In this issue:
Linguistic Discretion
Industry Pioneers
Branding Ourselves
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Questions? Need More Information?
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ATA Membership Services Manager
Phone: +1-703-683-6100, ext. 3001
E-mail: kwana@atanet.org

Thank you for your past support and for renewing for 2012.
February 2012

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If you enjoyed reading this issue of The ATA Chronicle and think a colleague or organization would enjoy it too, we’ll send a free copy. Simply e-mail the recipient’s name and address to Kwana Ingram at ATA Headquarters—kwana@atanet.org—and she will send the magazine with a note indicating that the copy is being sent with your compliments.

Help spread the word about ATA!
Get Ready To Network! Connect with over 1,800 colleagues from throughout the U.S. and around the world. • Renew your motivation by meeting people with similar interests and sharing your experiences. • Build potential partnerships that will help you personally and professionally. • Listen to the buzz among freelancers, project managers, business owners, and government representatives.

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Plan to Register
Registration begins in July
You will receive the Preliminary Program and Registration Form with the July issue of The ATA Chronicle.

Book Your Room
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Special ATA Room Rates (exclusive of tax)
Single = $259 / Double = $279
ATA rates include complimentary Internet
These special rates are available until October 1, 2012, or as space allows. Make your reservations online at www.atanet.org/conf/2012/hotel.htm. Or call +1-800-HILTONS and ask for the special ATA rate.

Offer to Speak
Submit a Proposal by March 12
Speaking at the ATA Annual Conference is a challenging and rewarding opportunity. By sharing your expertise, you will increase your recognition in your field. Learn more at www.atanet.org/conferencesandseminars/proposal.php.

Promote Your Company
Exhibit • Sponsor • Advertise
Take this opportunity to reach over 1,800 attendees who need your services and products. Learn more at www.atanet.org/conf/2012/advertise.htm.

Visit Us Online at www.atanet.org/conf/2012
Over the past year, ATA has performed a detailed review of the procedures by which it grants certification. The ultimate goal of this effort is to ensure that ATA’s certification exam is sound and defensible, and that it applies the same criteria to each language pair.

We currently offer certification in 24 different language combinations, and new combinations are added whenever a dedicated team of volunteers takes the initiative to follow the required work steps. Workgroups form the core of the Certification Program and guide all activities for the respective language combination, from selection of appropriate passages to writing detailed language-specific and passage-specific grading guidelines. Every exam is evaluated carefully by two graders, who must agree on the assessment of the exam on the basis of a precisely defined flowchart for assigning point values to individual errors. Over the years, the rigor and organized structure of ATA’s certification have earned international recognition, and international translation and interpreting associations such as the German Federal Association of Interpreters and Translators (Bundesverband der Dolmetscher und Übersetzer e.V. [BDÜ]) now allow ATA-certified translators to acquire full membership on the sole basis of this credential.

In 2010, ATA’s Certification Committee completed a detailed self-study of the entire certification process to document the procedures for defining and implementing policies and for continuous system improvement based on feedback and problem analysis. This study was intended as “a first step in a larger process of external evaluation and long-term planning” for the program, with the ultimate goal of seeking accreditation of ATA’s certification by an external accrediting body. For years, ATA’s Board has worked toward external accreditation with steps ranging from establishing a grader rubric to conducting a job task analysis. (The job task analysis, which includes structured focus group conversations with independent contractors, buyers of translation and interpreting services, and teachers, seeks to establish the elements of translation and the translation process that a certification exam should ideally include.) Recent developments have shown, however, that an accreditation of the entire program is not likely, since the associated cost and volunteer effort would be so great that this is not an acceptable option.

While we are still investigating accrediting ATA’s Certification Program, we also want to take advantage of the recent self-assessment data, along with the results of an expert study commissioned to validate the certification requirements and testing process of our certification exam, and the insights gathered from conversations with stakeholders to think strategically about our examination. We need to discuss its future and work to keep certification relevant in light of profoundly changed working conditions for translators.

