In this issue:

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April 2012

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From the Executive Director
Our Authors  April 2012

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www.star-group.net

31 University of Arizona
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nci.arizona.edu

5 University of Chicago–Graham School
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According to theoretical models of business growth, the development of a typical small enterprise can be broken down into five approximate phases: establishment, survival, success, take-off, and maturity. ATA members who do business in the translation and interpreting industry need support and appropriate tools for each phase, and we work continually to improve these offerings.

During the establishment phase, a linguist who is new to the business may have fairly basic questions and may also feel a bit overwhelmed by the detailed technical discussions in online forums. Over the years, ATA has compiled an impressive collection of articles to answer newcomer questions. While some of them can be found under the “Careers” tab of our website, other resources, such as the Direct Client Outreach Kit, are harder to discover. In the context of the website redesign project that is currently underway, the Business Practices Education Committee has been working to find a more accessible structure for these materials. At the same time, the Mentoring Committee is developing new ways to bring together newcomers to the profession and experienced linguists.

Once the business has grown its first roots and enters the survival and success phases (typically after three to five years), questions begin to change and linguists pay closer attention to increasing specialization, better client management, and career development. In these phases, the discussion in the Business Practices forum can provide new insights and incentives. (See the list below for instructions on how to join.) A new resource, The ATA Guide to a Translation Services Agreement, is an example of another tool that can be flexibly adjusted to the needs of members. (See the article on page 10 in this issue.) The guide is built as a modular kit and intended to assist with negotiating optimal contract terms for projects. Each contract clause is accompanied by detailed comments to explain their function. A similar guide to an interpreting services agreement would be highly desirable, and we welcome your feedback for enhancing business education for interpreters.

Interpreters or translators whose business has made it to the take-off phase (typically after a decade of hard work) tend to be highly specialized and very experienced in the market. They may no longer be interested in working under any condition, but are instead looking for work that is interesting and challenging enough to allow for further learning. Areas of specialization should be reflected in your online directory entry, which allows for selecting multiple fields and is searched by potential clients thousands of times a month. At this stage of your career, you may also start to look for other areas into which to branch off and for ways to fine-tune your reputation through publications, webinars, and presentations. ATA members with businesses in the take-off and maturity phases are particularly involved in policy-making, certification, and public relations. Their advisement of newcomers and efforts to pass on what they have learned appropriately close the cycle.

As always, your comments and suggestions for adding to ATA’s business toolkit are welcome and much appreciated.
Like many of you, I work alone. I have no officemates other than the cat, and my daily office attire hardly qualifies as business casual. Getting out of my cave is important, and ATA’s Annual Conference affords me the opportunity to socialize. But the attraction of the conference goes well beyond the social aspects; it is a chance to leave the darkness of habit and learn new tricks.

As a veteran ATA conference attendee, I am constantly amazed at the breadth and depth of session offerings. Of course, until recently, I was oblivious as to how such an impressive range of speakers was cultivated. Now, in the driver’s seat, I see where a great deal of this talent comes from: divisions. In addition to the much-vaunted division distinguished speakers, these groups—all volunteer—put together entire session tracks focused on their slice of expertise, be it a language or specialty.

As I write this, the first proposals are arriving on my desk, and, like a dieter at a groaning smorgasbord, I can already tell that I will have a hard time choosing. Subjects are as varied as Amyotrophic lateral sclerosis research and genetics, with everything from drug abuse and wind energy to wine in between. And that is just the beginning. Discussions on division listservs are lively, with people answering the question “What would I like to learn at the conference?” with ideas for inventive, entertaining, and informative presentations.

Divisions also account for the lion’s share of social events, with dinners and receptions peppered throughout the conference week. San Diego will afford them the opportunity to spill out of the hotel into the nearby Gaslight District, as well as onto the water itself.

If you are not active in a division already, now would be a great time to sign up for a listserv and join the conversation. If you prefer to make your acquaintances non-virtually (or if you want to formalize those virtual relationships), the Division Open House is just the ticket. And save some room for dessert: we are planning other events like the ever-popular Speed Networking Session and the Afterhours Café, as well as a couple of surprises that I cannot tell you about quite yet.

The only other trick up my sleeve is to look at ways to leverage technology where it makes sense in terms of both enhancing the attendee experience and reducing dead trees—think PDF instead of printout. And there is also a cost benefit in cutting down on paper and printing.

We will continue to sift through the proposals and select the best ones to fine-tune the program in the coming months, so that we can offer you a professional experience that meets and exceeds your expectations. All you have to do is mark your calendar for ATA’s 53rd Annual Conference in San Diego, October 24-27, 2012.

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From the President-Elect
Caitilin Walsh
cwalsh@nwlink.com

... In the Details

I am constantly amazed at the breadth and depth of session offerings at ATA conferences.

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American Translators Association
53rd Annual Conference
San Diego, California
October 24–27, 2012
www.atanet.org/conf/2012
Translation and interpreting expenses were the core issue for a recent U.S. Supreme Court case. On February 21, I attended the oral arguments for Kouichi Taniguchi v. Kan Pacific Saipan, Ltd. at the U.S. Supreme Court.

The question before the court is the reimbursement of translation expenses when the U.S. code says interpreting expenses will be reimbursed. Until now, the lower courts’ interpretation and general practice has been to reimburse the winning party for translation expenses as part of the covered interpreting expenses.

For background, in November 2006, Kouichi Taniguchi, a Japanese professional baseball player, fell through a wooden deck during a tour of the Marianas Resort and Spa in the Northern Mariana Islands. Two weeks later, Taniguchi sued Kan Pacific for negligence and for losses suffered because of the accident.

The district court awarded summary judgment to Kan Pacific and awarded Kan Pacific litigation costs, including translation costs for documents translated from Japanese into English. The district court included these costs because it considered “compensation of interpreters” as including compensation for document translation. Taniguchi appealed to the U.S. Court of Appeals for the Ninth Circuit, citing the difference between interpreting and translation. The court, however, affirmed the award for the document translation and denied Taniguchi’s petition for a rehearing. Taniguchi subsequently appealed, bringing the case to the U.S. Supreme Court.

The discussions in the hearing focused on the U.S. code, state codes, definitions, and common usage. There was no direct mention of ATA, but there was a reference to professional associations in regard to the distinctions between translation and interpreting.

During the hour-long hearing, each side stated its case with the nine justices looking on and firing off questions and comments, which each counsel had to field while working to finish his statement. Here are some notable comments:

- In almost all of his statements, Kan Pacific’s counsel used the term “oral translator” for interpreter.
- Chief Justice John Roberts noted that interpreting and translation are different, but he did not want to prejudge the case.
- Justice Antonin Scalia pointed out that when he opens a book to the fly page, he sees John Smith followed by “, trans.” and not “, inter.” He added there is a difference.
- Justice Samuel Alito asked Kan Pacific’s counsel about common usage. He asked if you did a search of 100 articles (where interpreting was involved), how many times would they use translator instead of interpreter? Justice Alito ventured there would be very few cases where that would be the usage. The point being there was a difference.
- Justice Sonia Sotomayor asked why we do not just follow the lower courts’ practice of including the reimbursement of translation expenses under the category of interpreting expenses.
- Chief Justice Roberts responded that while interpreting expenses may be minimal, translation expenses can really add up, citing a major patent case. His point was that while some lower courts have disallowed or cut the reimbursement of translation expenses as being unreasonable, the court needs to decide on this point so that it will no longer be a matter of lower court discretion.

The justices are expected to rule on the case by July. The complete transcript of the hearing can be found at www.supremecourt.gov/oral_arguments/argument_transcripts/10-1472.pdf.

Regardless of the outcome, this case spotlights, on a national level, the importance of translation and interpreting and the distinctions in these professions. Furthermore, ATA was cited as an authority, noting among ATA’s publications the Getting It Right booklets (www.atanet.org/publications/getting_it_right_trans.php; www.atanet.org/publications/getting_it_right_int.php). We will keep you posted on the ruling.

Scam Alert Websites

Federal Bureau of Investigation
The Internet Crime Complaint Center
www.ic3.gov

National White Collar Crime Center
www.nw3c.org
Transit\textsuperscript{NXT}

Context-Sensitive Translation and Localization

The sentence is a self-contained linguistic unit – but that doesn’t make it a self-contained unit of meaning. Translators read sentences in the source text, but can only translate them appropriately if they can see and understand the content in context. That’s why Transit\textsuperscript{NXT} employs a reference material-based approach to translation memory – unlike other translation memory systems, which use an exclusively sentence-based database. Transit\textsuperscript{NXT} reference material preserves document intelligence and context. A unique approach that has proven to be successful for over 20 years.

Reuse Guaranteed

The translation memory is stored as a file in an XML structure with attributes. The result is language pairs that are used directly as the translation memory (Transit\textsuperscript{NXT} reference material). The translation memory can be used in a targeted, efficient manner, is easy to manage, and guarantees ultimate performance, even when project volumes increase.

