- Coverage for Work Performed by Subcontractors
- Coverage for Claims Due to Failure to Meet a Deadline
- HIPPA/HITECH Coverage Option

To apply, call (866)310-4297 or visit us on the web at:
http://ata.haysaffinity.com

Hays

Exclusive Administrator of the ATA Professional Liability Insurance Program
coming soon

NOW STARRING:
EASY REVIEW       BETTER TRANSLATION       HIGH SPEED

SDL | Trados Studio 2011

the world’s most popular translation software

COMING TO YOU
SEPTEMBER 2011!

www sdl com ata2011