Such considerations always need to take into account that the overall pass rate of ATA’s certification exam has been below 20% for many years—which is similar to other international examination outcomes—and that many ATA members have established successful careers as translators and interpreters without certification. In addition, the industry is growing at a fast pace, and the work volume in the marketplace far exceeds the capacities of certified translators. Some high-demand language combinations are not currently included in ATA’s Certification Program. Another facet of this discussion is the fact that, under our bylaws, only Active and Corresponding members are allowed to vote and passing the certification exam is still the main route to becoming a voting member.

The future of ATA’s Certification Program and the structure of the various membership categories will be top priorities for Board discussion over the coming months to help make membership in our Association as relevant as possible for you.
Thank you for being an ATA member and for making ATA the thriving organization it is today. ATA helps you market your services and become a better, more efficient translator and interpreter. There is no one better to support this claim than your colleagues—fellow ATA members.

**Promoting Your Services:** Over 60% of ATA members have reported getting work through ATA. The most prominent medium to promote your services is the online ATA Directory of Translation and Interpreting Services, where your profile is accessed by the buyers of translation and interpreting services. (For companies, there is also the online ATA Directory of Language Services Companies.)

“ATA has been my advertising agency, and at least 70% of my clients found my name on ATA’s website.”
—Jacqueline E.

For 2012, we are on track to debut a redesigned website that should raise the visibility of the online directories and expedite access to the individual profiles.

**Networking:** ATA provides opportunities to connect with buyers of your services as well as other translators and interpreters. From the Annual Conference to the Business Practices Forum to the various division lists, networking is one of the primary reasons people join ATA. ATA fosters communication among its members.

“My best jobs have come from word of mouth through people I met at ATA events.” — Karen T.

For 2012, we will continue to nurture networking opportunities both face-to-face, such as ATA’s 53rd Annual Conference in San Diego, October 24-27, and online, such as the valuable Business Practices Forum. You can also connect with colleagues through ATA’s presence on such social media platforms as LinkedIn, Twitter, and Facebook.

**Educational Opportunities:** Of course, networking is not just about getting work. It is also about sharing information and ideas, such as terminology resources or tips for using a particular tool.

“ATA has successfully established itself as the only truly national ‘go-to’ address for T&I issues and resources.”
—Jonathan H.

ATA provides an unmatched breadth and depth of practical information written by translators and interpreters. The material is offered in various formats, from articles in *The ATA Chronicle* to hundreds of educational sessions at ATA’s Annual Conference to online webinars. (ATA members receive discounted registration rates for the conferences and webinars.)

“ATA is a place where you can learn from your peers and be part of a community with similar interests and problems.” — Gabe B.

**Be a part of ATA in 2012!**

If you have renewed your ATA membership, thank you. If you have not, please do. ATA has much to offer in 2012 to help you financially and professionally.

“Nothing compares with the power of what ATA membership has granted me!” — Samiris O.

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**2012 Honors and Awards Posted**

ATA and the American Foundation for Translation and Interpretation offer several scholarships and awards. Most are for professionals but some are also for students. Please consider submitting an entry or pass along this information to a colleague who may be interested. These honors include a financial award as well as professional recognition. For more information, please check out: www.atanet.org/membership/honorsandawards.php.
HUD Expands Services to Communicate with the Public in 175 Languages

The U.S. Department of Housing and Urban Development (HUD) announced that it has launched the HUD Language Line, a telephone language service pilot that will offer live, one-on-one interpreting services in more than 175 languages. Accessible throughout the nation, the Language Line will help HUD staff to communicate better with limited-English-proficient (LEP) individuals.

This pilot program will run through September 2012. HUD staff across the nation will be able to use the HUD Language Line to provide non-English-speaking individuals with information about homeownership, lead abatement, housing assistance, and other HUD programs and services. When a person with limited English proficiency contacts the department, the HUD staff person taking the call will contact the Language Line and speak with a live operator, who will connect the caller and HUD staff person with an interpreter who speaks the caller’s language.

Congress appropriated funds to HUD under the Consolidated Appropriations Act of 2010 to help ensure that individuals have access to information in languages other than English.