Context Counts

Quality problems due to lack of context are a thing of the past. The technique used in Transit\textsuperscript{NXT} of linking the source and target documents at the sentence, paragraph, or section level allows translators to consult the context of the fuzzy suggestions, concordance suggestions, and terminology suggestions in a process called Dynamic Linking. This proves all the more valuable when translation results are already being used to create source content. In this case as well, contextual reference in the Transit\textsuperscript{NXT} reference material ensures that the writer chooses appropriate sentences for the specific context. Thus the correctness of the subsequent translation is already ensured at the writing stage.

Corporate Wording with a Click of the Mouse

An integral part of Transit\textsuperscript{NXT}, TermStar\textsuperscript{NXT}, is an ideal tool to help translators and terminologists manage specialized technical terminology: With the click of a mouse or button, terminology entries are compiled into dictionaries. The sophisticated technology of TermStar\textsuperscript{NXT} allows simultaneous searching in decentralized, local dictionaries and databases and in centrally maintained terminology resources via WebTerm.

Your Advantages at a Glance

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- Configurable text-length restrictions
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- Broad range of quality assurance features
- Project management at a glance with Transit Project Browser
- Networked teamwork with different work models
- Integration into workflow and machine translation
- Support of exchange formats such as TMX/TBX/XLIFF/MARTIF

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Freelance translators have to take on a number of tasks that would normally be handled by separate departments in a large company. Marketing, taxes, and how to get your foot in the door with direct clients are all part of the business side of working for yourself. So are translation contracts and agreements.

It is not easy. Freelancers do not have legal departments dedicated to protecting their interests or lawyers to negotiate airtight contracts. But what they do have is the experience of their colleagues.

Drawing from the collective knowledge of independent contractors and translation company owners, a group of volunteers working through ATA’s Business Practices Education Committee has developed The ATA Guide to a Translation Services Agreement to assist translators in drafting contracts. The guide covers terms and conditions for a working agreement between a freelance translator and a translation company. It is one of a growing number of practical business solutions ATA provides its members.

The guide is now available as a free download from ATA’s website. Take a minute to check it out at www.atanet.org/careers/translation_agreement_guide.pdf.

What It Is

The guide covers terms and conditions for a working agreement between a freelance translator and a translation company. It is designed to provide guidance in creating the type of standing agreement typically formalized between a freelancer and a translation company or an agency, but it may also be adapted to the needs of a translator establishing an ongoing relationship with a direct client.

The guide outlines such clauses as compensation and payment, delivery, quality assurance, ownership of translation, confidentiality, non-inducement/non-solicitation, indemnification, dispute resolution, and choice of law. It is presented as a two-column table, with sample clauses on the left and explanatory comments on the right. The comments clarify the intent of the language used in each clause, and some comments provide links to more information. (See Figures 1 and 2 on pages 12 and 13.)
The comments make it easier to determine whether a particular clause is relevant to the proposed relationship, and they serve as useful reminders even if the parties eventually agree to terms that are different from those outlined in the guide.

In addition to providing a starting point for an actual working agreement, the guide can be a useful benchmark for reasonable expectations between freelancers and those who contract for their services.

What It Is Not

Use of the guide is by no means mandatory. ATA, in publishing this guide, does not intend to restrict anyone from contracting services on terms and conditions different from those contained in the guide.

Another important point about the guide is that ATA’s Board does not envision it being “swallowed whole.” Although translators and agencies are free to use any and all clauses unchanged, they should look at each part critically, see whether and how it applies to their situation, make changes if necessary, and perhaps add new language if there are special concerns.

And, of course, the publication of this guide is not meant to represent a legal opinion. Although due care has been taken in formulating the clauses contained in the guide, ATA and its members make no warranty, expressed or implied, with regard to the legality or enforceability of this form of agreement.

Not to Be Confused with …

The ATA Guide to a Translation Services Agreement should not be confused with ATA’s existing Model Contract. The latter serves as a guide to good practices in establishing terms and conditions and clarifying specifications for individual translation assignments, especially those in which the translator is contracting with a direct or first-time client.

The old Model Contract is as relevant today as it was when originally published in 1991, and remains on ATA’s website. However, in order to distinguish it from the new guide, it has been renamed the Model Translation Job Contract.

Acknowledgments

Many thanks to all who participated in this project: Odile Legeay, ATA Board member and the chair and main coordinator of the project; ATA Board members Ted Wozniak, Lois Feuerle, Gabe Bokor, Alan Melby, and President-elect Caitilin Walsh; past ATA Board member Beatriz Bonnet; ATA Translation Company Division Administrator Rina Ne’eman, Assistant Administrator Evelyn Garland, and past Assistant Administrator Grant Hamilton; Association of Language Companies Board members Bill Graeper and Doug Strock; and the other members of ATA’s Board.

Use of the guide is by no means mandatory.

Related Links

The ATA Guide to a Translation Services Agreement
www.atanet.org/careers/translation_agreement_guide.pdf

ATA Model Translation Job Contract
www.atanet.org/careers/model_translation_job_contract.php

ATA Business Smarts Archive
www.atanet.org/business_practices/index.php

ATA Business Practices List
http://finance.groups.yahoo.com/group/ata_business_practices

ATA Webinar Series
“The Entrepreneurial Linguist: Lessons from Business School”
www.atanet.org/webinars
**AGREEMENT**

**AMERICAN TRANSLATORS ASSOCIATION GUIDE TO A TRANSLATION SERVICES AGREEMENT**

This Translation Services Agreement ("Agreement") is made effective as of ________________ ("Effective Date") by and between ___________________________ ("Contractor"), located at ____________________________ and ____________________________, individually referred to as "Party" and collectively referred to as "Parties."

Parties acknowledge that the promises made by Contractor and Company set forth below constitute full and adequate mutual consideration. Based on such mutual consideration, Parties agree as follows:

**EXPLANATORY COMMENTS**

This is intended to serve as a guide to good practices for a continued relationship between a translation company and a freelance translator.

This introductory paragraph identifies the contracting parties.

In order for a contract to be binding and enforceable, both parties must offer some consideration. Consideration is anything of value promised to another when making a contract.

**Services and Code of Ethics.** Parties are engaged in the business of translation services ("Services") and agree to comply with the American Translators Association ("ATA") Code of Ethics and Professional Practice.

The term "Translation" for the purposes of this Agreement means a translation or any other translation-related tasks such as transcreation, editing (revision and review), proofreading, etc., that require the skills of a translator.

Intent: To bind the parties to the Code of Ethics and Professional Practice.


Intent: To define, generally, the services to be provided by the parties.

**Relationship between Parties.** Contractor serves as an independent contractor of Company in the performance of Contractor's Services under this Agreement. Nothing contained or implied in this Agreement creates a relationship of employer—employee between Company and Contractor nor does it create a joint venture, partnership, or similar relationship between Company and Contractor. Contractor is free from direction and control over the means and manner of providing the Services, subject only to the right of Company to specify the desired results.

This entire section is aimed at preventing the Contractor from being considered an employee of the Company. If the Company specifies the means of providing the services (e.g., the CAT tool to be used), the relationship may be classified by the Labor Department, the IRS, and/or state tax authorities as an employment relationship (see this IRS article on the subject: [http://www.irs.gov/businesses/small/article/0,,id=99921,00.html](http://www.irs.gov/businesses/small/article/0,,id=99921,00.html)), thus obligating the Company to pay taxes, insurance, and/or benefits.

Some translation companies may object to this provision as they feel they need to direct and control the means and manner of providing the services; however, what is important here is for both parties to know what the risks are.
Quality Assurance. Contractor understands and agrees that Company may, at Company's discretion, edit and/or proofread Contractor's work as part of Company's quality-assurance efforts.

However, if Contractor retains the copyright in a Translation, or if Contractor is asked to deliver a certificate of accuracy, no amendment or alteration may be made to a Translation without Contractor's written acceptance of such amendment or alteration.

If in Company's substantiated opinion, Contractor has delivered substandard Services in relation to the project specifications, Company must inform Contractor in writing within ____ (__) business days and give Contractor reasonable time to bring the work up to the required standard; if this procedure is unsuccessful or if, for lack of time or otherwise, Company incurs extra expense in bringing the work up to the required standard, Company may be entitled to reduce the fee payable to Contractor by the amount of such extra expense.

Ownership of translation. If a Translation is done as a "work made for hire" as that term is defined under U.S. copyright law, Company owns all copyrights in the work product upon full payment of the agreed fee. To the extent that a Translation does not qualify as a work made for hire, copyright remains the property of Contractor and such copyright can be assigned or licensed to Company upon full payment of the agreed fee.

Intent: To allow the translation company to edit the translation to improve quality, ensure compliance with its client's corporate wording, correct register for the text, etc.

Intent: To protect the translator's legal rights to the work product and to ensure that any statements of accuracy remain true and binding.

Intent: To allow translator to correct deficiencies and/or allow the translation company to reduce the translator's fee if deficiencies are not corrected.

Intent: To specify with whom the legal right to the translation resides and when/how that right passes to the company.

Note: If the translation is to be signed by the translator, that is, if the translator's name is to appear on the translation, a recognition clause should be included here.

Over the past three decades, translation has evolved from a profession practiced largely by individuals, to a cottage industry model, and finally to a formally recognized industrial sector that is project-based, heavily outsourced, and encompasses a wide range of services in addition to translation. As projects have grown in size, scope, and complexity, and as project teams have become increasingly distributed across the globe, formalized project management has emerged as both a business requirement and a critical success factor for language services providers. In recognition of these developments, this volume examines the application of project management concepts, tools, and techniques to translation and localization projects. The contributors are seasoned practitioners and scholars who offer insights into the central role of project management in the language industry today and discuss best-practice approaches to translation and localization projects.

Translating for Nongovernmental Organizations

By Fabio M. Said

Translating for nongovernmental organizations (NGOs) is a very gratifying way of employing one’s expertise. An NGO could be a non-profit organization dealing with big issues such as slave trafficking, water scarcity, orphans, or rainforest degradation. It could be a political lobby group working to change the world for the better, or a local organization dealing with another subject about which you really care.

The first thing that comes to mind when someone says he or she works for the third sector is likely that the work in question is pro bono, but this is not necessarily always the case. While there are many NGOs that rely on volunteers to translate their material and translators willing to do unpaid work, translating for NGOs should not be associated exclusively with pro bono work. It is a market of its own, with many organizations willing to acknowledge the level of expertise and linguistic competence achieved by professional translators.

The good news is that you can undertake socially responsible translation work and still make money.

Where can you find clients in this area, and what do these organizations expect of their translators? The following presents an overview of the market for NGO translation, based on what I have witnessed within the past 10 years. It offers a typology of NGO texts highlighting certain terminological and stylistic peculiarities. Although some of the terminology examples I use are specific to my language combination (English-to-Portuguese), the information provided will be useful to anyone planning to tap into this market niche.

Market Overview

In today’s globalized world, virtually any NGO—even the ones that concentrate on local actions—may need their materials translated. There are two main reasons these organizations require translation services: 1) they want to be accessible in their target audience’s language, and 2) they need financing from other countries.

The first case usually involves international NGOs with big agendas mobilizing lots of people in different countries. Since these NGOs tend to have dedicated teams in several countries, their materials do not always need to be translated. When they do, it is because their teams are too small to handle the overwhelming amount of
translation work, or they want to be sure they have specialized people handling sensitive or strategic texts. The materials to be translated are usually campaign documents (“calls to action”), such as texts to be used in videos or media campaigns. Sometimes translators might be asked to translate business or financial documents, including executive summaries and financial statements.

The second case usually involves locally active NGOs that need financing from foreign sources. In Brazil, for instance, many NGOs rely on funding from organizations in other countries, to which they usually have to present their financial statements and legal documents in order to secure financing.

**Market Trends**

A recent trend I have been witnessing within the past seven years is a surge of virtual campaigners. These NGOs do not have a specific locale and rely on the resources they find on the Web to organize themselves, especially participatory information sharing through social networking sites. They are usually financed through donations and tend to campaign in several countries at the same time. Such organizations probably will not need translations of their financial statements or business plans to attract financing sources, but they often need to outsource a large amount of translation work.

Another trend I have seen is the crowdsourcing phenomenon, in particular among the youngest, Web-based NGOs. These organizations rely heavily on volunteers to translate their blurbs and campaign materials. As a professional translator working with some of these NGOs, I do not have direct contact with their crowdsourced volunteer translators, so I do not know who they are exactly. I do know that some NGOs use my translations as a sort of benchmark against which to evaluate the work of crowdsourced translators. This seems to indicate that such NGOs are especially sensitive to the key role that translation plays in communicating their message successfully to a target audience.

The NGOs that are the most sensitive to translation issues are also the ones that have project managers to deal with their freelance translators. While project managers may be common among translation agencies, some NGOs also seem to understand their importance in managing freelancers, assuring terminology consistency, and organizing creative teams. I have had the pleasure of working with some of these project managers, and they did seem to know what they were saying and doing regarding translation—which is much more than you can expect from other types of direct clients.

**Is It Worth Translating for NGOs?**

One of the first clients I ever had who suggested I could raise my rate for English-to-Portuguese translations—as opposed to my asking them for a raise—was an NGO. For me, NGOs have been one of the most reliable sources of income. As direct clients, they tend to pay more than translation agencies. So, yes, working for NGOs is definitely worthwhile. That is, if you are lucky enough to find clients who are sensitive to translation quality and who value professional translators enough not to beg for discounts.

I might also add that because people working for NGOs tend to be much more community-oriented than regular direct clients, they seem to be more likely to recommend you to fellow organizations in need of translators. This is another advantage of working with NGOs. If you do your job right and have a rapport with your contacts, you will likely have more work not only from them, but also from other NGOs with which they might be associated. As a result, you can develop expertise in a particular area rather quickly.

**Terminology**

Developing an expertise in NGO translation has less to do with narrow terminology than with “grey areas” of terminology related to the work of a specific organization. The documents NGOs need translated will most likely include elements of business, social sciences, and journalism. Some of these document types are listed below.

**Executive Summaries:** An NGO must establish a legal basis when it is created, which includes registering with the appropriate government agency and setting up an accounting system. Documents related to this legal basis need to be translated when the NGO goes “shopping” for financing or wants to be especially transparent to its community. Perhaps the most...
important document to achieve this purpose is the executive summary. Functioning much like the business plan for creating a profit-oriented company, an executive summary for an NGO is the document that explains why and how the organization is being created. It usually tells the reader about the idea behind the organization and the people who make up its target group and its management. It also explains the manager’s vision and the plan for turning this vision into a reality. Some key information about the sources of financing and expected expenses also tends to make up part of the executive summary, but this material is not as detailed as a company presentation targeted at potential investors. This means that the text must be fluent and reflect ideas, not numbers. It may have financial and legal vocabulary, but this is embedded, or diluted, in almost journalistic, even literary, sentences. An NGO deals with visions of a better world, so texts must be written in a style that uses emotional language in order to conquer people’s hearts.

**Project or Campaign Proposals:**
These types of documents present an idea for an action or mobilization before it is approved by the organization’s members, the community, and/or the financing sources. Many NGOs tackle several issues and run projects or campaigns for each issue. The proposal must be brief but not superficial, and it must contain information on how a project/campaign should be run to achieve a certain goal. It must also establish the vocabulary to be used in the project/campaign in question. In some cases, especially when detailing long projects, the proposal resorts to heavy financial terminology. It is generally not as literary as the executive summary and usually presents the idea in a very straightforward way and structure (introduction, justification, target group and participants, specific and general goals, project steps, expenses, and expected financing resources).

**Campaign Materials:** These documents do not usually include financial terminology. They tend to be more concentrated when it comes to terminology, and usually involve the one subject area that is the focus of the campaign. For instance, if the campaign is about rainforest degradation, then the documents are likely to be based on environmentalist terminology (biology, social sciences, geology, energy generation, agriculture, etc.). If it is about water scarcity in India, then the materials are likely to rely on the terminology of geological studies and social impact scenarios. Since most NGOs focus on social responsibility, their materials tend to have social sciences as their core terminology area. In terms of specific document types, campaign materials could be press releases or blurbs (with a rather concise journalistic style), information leaflets (often with a more literary and emotional style), video/audio materials to be used to generate awareness on an issue, and correspondence with organizations from other countries.

**Core NGO Vocabulary**

NGOs tend to focus on the social aspects of their work—no matter how technical their targeted issues may be. As such, the terminology that appears more often in NGO texts and forms the core vocabulary comes from the social sciences. The following represent some of the more common terms that could appear in these types of documents (examples are in Brazilian Portuguese). NGO texts often discuss “political action” (mobilização política), “livelihoods” (meios de subsistência), “social responsibility” (responsabilidade social), “policy making” (elaboração de políticas públicas), “aid agencies” (organismos de ajuda humanitária), “decision makers” (legisladores, dirigentes), “assessments” (estudos), “grass-roots movements” (movimentos populares), “awareness” (conscientização), “sustainability” (sustentabilidade), and “advocacy” (ativismo, lobby).

In NGO texts, many words carry a significant emotional weight that the translator should not overlook. Some examples include “hardships” (precauções), “impunity” (impunidade), “malfeasance” (prevaricação), “outrage” (indignação), “people-powered” (movimento popular), “volunteering” (voluntariado), “efforts” (iniciativas), “accountability” (prestação de contas), “good will” (boa vontade), “empowerment” (autonomia, conscientização da cidadania), “rally” (ato de mobilização), and “outcry” (protesto).

Verbs are also accompanied by an emotional element. For example, “take action” (mobilizar-se), “assess” (avaliar), “deprive” (privar), and “pledge” (comprometer-se).
Sources of Terminology and Style

Working regularly with NGO texts will make you aware that many of them rely heavily on news pieces about their targeted issues. NGOs often use the media to strengthen their points. That strategy may help translators quickly understand the background of the targeted issues and, therefore, translate better. Thus, translators are well advised to look for newspaper and magazine articles written in both the source and target languages as sources of terminology and style for NGO translations. For a translator who reads news pieces about hot topics such as geopolitical and environmental issues in both working languages on a regular basis, it is likely that the terminology encountered would be familiar, but I see a serious problem here for the translator. International news pieces are often translated and not written by natives, and you should remember this when establishing/researching terminology. Of course, the websites of NGOs usually offer a wealth of indirect information on style and vocabulary, so they should be studied as well. The translator should be careful enough not to rely too much on those website sections that have been translated by volunteers, which is often the case with Web-based NGOs.