HUD also offers an LEP website to promote equal access to housing programs by providing important HUD documents in 18 different languages. HUD’s expanded LEP website features fact sheets, housing brochures, and other HUD forms in Amharic, Arabic, Armenian, Cambodian, Chinese, Creole, Farsi, French, Hmong, Khmer, Korean, Lao, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese, in addition to English. The site offers brochures on fair housing, model lease agreements, information about HUD’s Housing Choice Voucher Program (Section 8), and resident rights and responsibilities. The larger LEP initiative is in response to Executive Order 13166, which requires all federal, local, and state agencies that receive federal funding to ensure that people with limited language skills have meaningful access to government programs and services. For more information: http://1.usa.gov/HUDportal.

Calling All Speakers!

American Translators Association
53rd Annual Conference
San Diego, California
October 24–27, 2012
Submission Deadline: March 12, 2012
For more information:
www.atanet.org/conferencesandseminars/proposal.php

Speaking at ATA’s Annual Conference is a challenging and rewarding opportunity. All proposals are selected through a competitive peer review process. Submissions are invited from all areas of translation and interpreting, including finance, law, medicine, literature, media, science/technology, terminology, independent contracting, language services providers, and training/pedagogy. Sessions may be language-specific or general.
ATA Professional Liability Insurance Program

Administered by Hays Companies

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

Program Highlights

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

Coverage Highlights

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

To apply, visit http://ata.haysaffinity.com or call (866) 310-4297
Immediate, no-obligation automated quotes furnished to most applicants!
The boundaries of personal privacy are eroding in today’s online world, both through active and passive changes. For many of us, online privacy was not on our radar a few years ago. The explosion of social media online has changed that. Now we readily have access to sites that release personal information—from the 140 characters on Twitter to unfettered content on Facebook. Our perception of what is personal and what is appropriate to share online has changed as a result of our easy access to social media. Even online shopping is integrated with social media. How many of us have provided our addresses, phone numbers, mother’s maiden name, credit card numbers, birth dates, and other personal information doing everything from shopping on Amazon to ordering coupons through Facebook?

Privacy for Language Services Providers

While companies are delighted to exploit the personal data they mine from our online presence to market their wares and services more efficiently, they guard their own proprietary information fiercely to compete better in the marketplace.

Just a little thought clarifies that we, as language services providers, are privy to a wide variety of corporate secrets in our day-to-day work. For example:

- **Target Markets:** When a medical device manufacturer is releasing a new blood scanner in 12 markets, we are translating their content for each of those markets and have direct knowledge of which markets are being targeted.

- **Product Functionality:** We are among the first to know about new functionality in products, seeing it before it is released (often before the U.S. release as well).

Our perception of what is personal and what is appropriate to share online has changed as a result of our easy access to social media.
• **Target Release Dates:** Our work is always under time pressure, because our customers’ marketing departments have set confidential release dates for their products that they strive to meet (and pass that requirement on to us).

• **Proprietary Methodologies:** Sometimes our customers have developed proprietary processes for product development, and we may be privy to those processes through the content we translate.

• **Legal issues:** Many of us provide legal translations of customer contracts, employment agreements, patents, property leases, litigation settlements, and other highly confidential information.

**Understanding Nondisclosure Agreements**

Nondisclosure Agreements (NDAs) are contracts that are entered into by two or more parties, where these parties agree to certain parameters about the transfer of confidential information. Parties are typically the customer, who has the confidential information, and the other people (parties), who may have access to that confidential information in providing services to the customer. NDAs may be unilateral, where the agreement controls the transfer of confidential data from only one party to the other party, thereby disregarding transfers from the other party. They may also be bilateral, where the agreement controls the transfer of confidential data from the two parties signing the agreement.