I will wrap up with one more tip. With time, I have found that a great source of terminology for NGO texts are the documents prepared by international organizations such as the World Trade Organization (WTO), World Health Organization (WHO), and United Nations International Children’s Emergency Fund (UNICEF). (See the links provided above.) The documentation found on these sites tends to be the second most cited source in campaign materials written by NGOs. The sites often carry versions of the same document in several languages, which makes it easy for the translator to align them into a translation memory and use them to search for terminology and style.

Helpful Links for NGO Terminology

Nongovernmental Organization Glossary of Terms
http://glossary.usip.org/resource/nongovernmental-organization-ngo

Program on Negotiation Glossary
www.pon.harvard.edu/glossary

World Trade Organization Glossary
Guide to “WHO Speak”
www.wto.org/english/thewto_e/glossary_e/glossary_e.htm

World Health Organization Glossary
www.who.int/health-systems-performance/docs/glossary.htm

United Nations International Children’s Emergency Fund Glossary of Terms
www.unicef.org/pfo/index_38093.html

Three Ways to Connect to ATA

Facebook
http://tinyurl.com/38xqgsn

LinkedIn
www.atanet.org/linkedin.php

Twitter
http://twitter.com/atanet
In the late 1960s I worked at an advertising agency in Madrid. It was a multinational shop and I was the account executive for the international accounts. It was a great job and a good fit for me. I was the daily liaison for my clients, which was rather like being a project manager. I had to keep up with any movement on the account, shepherd projects through the agency, interpret the client’s brief to the creative department, and, of course, take my clients to lunch.

I was twenty-something, and by my standards at the time, life was pretty sweet. And yet I was consumed with a most unseemly envy. In the agency world at that time the account directors and account executives wore suits, or at the very least a smart blue blazer, preferably double-breasted, and sharply pressed charcoal-grey flannel trousers. This set us apart from the creative department—the writers, illustrators, storyboard artists, and assorted trend-setters, most of whom wore cool (occasionally outlandish) outfits and loafers with no socks. I had not yet learned that, with a bit of luck, we can be anything we want to be if we are prepared to work for it, and I longed to be someone who could come to work dressed as I pleased. I also longed to be someone who wrote things for a living, even if it was jingles for laundry detergent. I was truly living a life of quiet desperation, though perhaps not quite as Thoreau meant it.

And then one day it got worse. One of my clients, a French car manufacturer, commissioned a campaign to introduce a new model, and the ads were to feature gorgeous full-color photographs of the car in a variety of exotic settings. The art director called in a well-known photographer to join our account team, and we all spent a few delightful days in those exotic locations. Just as in movies about actors on location, even our very modest version of that scenario involved long, often intense, hours of work, followed by late nights talking about Hemingway and Pamplona over cigars and brandy. (“Leave the bottle, por favor.”)

As the two foreigners on the trip, the photographer and I bonded, and gradually told each other the story of our lives. My new friend was an American freelancer who had come to Spain on assignment for a magazine many years before and never went home. He and his American wife lived in a spacious apartment in a very nice part of town. He took only the assignments that inter-
tested him and charged huge fees for his work, which was highly sought after by all the top agencies in the country. His time was his own, it appeared to me, and he never wore a suit. That was when I realized that what I most wanted to be was a freelancer.

About 25 years later, after a varied career in various parts of the world, I was living in Austin, Texas, working at a job that was not a good fit and doing some translation on the side. Employed and self-employed, I had one foot on either side of the line and felt ready to make my move. I asked veteran translator Harvie Jordan what one needed most to become a successful freelancer and he said, “A wife with a real job.” I luckily met that qualification, and one day I let go of the safety net that was the ill-fitting employment and struck out on my own as a newly minted freelance translator. That was 20 years ago, and I have never regretted the decision.

It was like going back to school, and led to a crash course in survival skills that showed me more vividly than ever that—like it or not—I was master of my own domain. I never want to stop being a freelancer, but the experience has not been exactly as I had imagined. How could it be? It was the journey into the unknown that every freelancer has taken, a journey of exploration and resourcefulness, of nerve-wracking highs and lows. (Harvie was right!) It was a journey into a new reality.

I thought back to the photographer in Spain. He was always relaxed and made freelancing look easy. He never seemed concerned with chasing a paycheck, but he too had his nerve-wracking highs and lows. What freelancer does not? Late one night, in a bar on the outskirts of Granada, he confided that, for him, the thrill of the freelancer’s ride was the unpredictability, the lack of guarantees, the sudden appearance of projects that materialized out of the blue. He wagged his finger and said, “You must never panic—remember that making money is like catching a cold; you just have to stand in the draft.”

During the years that I coveted the freelance life I entertained a naïve yet insistent fantasy that it entitled one to work as much or as little as one wanted, whenever one wanted. As every established freelancer knows, that amusing fiction is entirely dependent on things like a mortgage and putting food on the table. Fishermen know that you put out your nets when the fish are running, and you keep working the nets until you have caught all the fish and it is time to go home. And when you are not fishing, you are mending nets and painting the boat.

As a freelance translator, I mend my own nets and paint my own boat, which has gradually turned into a full-time job that sometimes keeps me busy seven days a week. It is a solitary occupation, involving long hours in front of a computer. But, much as I like people, I enjoy the solitude and appreciate all of the time and energy that I do not spend interacting with others in a workplace of almost any kind. This is a precious gift, for I think the greatest lesson I have learned from freelancing is that time really is of the essence.

... What I most wanted to be was a freelancer.

Call for Proposals!

California Federation of Interpreters
10th Annual Continuing Education Conference
Los Angeles, CA
www.calinterpreters.org

Session proposals are now being accepted for the California Federation of Interpreters’ (CFI) 10th Annual Continuing Education Conference, October 5-7, 2012, at the Millennium Biltmore in Los Angeles, California. The theme will be “Building on a Decade of Professional Development.”

CFI is a professional association and labor union for court interpreters and translators. The CFI’s conference offers 15 hours of seminars in 4 breakouts over 2.5 days, with breakfasts and lunches included for you to take full advantage of the weekend to network and enjoy yourself.

Deadline: May 15, 2012
For more information: www.calinterpreters.org
Just north of New England lies the Canadian province of Quebec. Unlike other parts of Canada that bear some resemblance to the U.S., Quebec is never mistaken for an American state. It is a completely different world, mainly because of the widespread use of French.

Quebec’s St. Lawrence River Valley was colonized by the French and has remained French-speaking to this day. Although the British conquered it in 1759, they were afraid the inhabitants would ally themselves with the American rebels to the south, so they allowed them to keep their Catholic faith and continue using French as the language of instruction. As a result, the 60,000 residents of New France grew to form the basis of modern-day Quebec, where over 6 million people have French as their mother tongue and another 1.5 million speak it as a second language.

A Great Translation Market

This island of French in North America’s sea of English is a wonderful translation market. It is the reason that Canada’s federal government translates almost every document it produces. It is also the reason that companies doing business there call on translators. If you translate between English and French, Quebec can be a great source of work.

Before you start, however, know that there are traps. Some can ensnare any translator, while others are a specific danger to either French or English translators. Fall into them, and you may lose clients as fast as you find them.

Rule #1: Know the Geography

You need to know your geography even if you never translate geographical texts. Consider the story of our summer intern a few years ago who had to translate en Virginie into English and, mystifyingly, wrote in the Virginias. When questioned why she put Virginia in the plural, she answered, “Well, the French didn’t specify whether it was in West Virginia or East Virginia.”

So, get out a map and familiarize yourself with Quebec. Learn the names of all the major cities and towns and their locations in relation to each other. While you are at it, why not study a map of the U.S., too? It will almost certainly make you a better translator. (I bet that more than one person reading this article did not know there is no such state as East Virginia!) If you translate into English, find out if any of the place names get translated. (Yes, some do, but most do not.) Also learn about the main geographical points of interest—the St. Lawrence River, the Ottawa River, the Laurentian Mountains, the Saguenay Fjord, and the Gaspé Peninsula, to name a few.

Here are a few tips to keep in mind:

- There are 89 geographical names that stay French in Quebec but are used in English in neighboring
provinces. You can check them out here: geonames.nrcan.gc.ca/info/dual_e.php.

• It is often wise to check the official spelling of Quebec place names. You can do it here: www.toponymie.gouv.qc.ca/CT/toposweb/recherche.aspx.

• Names of pan-Canadian significance are translated into English, even in Quebec. Learn them here: geonames.nrcan.gc.ca/info/pan_can_e.php.

Rule #2: Know the System of Government

Start by learning about the capital city (Québec, called Quebec City in English to distinguish it from its namesake province). Then find out what they do there (there is a parliament, but no congress). Learn that elected representatives are called députés in French and “MNAs” in English (for “members of the National Assembly”), and that the head of government is called the premier. Also find out about the more intricate workings of government, such as the fact that the province is divided into 17 administrative districts and 21 tourist regions. Believe me, this knowledge will come in handy some day.

Rule #3: Know the Political Culture

Quebec is like a nation within a nation, a land of divided loyalties. Most French speakers view themselves as Quebecers first and Canadians second. Some advocate outright independence, while others are fiercely devoted to Canada. This is a minefield for translators.

If you do not know about Quebec’s political culture, you may not realize that the adjective “national” is often used to refer to the province, not the country. Or that the words Canada and Canadian are used with circumspection in French-language marketing materials, so as not to ruffle feathers. In English Canada, for example, Canadian cheeses are proudly marketed to consumers as “Canadian cheeses,” whereas in Quebec they are called fromages d’ici (“cheese from here”), thereby deftly avoiding both the words Canada and Quebec.

Rule #4: Know the Language Law

There is a law that declares French to be the sole official language of Quebec. It is commonly referred to in English as Bill 101. This law decrees that the government must operate only in French, that all names of government agencies and departments must remain in French, and that any private businesses that employ 50 people or more must obtain “certificates of francization” proving that they operate in French. It also decrees that all non-Canadians—including English-speaking Americans—must send their children to French school.

The law applies on an institutional level (business, government), but not on an individual level. You may speak and use any language you wish as a private citizen, and all your dealings with the government and court system may be in English.

Translators need to know when and how this law applies. For instance, it does not apply to Quebec’s parliament, the National Assembly, which is officially bilingual under Canada’s constitution. Nor does it apply to federal government institutions, nor to such things as job titles or program names. If unsure, inquire.

Let me offer you some advice:

• Keep official names and place names in French when translating for the Quebec government.

• Anglicize for business clients, particularly place names.

• Anglicize official names if this helps the reader understand what is being discussed.

• Keep place names in French for tourism clients.

• Keep addresses in French unless translating for an old-stock English Montreal audience.

Rule #5: Know Popular Culture

An arts and entertainment reporter for Canada’s flagship newspaper, The Globe & Mail, once reviewed an outdoor concert in Quebec City. It was some obscure band of which he had never heard, so he was surprised when 20,000 people showed up. And he was flabbergasted when everybody started singing along, as if he were the butt of some giant practical joke, à la Black Eyed Peas and Oprah.

He learned that day that Quebec is not only a linguistic island unto itself, but also a cultural island. You can be a megastar in Quebec, with...
paparazzi camped outside your home, and still be a nobody everywhere else, even in the rest of Canada.

To be a good translator, you must be up to date on local culture. Fortunately, this is easier to do today than in years past. If you want to work for Canadian and Quebec clients, you should be reading the press, watching television, and following the cultural scene, all of which are conveniently delivered to your computer via the Internet.

Rule #6: Know Canadian English

There are not many differences between American and Canadian English, but there are some. Wikipedia is a good source of examples. One of the major differences is spelling: Canadian English has kept certain vestiges of British spelling such as centre, travelling, manoeuvre, and jewellery.

The important point when translating for a Quebec or Canadian client is to decide which spelling to use. Some clients have very strong preferences, so you should inquire. Your Canadian client may also wish to address an American audience, in which case U.S. spelling may be appropriate.

Rule #7: Know Quebec French

Make no mistake about it: the language spoken in Quebec is French. It is not some offshoot of French all mixed in with aboriginal tongues, but authentic French handed down from the royal courts of France. The big difference is the accent. There was a marked change in pronunciation in France after the Revolution, but Quebec was already in British hands and cut off from the mother country, so it did not follow suit.

Despite this authenticity, there are subtleties you must learn to translate for Quebec. For instance, some French words have different meanings in Quebec: plusieurs almost always means “many,” whereas in France it means “several”; déjeuner means “breakfast” in Quebec but “lunch” in France. Some expressions are unique to Quebec and quite puzzling to outsiders, such as c’est de valeur, which looks like it means “that’s valuable,” but which in fact means “that’s too bad.”

Anglicisms: Another source of confusion is anglicisms, which are different depending on which side of the Atlantic you call home. Quebeckers are quite sensitive about anglicisms and fight them with a collective zeal that never ceases to amaze the French. They were the ones who refused to say “e-mail” (or mél as is now heard in France), but instead coined the word courriel, an abbreviation of courrier électronique. They were also the inventers of clavarder (a mixture of clavier, or keyboard, and bavarder, to chat), which is now sometimes used to refer to online chatting. The French, on the other hand, use English for its snob appeal and feel absolutely unthreatened by it. Recently, columnist Josée Blanchette in Montreal’s daily Le Devoir mocked a promotional text from France that read, la plus crazy tendance, qui plus est à fort potentiel fun pour une beach-fitness décalée. C’est quoi ‘l’idée’? Une planche de surf sur laquelle on ne surfe pas. Waou, trop déjà, le very concept! (Put that in Google Translate and see what comes out!)

So beware: French speakers in Quebec do not like anglicisms. This does not mean their French is not riddled with them, only that they disguise them. For instance, éventuellement means “possibly,” but Quebeckers often use it to mean “eventually.” Likewise, the French word charge means “load” in English, but Quebeckers sometimes use it to mean “charge.” And so on.

Syntax: Sentence syntax is often heavily influenced by English in Quebec. When Quebeckers say lundi le 5 décembre they do not realize that they are mimicking English word order (Monday, the fifth of December) and that they should be saying le lundi 5 décembre (the Monday fifth of December). This does not mean that translators must do the same, only that Quebeckers may criticize them for vocabulary choices, but not even realize that their own sentence structures are faulty.

If you are a French translator from outside Quebec, pair up with a French translator from inside Quebec and read each other’s work. You will be able to alert your Quebec colleague to strange syntax and disguised anglicisms while your Quebec colleague will be able to point out expressions that do not pass muster in Quebec (such as traducteur freelance).

Word Choice: Some common French words are little used in Quebec, and vice versa. For instance, Quebeckers do not hesitate to use the verb pérenniser (“to perpetuate”), but they almost never use the adjective pérenne. They also avoid fédérateur, preferring to say

If you translate between English and French, Quebec can be a great source of work.
rassembleur. You will also almost never hear pôle de compétitivité or pénibilité.

**Political Correctness:** The rules of political correctness can differ. Quebeckers have feminized job titles for years, whereas France has only just begun. We once had a freelance translator do a big job that contained long lists of ministers’ and deputy ministers’ names and titles, and she kept every woman’s title in its masculine form (Madame le ministre instead of Madame la ministre). This is a faux pas in Quebec, so we painstakingly changed every one—and never contacted the translator again to offer her more work.

**Capitalization:** Another major difference is capitalization. Quebeckers are much more fastidious over the use of capitals, which are treated like rare and precious objects to be placed sparingly throughout one’s text. Putting a capital on a French word simply because you think it is important is bound to irritate your Quebec client if the rules do not call for one.

**Rule #8: Go for a Visit**

If you are serious about translating for Quebec clients, heed this word of advice: go for a visit. Get a sense of the place. Get a sense of its history, its culture, its concerns. Make friends. This is good advice for any language group. The more at home you feel with your client’s language and culture, the better work you will do.

**Note**

You have probably heard that doing business with your family can be tricky, but what about doing business with friends and acquaintances? Let us assume that those folks take our profession seriously and do not just drop by the house with their 10-page last will and testament to be translated in exchange for dinner. That is an important first step—to be respected as a professional by the people who want to do business with us, whether they are intimate friends or complete strangers. Still, doing business with people we like, and maybe even love, is fraught with dangers and emotional landmines. How do you handle them? For many of us, our professional lives intersect with our private lives constantly, thus making mixing business with pleasure unavoidable. I have had excellent, good, and some poor experiences while working with friends and family. Here is what I have learned.

Set expectations. I still expect my friends, family, and acquaintances to sign a price quote/translation agreement, and I hold them to the same payment standards as everyone else. Collecting from friends is uncomfortable, but it has to be done. I do not give special payment terms to friends unless they are in difficult circumstances. I recently had to e-mail a friend and new client about his payment, which was more than 30 days overdue. It was my standard e-mail, and I did not mention our friendship in this copy-and-paste message because it is not relevant. He promptly sent payment. I also told him that, based on his payment record, he would have to provide payment ahead of time for any future projects. He seemed a bit surprised by this, but I am running a business and not a charity.

Take off the friend hat. A dear friend of mine, who is also very active in the profession and an interpreter herself, is one of my larger clients. We have managed to separate business and pleasure. If she calls me from her office line, I know she needs to talk business. If she calls me from home, she wants to talk as a friend. I am very passionate about beating as many of her deadlines as I can, because I do not ever want her to think that I assume that I get any leeway because I am her friend. I also make sure to keep the e-mails to her work account very businesslike. Whenever I e-mail her at work, I refrain from inserting comments along the lines of “Great seeing you this Friday!”.