Let us use a concrete example to understand where the multilateral and unilateral NDAs come into play. Suppose OmniTex Ltd. develops the revolutionary CleanDome Digital Chlorine Monitor and Dispenser. This is the first such device on the market and they are excited to launch it in the U.S. and five other international markets: Mexico, Brazil, Spain, Italy, and France (the pool-loving countries). They need to localize content that corresponds to distribution agreements with the five target markets. This material includes a user guide, a quick start guide, a software user interface, and a reporting tool that monitors and reports on chlorine levels and chemical utilization.

OmniTex comes to ENLASO, a multi-language services provider, for localization of their content into the five markets. ENLASO and OmniTex sign a bilateral NDA that protects OmniTex’s confidential information and, at the same time, ENLASO’s proprietary service methodology and pricing. To perform the services for OmniTex, ENLASO has to provide content to subcontracting linguists working on the OmniTex project. ENLASO has a unilateral NDA with each of the linguists that ensures that both OmniTex’s and ENLASO’s confidential information is protected by each linguist.

Fortunately, NDAs are pretty consistent despite obvious wording differences. They cover the same content, more or less, in their efforts to protect confidential data. An NDA typically achieves this by defining the following items:

• The parties, defined with the legal names and corresponding addresses.

Legal entities may be companies, organizations, individuals, or other defined entities.

• The nature of the confidential information (for one or both parties). Typically, this includes proprietary business processes, methodologies, functionality, pricing, scheduling, content, and any other identified trade secrets. Confidential information does not include situations where the recipient has prior knowledge of the material, the recipient learns of the confidential information from another source, or the materials are available to the public.

• The purpose(s) for the disclosure of the confidential information. In the language services industry, this is typically for the provision of translation, localization, and/or interpreting services (and other related services, such as internationalization).

• The term of the agreement, typically in years. This defines the period during which confidential information may be distributed.

• The term that information is to remain confidential, typically in years. This defines the period that the recipient of confidential information must keep the information confidential (and is usually longer than the term of the agreement).
The obligations of the recipient of the confidential information. These may include using the material only for the defined purposes, disclosing the confidential information only to those other parties with a need to know (who are bound by a similar NDA between the recipient and the third parties), and to use reasonable efforts to keep the information secure. Pay careful attention to this section if you are the service provider. Often this restricts distribution to any third parties. If this is so, you would need to modify the agreement if you need to transmit the information to your own third-party subcontractors to perform the services.

• The provisions for permissible disclosure. These typically involve disclosure by law or court order.

• The permission to obtain ex-parte injunctive relief. This means that, if the receiver inappropriately discloses confidential information as defined by the agreement, the owner of the confidential information may obtain an equitable remedy in the form of a court order that requires the receiver to refrain from disclosing the information. Failure to do so would leave the receiver who discloses confidential information open to possible criminal or civil penalties.

Take, for example, the intentional hack into the Sony servers, putting at risk confidential user data from PlayStation customers. We are not hackers and we do not intend to release our customers’ confidential information; however, it is too easy to release confidential information accidentally if we are not paying attention. Some of the processes we use in the language services industry provide opportunities for such accidental transmission of confidential information. While I cannot provide legal advice, I can give you pointers of good practices that help avoid security breaches.

Data Transmission: You’ve Got Mail

The one tool used by all of us, every day, is e-mail. E-mail provides an easy vehicle for releasing confidential data accidentally.

Confidential business information (as opposed to personally identifiable information) may be transmitted by regular e-mail if it is permitted under the terms of the NDA. A good way of knowing this is if the customer sends it to you via regular e-mail. Remember to check your recipient list to ensure only those who should receive the e-mail do in fact receive it.

If required by your customer, using a secure FTP site provides the easiest way to transfer information securely. However, under no circumstances should you receive files from a secure FTP server and then distribute them outside your computing network with regular e-mail. Doing so downgrades the security used and may put you at risk for disclosing confidential information inadvertently.

If your work requires you to handle personally identifiable information (say, translating employee employment application forms or medical claim forms), you need to take special precautions. Personally identifiable data include names, birth dates, birthplaces, social security numbers, or other national ID numbers, driver’s license numbers, credit card numbers, and Internet protocol (IP) addresses.