Be open to feedback. I have another client who has been a friend of mine for 15 years and who is an occasional client. The projects are relatively small, and I knew when I accepted her as a client that she is a perfectionist—and so am I. I made it very clear to her that I did not want her to treat me with kid gloves about potential feedback. She has been very happy with the work, but she is not afraid of challenging it either—she loves a good discussion. I translated her company’s website into German, and while she was delighted with the quality of the translation (she is German herself), she thought that the tone did not reflect her personality accurately. We went to a working lunch and it turned out she was unhappy with the original texts in English (which I had not created). I created new English copy and the corresponding translation, and she was very satisfied with the results.

Friends versus experts. You might simply not be able to work with some friends. In order to save your relationship, you might be better off recommending a colleague who does not have a connection to that person. I did that a few years ago, and my friend and the colleague I recommended got along famously when working together, while she and I had butted heads a bit during our initial meetings. I think it was difficult for her to see me as the outside expert—she just saw her college friend. That, in turn, was tough for me to deal with. That issue did not exist with the colleague I recommended—whose expertise my friend respected immediately—and everyone was happy. My colleague got a new client and I kept my friend.

My final words of advice when working with friends and family: it is probably better to lose a client and keep a friend.

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.

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.
Blog Trekker

A Few Financial Management Tips

(Posted by Corinne McKay on her blog, Thoughts on Translation, http://thoughtsontranslation.com.)

After working all day on my business taxes, my thoughts are stuck firmly in the financial realm. So let’s talk about some tips for managing your freelance finances. Some of these are U.S.-specific and some apply worldwide, so especially if you are an overseas reader, feel free to send me your own tips, too!

Have a business bank account and business debit card. Your business and personal finances should be completely separate, and the debit card statements save you from dealing with a shoebox full of receipts at the end of the year.

Set up a business savings account. Every time you receive a payment from a client, immediately transfer at least 30% of the payment into the savings account (the exact amount depends on your tax bracket, retirement goals, etc.). Use the saved funds to pay your taxes, fund your retirement account, etc. Over the years, I have heard numerous freelancers lamenting “… made more money than I thought this year … owe $6,000 and I don’t know where that’s coming from …” This year-end downer can easily be avoided with the business savings account plan.

Keep a running total of your receivables. Let’s say that your gross income goal is $6,000 per month. If you only have $4,000 in outstanding invoices, it is time to get cracking; you cannot afford to be too picky about what you accept and what you decline. If you have $8,000 in outstanding invoices, it is a good time to raise your rates, be choosier about what you accept, or work on some nonpaying projects that interest you. I use an Excel spreadsheet for this task. Whenever I issue an invoice, I enter it into the Excel sheet and it is automatically added to my running total receivables.

Set up a paid vacation account. Lots of translators insist that they can never take time off because if they do not work, they do not get paid. Part of the solution is to raise your rates so that you do not have to be working all the time. The other part is to give yourself paid vacation. For example, if you typically gross $1,500 per week and you want to take four weeks a year off, you need $6,000 in savings in order to pay yourself $1,500 per week off. Divided by the 48 weeks a year that you would be working, that is $125 per week. Stash that amount in your paid vacation account and when your vacation time rolls around, you are set!

If you subcontracted more than $600 of work to anyone during the year, make sure to send that person/entity a 1099-MISC by January 31. I use FileTaxes.com to prepare these online and mail them to the recipients. My accountant recommends sending 1099s to both individuals and corporations.

Within the limits of the law, deduct, deduct, deduct. I have been freelancing for 10 years and I am still finding out about new deductions: this year’s discovery was the potential to deduct my daughter’s summer day camp costs (may apply to private babysitting as well) under the federal childcare credit. Some restrictions apply: the child has to be under 13, sleepaway fees are not eligible, and if you are married, your spouse has to be employed. Plus, of course there is a cap: you can probably claim only $3,000 per child or $6,000 total, and that includes work-related childcare during the school year if you use any. The IRS page on this topic is www.irs.gov/newsroom/article/0,,id=172245,00.html. And as always, ask your accountant!

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Competition, as we know it in the interpreting profession, is defined broadly by Merriam-Webster as “the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms.”

Unfortunately, our widespread scarcity mentality often urges us to think that there is a finite number of resources available for which we must all compete. Business guru Stephen Covey says, “People with a scarcity mentality tend to see everything in terms of win-lose. There is only so much; and if someone else has it, that means there will be less for me. The more principle-centered we become, the more we develop an abundance mentality, the more we are genuinely happy for the successes, well-being, achievements, recognition, and good fortune of other people. We believe their success adds to... rather than detracts from... our lives.” He goes on to state that if you are “principle-centered” then, “your source of security provides you with an immovable, unchanging, unfailling core enabling you to see change as an exciting adventure and opportunity to make significant contributions.” I would assert that individuals express their thoughts, create their reality, and that nothing happens randomly. Some of us have just become more adept than others at manifesting what we want.1

At any given point in time, we are all visualizing different possibilities. The fact that we entertain them means that they are accessible to us on some plane in the continuum that we know as time. It is a matter of attuning our personal energy to the energy of the desired object in order to attain it. In practical terms, this means that we must be able to excel in the performance of the job at hand, and successfully portray ourselves as competent to be considered for it.

We must also be aware of the fact that prosperity is a mindset. You will always have as much as you internally feel that you deserve, and no two people have the same definition of what prosperity and success entail. Quantum theory tells us that there is an infinite universe of possibilities and that it is our individual attention that forces them to collapse into reality.2

**See the Glass Half Full**

When we compete for a job, an assignment, or an award, we must focus on our strong points rather than fearing what the competition may do, because that will only detract from our efforts and strengthen our rivals. We must put our best foot forward and detach from the outcome. If we do not achieve a particular goal, we must trust that, at a higher level, it was not meant to be. Either we were not ready to attain the goal, or doing so would have been counterproductive for us at our current stage of development. We cannot wallow in frustration, resentment, or bitterness when something does not come through. It will only weaken whatever else we are involved in. We may not be able to connect the dots at the time, but the reason for that outcome will usually become apparent eventually. Likewise, we must have our ear to the ground to be aware of coincidences that point to changes in our lives that we must be ready to embrace to fulfill previously laid good intentions. As we are all interconnected, favorable outcomes also must be considered in terms of all involved rather than just egocentrically.3

**Appearances Are Not Always What They Seem**

I have experienced, among many others, a situation in business that illustrates these principles precisely. Approximately 25 years ago, I pitched the services of my company to the Miss Universe Host Committee, which was looking for a team of interpreters to work for the pageant when they came to Miami. I was successful in my bid and ended up working with the pageant for 10 years. Subsequently, the managing company changed hands and started using another language services provider. I did not dwell on the loss of this client and shortly thereafter, I was hired by a well-known cable company to provide simultaneous interpreting of not only the Miss Universe Pageant but several other shows, and under much better terms. That client lasted another 10 years, and recently their producers told me they wanted to experiment with other female talent to revamp the programs. I accepted that change, expecting that it would open doors for me in other areas, and within two weeks I was hired to do a significant number of live television shows personally. I would have been unable to take on this new assignment under the previous schedule, while also providing interpreters with different language combinations for those same gigs. In my opinion, it is a matter of giving change free rein in your life and expecting that the universe will lead you to where you need to be to receive the abundance that you are tuned into.

**Notes**


Wikipedia may be experiencing a bit of a coolness crisis. A case in point: you give a presentation at a conference and the central point to support your conclusion is a Wikipedia quote. Not cool. You are hotly debating a certain topic at a party and insist on a certain argument because you “read it in a Wikipedia article.” Again, not cool.

But there are plenty of ways that Wikipedia is still cool, and that is particularly true for translators. And unlike so many other things that I mention in this column, the value of Wikipedia is not just for translators of “large” languages. In fact, I would be surprised if any of you reading this column are not represented by the almost 300 languages in which Wikipedia is currently available.

How is this helpful for translators?

First stop is the homepage. If you open www.wikipedia.org and scroll down to the bottom of that page, you can view all of the languages that have more than 100 articles on Wikipedia. (To see all 284 languages, click on the “Other Languages” link at the very bottom of that page.) What is that good for? Well, first of all, it should make your heart swell with pride to be an active part of such a multilingual world. And, more practically, it is a great way to check whether you can display all the different languages. For every language that is displayed with squares (ıııı), you know that you are missing a font that has those characters in its repertoire. This is a must for project managers. And that is cool.

Second stop: terminology research. The many different language versions of Wikipedia are not translations of each other, and that is an important aspect to the multicultural (self-) perception of Wikipedia. Articles are typically adjusted (and chosen) by volunteers to fit the target locale. Still, Wikipedia is a powerful tool for terminology research, especially when it comes to top-level terms. You all know that different language entries for that term are displayed on the left-hand side (or the right if you start out with a right-to-left language such as Arabic or Hebrew), making the correct translation possibly just a click away.