Never use regular e-mail to transmit personally identifiable information. Any breach of security with these data requires exceptional efforts to mitigate the release. Personally identifiable information should only be transmitted via secure channels, such as encrypted e-mail, encrypted attachments, or a fully secured FTP. Better yet, work with the owner of the data to “redact” or “strip out” the personally identifiable information before the data are sent to you and the translation process begins.

Translation Memories

Translation memories have revolutionized the language services industry, reducing the cost of repeti-
tions and 100% match translations while shortening translation times and improving the consistency of the translation. Having more segments in the translation memory provides more opportunities for matches, reducing the translation timeline and costs. Therefore, the bigger the translation memory, the better.

If you have an NDA with a customer and you use a translation memory tool, the resulting translation memory is the confidential information of that customer. Say, for example, you have two customers who make blood glucose testing devices. It might be realy tempting to use your translation memory from Customer A on the work for Customer B, but doing so would violate the NDA that you signed with Customer A. You should segregate your translation memories by customer to ensure compliance with signed NDAs.

Machine Translation
Anecdotally, using machine translation tools to facilitate human translation is gaining in popularity, but there are not many linguists who admit to it publicly. Unfortunately, as with sharing translation memories, submitting content to online machine translation tools poses a risk to protecting your customers’ confidential information. Depending upon the tools you use, the settings you select, and the specific license agreement, you may see terms of the machine translation agreement like the one from Google Translate: “(by) submitting or creating your content through the Service, you grant permission to use your content to improve or make available [the machine translation services]....” While the machine translation provider may not exploit the translated segments for anything other than improving the machine translation, the confidential content found in your segments may in fact be propagated into other products that then reuse the translated segment, thereby breaking confidentiality. The content is not yours, so you cannot grant the right to anybody else to do something with that content.

As a result of the ambiguity regarding the release of confidential information while using machine translation, you should obtain permission in writing from your customer before submitting their content to an online machine translation service. Today, we find customers who are looking for ways to reduce costs, and, with appropriate education from you, they are often willing to “take the risk” of releasing segments to an online machine translation service to reap the corresponding benefits.

Next Steps
Review the NDAs you have signed, taking the time to ensure your workflow processes include the steps necessary to protect your customers’ confidential information. With just a little planning and thoughtful execution, you can adhere to the requirements of each NDA while providing great service to your customers. You can, indeed, rest a bit easier knowing you have done what you can to protect the confidential information.

Notes
1. This is a fictional company and product. Any resemblance to a real company or product is coincidental.
The ATA Chronicle
February 2012

The School Outreach Program is proud to present Marcelo Pelliccioni as the winner of the 2010-2011 ATA School Outreach Contest.

Based in Hartford, Connecticut, Marcelo is an English→Spanish translator with over 20 years of experience. He is originally from Rosario, Argentina, where he earned bachelor’s degrees in translation and education. After immigrating to the U.S. 12 years ago, he also received a doctorate in education.

Educating Students and Peers Alike

Marcelo is devoted to both education and linguistics and is an avid supporter of ATA’s School Outreach Program. He knows that we need to reach out to educate others about our profession, and every time he gets the chance he does so himself. He teaches Spanish and French at Bristol Middle School in West Hartford and English as a second language at Tunxis Community College in Farmington, Connecticut. In addition, Marcelo educates his fellow teachers on how to find interpreters and translators to communicate with their students’ parents. He also interprets for his school district, translates educational documents, and gives presentations about translation and interpreting in other schools in his community.

Opportunities for Everyone

Marcelo wants students to understand how powerful they are and how much they develop their potential for future growth when they learn a foreign language. In his experience, he has remarked that students from more affluent districts are exposed to foreign languages at an early age, both through school and in private. In less privileged districts, the students may not have the same educational opportunities, but many of them grow up in a bilingual environment. “The beauty is that all students, regardless of which school district they go to, may potentially have the chance to become a translator or interpreter,” he explains.

Marcelo also stresses the importance of reaching out to the community at large by explaining to teachers and others how to find translators and interpreters to help with events so that the minority language population can participate.