There are also tools that support a more in-depth comparison of different language versions so that you can quickly not only spot the top-level term but some of the terminology that surrounds it. Manypedia (www.manypedia.com) is a tool that searches Wikipedia for a specific term and then looks up the corresponding Wikipedia pages in other languages. It will then tell you the percentage of the similarity of the concepts and display the pages you request side-by-side.

Let’s try it step by step. In the pop-up bar on the top of Manypedia’s page you can enter a search term under “Search” and then select which language version you want to see. The correct page will be displayed on the left side of the screen. Under “Compare with the,” select the language version with which you want to compare it. In the page that appears on the right side of the page, you can select “Disable Translation” to see the page in the original corresponding language. Again, very cool.

Meme Miner (www.fredrocha.net/MemeMiner) is somewhat similar, but you leave more things up to the judgment of the computer. Just as with Manypedia, you can query Wikipedia for certain terms. Meme Miner’s underlying program then mines corresponding information from Wikipedia in another language that you have specified. It is also a great tool, especially if you just want a quick idea for a term or phrase. Not hard to label—cool.

And third, there are tools that make the translation of Wikipedia pages easier. As professional translators, we all get asked to donate our time for all kinds of things, so this might be helpful to know about. Again, different language versions of Wikipedia are not translations of each other, so ideally there are very few completely translated pages. But we might notice a subsection or paragraph missing, say, in the page about Warsaw in the Dutch Wikipedia, the same section that was done well in the Polish version. To aid you in the process of translating just that small snippet, Microsoft Research India has released WikiBhasha (www.wikibhasha.org). You can use a machine-translated “gisted” version of that section as a starting point or start from scratch. Once you are done you can submit right from within the tool to Wikipedia. Once again, cool. Very cool, indeed.

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The ATA Chronicle April 2012

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April 17, 2012
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Presenter: Kirsty Heimerl-Moggan

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May 24, 2012
12 Noon Eastern Time
Translating Civil Procedure from Spanish to English
Presenter: Thomas L. West

This webinar will examine the terminology of a civil lawsuit in Mexico and compare it with U.S. terminology and the terms used in other Spanish-speaking countries. We will cover the pre-filing stage, the pleadings, evidence (pruebas), types of judgments (sentencias), and appeals (recursos). We will also discuss typical phrases used in filings and how to translate them. Understanding the framework of civil procedure will help translators who are called upon to translate any of the documents filed in a civil lawsuit.

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Have you ever been talking about your work, and when asked what you translate in particular, answered with a reference to gastronomy and gourmet food (and perhaps even fine wines!)? It has happened to me. My answer often brings a smile to my listeners’ faces. “What a grind that must be,” they think ironically. Sometimes, I patiently try to provide some of that client education so often discussed in our profession, but at other times I do not push the matter. I just drop the subject with a pleasant smile to avoid boring my listeners, while my mind returns to the latest gourmet menu—and it is no picnic!

Translators who work with gastronomy face the same difficulties that arise in other sectors, although they certainly have no trouble finding reference material online. The Internet is brimming with recipes, blogs, manuals, forums, and much more. However, as we know all too well, blindly trusting the first glossary that Google turns up can be awfully risky. I have compiled the following list to try to help colleagues who are preparing to translate fine food texts from Italian into English and English into Italian. Please note that all translated online resources should be checked for reliability.

Translators in this area work on a range of documents, including lists of ingredients, menus for gourmet restaurants, reviews, and actual culinary texts. The challenges they present include style, choice of register, precision of terminology, and the brevity imposed by the space available. What characterizes culinary translations, in my opinion, is the frequent presence of regionalisms (more than an excess of technical terms), occasionally unreliable source texts (especially in terms of correct spellings), and a lack of context.

First, some ground rules. This review of online resources for translators of gastronomy could also have included a survey of the debatable, incomplete, and unreliable resources available online. I thought it preferable to limit myself to sharing the sites I use most often and, among these, only those that in my experience offer features that are interesting or helpful in our work. I think that material of dubious reliability, or even the outright useless, would have overstretched the limits of this review (as well as the space available). On the other hand, sorting rotten apples out of the barrel is part of our job, and professionals are well versed in this task.

So, on to the subject at hand. A professional who is hired to translate a menu for a famous chef, for example from Italian into English, will need to tackle problems such as the difference between the cuts magatello and cappello del prete, or find the correct semantic equivalent of pastafrola, or distinguish among a brisé, a sable, or a biscuit, to say nothing of the characteristics of the various pastry flours. The sites listed here will help to ease this task.

A first step is clearly to begin with monolingual glossaries. There are two reasons for this. First, bilingual glossaries are not consistently reliable and always require double-checking, even those offered on reliable websites. Second, saving a well-stocked pantry of favorite links is not helpful, and, sadly, glossaries can be spot on with a given term and then leave out or be utterly unreliable on others. To get you started, I recommend these monolingual glossaries:

**Epicurious (in English)**

*www.epicurious.com/tools/fooddictionary*

This is the online version of the *Food Lover’s Companion*, and includes a dictionary of wines. It is a rich resource for terms relating to the preparation of food, with adequate explanations.

**Epicurus Glossary (in English)**

*www.epicurus.com/Glossary*

It is possible that this site offers more terms, though the explanations are less complete.

**Ricette di cucina (in Italian)**

*http://altaristorazione.myblog.it*

I stumbled across this site while on the hunt for various types of sweet dough. It does not provide a dictionary, but it does offer various preparation techniques. In many cases, the only solution is to analyze the various recipes and compare them with a corresponding one in English.

**Dufflet Glossary of Terms**

*www.dufflet.com/html/freshCollection/glossary.asp*

I especially like this glossary, because although it contains few terms, it is rich in detail on percentages of ingredients and variations. It is a good starting point.

**Pasticceria Internazionale**

*www.pasticceriainternazionale.it/it/02/02_08.html*

The content on this site is not extensive, but it does contain some very interesting cooking tools.

**Meats**

*La Cucina (Google Books)*

*http://bit.ly/lacucina*

Google Books is a good place to go for resources because it has also indexed textbooks from Italian professional schools (albeit only par-
entially, for copyright reasons), and this resource has been helpful to me on a number of occasions, even beyond the culinary arena. For example, on page 519 of La Cucina you will find a list of cuts of meat shown on the illustration of the animal.

Catalogue découpe de viande www.interviandes.com/interviandes/dcoupe/recherche.html

Images can be compared using this site, which also contains a multilingual list of terms. I recommend you crosscheck with websites in the original language.

Regionalisms: Cuts of Meat

As you know, regionalisms are a relatively frequent problem for translators, because Italy is highly diversified linguistically, and political unity was not followed promptly by linguistic unification. Translators into English will find ample material from the two sites below, which list certain regional expressions for cuts of meat.

La Calvana www.lacalvana.net/tagli.html

Informazioni sui tagli di carne www.viepiu.com/tagli.htm

The latter is helpful for the anatomical description it offers of the muscles comprising each cut of meat, which can be enormously helpful in finding the exact equivalent in English. The site provides some regional variations at the bottom of the page.

Fish

Finding the equivalent of branzino or revealing just what a “dab” might be is not such a challenge, given that websites often provide the scientific name in Latin along with the name in Italian or English. From here, it is a snap to find the equivalent in the other language. Using this approach, Wikipedia can be enormously helpful. For example, if you type branzino into Google.it, the search results will show the page on dicentrarchus labrax, with some of the corresponding regional variations of the term. In the left-hand column under “Other Languages,” we find “European seabass” listed on the English page. If we start with the flavorful goatfish on Wikipedia, clicking through to the muliladae, we find the Italian triglie. Some other helpful sites include:

Consorzio Promozione Prodotti Ittici www.repertorioittico.uniprom.it/default.asp

This site is both helpful and well constructed.

Schmidt Zeewis Rotterdam: Scientific and Foreign Names of Fish and Shellfish www.schmidtzeevis.nl/html/fish_names_in_7_languages.html

This site contains a handy and reliable table of the most common fish.

Centro Europeo di Formazione Professionale www.cedifop.it

Certain fish common in the Mediterranean are illustrated here, but the site does not appear to boast a search engine, so we can turn to Google for help searching the site for specific terms. (For example, in the Google browser, type “trout+cedifop.it.”)

FishBase www.fishbase.org

A colleague introduced me to this rich online resource for fish terminology.

Latin Terms

Liber Herbarum II www.liberherbarum.com

Herbs and edible fungi often pose problems for translators, and in this case, the scientific classification based on the universal Latin comes to our aid. For online searches of medicinal and culinary herbs, as well as for various mushrooms, I always find the Liber Herbarum useful.

Cooking Tools and Techniques

A more difficult aspect of translating in this area has to do with cooking tools and techniques. Searching for a few terms that are potentially challenging for translators into English, I came across some helpful resources:


SchönhuberFranchi www.schoenhuberfranchi.com

This is an Italian company supplying restaurant accessories for the hotel industry, including dishware, tabletop accessories, and a wide selection of outdoor and indoor furniture.

Image Searches


In addition to Merriam-Webster, Google Images is a big ally when you are in a hurry and are already familiar with the terminology in your own language. You need only enter the term and view the images to help you find a solution. It is not a fancy technique, but it can definitely be a time saver.

Giovanna Massari is an ATA-certified English→Italian translator whose specialties include gastronomy. Besides gastronomy and wine, she regularly translates medical and technical texts. She also translates from French into Italian. Contact: posta@giovannamassari.it.
**Is it** possible that this column closes the book on its 19th year with yours truly as its editor? Yes, it is. Over that entire time there has only been one major change in format, and that came in January-February 1994. I do not know about you, but in a fast-changing world I crave stability, and I get that when I work on The Translation Inquirer column.

**New Queries**

(B-E 4-12.1) Right in the middle of this citation about medical instrument tests, a Bulgarian-to-English translator found the difficult term **in**: This does not mean that it is an obscure organization, but merely that no effort to find a German equivalent is currently on the Internet.

(D-E 4-12.3) It is known that in Denmark the *A-skat* is the pay-as-you-earn tax; but what is the *B-skat*? Mention is made in an annual tax return of *Påjignet B-skat*.

(E-Po 4-12.4) In one way this query is pathetically easy, because the context sentence is a definition. It may be quite another matter to find good Polish for this: “A **lifestyle product** differs from other products of the same type produced by other producers, and it is chosen by consumers chiefly because it ‘feels good’ to have it.” Please provide translations for the two words in bold, in understandable Polish, if you can.

(E-Ro 4-12.5) In business, what is a “**Skill Pool Department**”? Mention was made of it in a translation assignment with Romanian as the target language. The full definition reads: “**Skill Pool Department**—to provide a database of employees within HSSE, incl. all organizations and countries.”

(E-Sp 4-12.6) Here is a very simple query. How does one convey the adjective “candied,” as in “candied sweet potatoes,” in Spanish?

(F-E 4-12.7) Where would we be without French cuisine? As a query, *en cocotte lutée* possibly involves a dish served either in cast iron or stone pots. The full phrase for this is: *Soupe à l’oignon et porro en cocotte lutée 8,5 €.* Is it possible to render this into English in fewer than 11 words?

(G-E 4-12.8) What is *Förderwirtschaft* in the world of housing co-ops? The text speaks of der Zusammenschluss zu einer Genossenschaft, einer *Förderwirtschaft der Mitglieder,* wie es so richtig heißt, dient zunächst der Erzielung von Kostenvorteilen durch Zusammenschluss (economies of scale).

(G-E 4-12.9) In a long list of automobile parts and accessories, the word *Teilemarche* was by far the most intractable. Internet searches yielded nothing, reports the translator, and of course the list was context-poor in the extreme.

(Sp-G [E] 4-12.12) At the end of a Colombian divorce decree is a horizontal box with spaces for three entries, and the last of these was a puzzler: *REV/LEGAL ____ CERRÓ ____ AMO ____.* Is **AMO** an acronym?

**Replies to Old Queries**

(E-Sp 2-12.5) *dimmer*: Wayne Braun points out that the English language defines “dimmer” in terms of its effect, while Spanish looks at it from the perspective of its function. The term is *regulador* (understood in the
context as “dimmer”), or *regulador de voltaje* (literally, “voltage regulator”) if the context requires it.

*Atemuador* (the term proposed on page 34 of the February issue) communicates the concept of a dimmer switch, but sounds strange to the translator. If he were in the business of selling or marketing dimmers in the Spanish-language market, he would definitely opt for the shameless anglicism “dimmer” because it sounds so cool, chic, and exotic, and the double “m” makes it look the part.

(R-E 9-11.9) (1 rp.): Angeline White has come across this term when translating medical research data and experiments regarding patients who underwent UV blood-irrigation therapy due to pneumonia complications from severe blood poisoning. The Gray (rp. in abbreviation) is a unit for measuring absorbed radiation doses. The definition was taken from http://en.wikipedia.org/wiki/Gray (unit).

Only these two responses had reached me by the time I submitted my column just prior to the deadline. The problem, of course, is the lack of a backlog from January, because January’s issue had no Translation Inquirer column.

This column, so beloved by so many (because they tell me so all the time) is a hothouse plant. Starve it of queries for only a month, and the linguistic shock it received is felt for months after that. The drudgery of nursing it back to health is worth it, though, because of its obvious continued relevance.

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James Thurber and Jorge Luis Borges

The following famous statement by American humorist James Thurber (1894-1961) appeared in *viva la repartée* by Dr. Mardy Grothe, and was submitted to me by Arthur Graham. Thurber’s pieces were translated worldwide, and one day a bilingual friend told Thurber that he had just read the French edition of *My Life and Hard Times*, a 1933 collection of autobiographical pieces, and that the book was even better in French. Thurber replied:

Yes, my work tends to lose something in the original.

This statement is also sometimes attributed to the Argentine writer Jorge Luis Borges (1899-1986), but Borges probably actually said:

The original is unfaithful to the translation.

Another language quotation from Borges is:

In general, every country has the language it deserves.

Mark Twain

Mark Twain had opinions on everything, translation included. The following quotation, like the one from Thurber, was also sent to me by Arthur Graham.

From *Mark Twain’s Notebook*:

[In German] A dog is “der Hund”; a woman is “die Frau”; a horse is “das Pferd”; now you put that dog in the genitive case, and is he the same dog he was before? No, sir; he is “des Hundes”; put him in the dative case and what is he? Why, he is “dem Hund.” Now you snatch him into the accusative case and how is it with him? Why, he is “den Hunden.” But suppose he happens to be twins and you have to pluralize him—what then? Why, they’ll treat that twin dog around through the 4 cases until he’ll think he’s an entire international dog-show all in his own person. I don’t like dogs, but I wouldn’t treat a dog like that—I wouldn’t even treat a borrowed dog that way. Well, it’s just the same with a cat. They start her in at the nominative singular in good health and fair to look upon, and they sweat her through all the 4 cases and the 16 the’s and when she limps out through the accusative plural you wouldn’t recognize her for the same being. Yes, sir, once the German language gets hold of a cat, it’s goodbye cat. That’s about the amount of it.

Keith Clarke

This originally appeared in *London Underground* and was reprinted in *Musical America Worldwide*, July 22, 2011:

News that three visitors and two members of staff at the Royal Northern College of Music were hospitalized last week after eating dodgy salad only serves to confirm my suspicion that eating salad, like exercising, is a risky activity. A catering worker has been suspended after it came to light that the salad dressing, instead of boasting balsamic vinegar and fresh-pressed olive oil, contained that little used culinary ingredient, dishwasher liquid.

As the five stared at the ceiling of the Manchester Royal Infirmary, they may have contemplated the wisdom of salad-shunning musicians, like celebrated chanteuse Edit Piaf. After all, she was known worldwide for her great hit, “Non, Je Ne Vinaigrette Rien.”

Google Automatic Translation

Here is an automated translation of a headline in the Turkish daily newspaper *Sabah* (September 7, 2008), submitted by Louis Mitler. I assume/hope/pray that Google has improved since then.

The headline referred to a retired Turkish general who had protected his ethnic Greek neighbors when Greek homes and businesses were attacked September 6-7, 1955. The actual translation is “The Turkish general who saved his Greek neighbors, who were Turkish citizens, from the looters …” Unfortunately, the Turkish word for Greek in this context is “Rum,” and the machine obviously could not figure out who was looting whom. And so Google sputtered out:

Turkish generals who recover from their predatory neighbors rum

Ma Ferguson

And finally, there is the statement usually attributed to, but prob-
ably not actually said, by Miriam Amanda Wallace “Ma” Ferguson (1875-1961), the first female governor of Texas (1925-27 and then again 1933-35):

“If English was good enough for Jesus Christ, it ought to be good enough for the children of Texas.

However, the statement, or close variations of it, actually dates back at least to 1881, and in contexts making a sarcastic intent obvious.

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www.interpretamerica.net

August 2-4, 2012
Nebraska Association for Translators & Interpreters
13th Annual NATI Conference
Grand Island, NE
www.natiforum.org

September 8-10, 2012
Tennessee Association of Professional Interpreters & Translators (TAPIT)
Annual Conference
Nashville, TN
www.tapit.org

October 5-7, 2012
California Federation of Interpreters
10th Annual CFI Continuing Education Conference
“Building on a Decade of Professional Development”
Los Angeles, CA
www.calinterpreters.org

October 17-20, 2012
Conference of Interpreter Trainers
Annual Conference
Charlotte, NC
www.cit-asl.org/conf/presenters.html

October 24-27, 2012
American Translators Association
53rd Annual Conference
San Diego, CA
www.atanet.org/conf/2012

October 28-November 1, 2012
Association for Machine Translation in the Americas
10th Biennial Conference
San Diego, CA
www.amtaweb.org

November 16-18, 2012
American Council on the Teaching of Foreign Languages
Annual Convention & World Languages Expo
Philadelphia, PA
www.actfl.org
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- ATA certification discount
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53rd Annual Conference

San Diego, California
Hilton San Diego Bayfront
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Depending on the type of content being translated, this figure could increase further.

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