Hands-On Learning

During his winning presentation at Bristol Middle School last June, Marcelo began simply by showing the word “languages” with arrows connecting to the words “translator” and “interpreter.” Focusing on languages in general, he started a discussion around this word with the students—for example, which language had the most speakers, how languages are created, and how they evolve.

“The students loved to listen and talk about languages in general because they could make connections to their own lives,” Marcelo says. “Who does...
not have a family member or friend who came from another country speaking a different language?"

This simple method was very effective in engaging the students. Knowing that students love props, Marcelo brought a lab coat and a stethoscope to explain medical interpreting, a gavel and a gown to explain court interpreting, plus copies of the Harry Potter books and the movie *Avatar* in several languages.

Marcelo encouraged the students to explain why the words “translation” and “interpreting” are connected to the word “languages,” and then discussed the similarities and differences between the words and professions. He prepared various scenarios so that students could use role-play to demonstrate the differences between a translator and interpreter.

He divided the students into groups and gave each group a slip of paper with a situation that they needed to represent. The students could role-play the situation and use the props that he had brought. During this exercise, the students came up with the idea of having the school nurse participate. They explained to the nurse what they were trying to do and taught her about the difference between translation and interpreting. The nurse told Marcelo that she was going to pass along what she had learned to the other nurses in the district.

**A Professional Outlook**

Marcelo is a true professional and used his background in teaching to motivate the students. He notes that in particular, the students were very excited and motivated to learn about various careers involving languages. “The students learned that anything they eventually study when they go to a university, they may be able to relate to translation and interpreting,” he says.

Marcelo’s own children are bilingual middle school students and study a third language with him. He teaches his children that they can become translators or interpreters in the future. He encourages them to use their own knowledge to translate, rather than using online translation programs. Knowing that students are tempted to use technology—and that they often misuse it when it comes to translation—he teaches them to spot mistakes made by online translation programs.

Parent-teacher conferences present another opportunity for Marcelo to advocate careers in translation and interpreting. When immigrant parents come with their bilingual children, he guides the children to help with interpreting for their parents. He explains the act of interpreting to the student and the parents and stresses the need for it.

When he is not teaching, Marcelo combines business with pleasure by visiting clients around the world. He recently launched MAP Translation Services, providing English-Spanish translation services in fields such as science, technology, education, law, finance, and business. The company is comprised of a group of professional translators based in the U.S., Argentina, and other countries worldwide. More information can be found at www.map-translations.com.

**About ATA’s School Outreach Program**

The School Outreach Program encourages all translators and interpreters to visit their local schools and help prepare the next generation of professionals in our field. Why? Because an astonishing number of teachers in U.S. schools are not
aware of the number of interesting and profitable careers in translation and interpreting. Some educators are so unfamiliar with our profession that they cannot distinguish between translation and interpreting.

More than ever, language capabilities are important to our national security, diplomacy, and economic success. It is up to us to tell students about potential careers and the professional standards for qualified translators and interpreters.

From grade school to graduate school, not only can translators and interpreters just like us educate the next generation of language professionals, but also the next generation of clients. The winner of the School Outreach Contest is presented with a certificate of recognition and a voucher for the registration to that year’s ATA Annual Conference. The School Outreach Committee also sends letters to the winner’s local representatives informing them of the award and encouraging them to recognize the winner.

For more information on ATA’s School Outreach Program and how to enter the 2011-2012 School Outreach Contest, see page 39 or visit www.atanet.org/careers/school_outreach.php or e-mail Meghan McCallum at meghanraymccallum@gmail.com.

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**It is up to us to tell students about potential careers and the professional standards for qualified translators and interpreters.**

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** ATA Webinars**

**www.atanet.org/webinars**

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**March 7, 2012**

**12 Noon Eastern Time**

**Com a mão na massa: Recursos online para pesquisa e tradução inglês-português**

**Speaker:** Isa Mara Lando

Sessão prática. Vou traduzir, em tempo real, quatro trechos variados, almejando a fidelidade, a correção e a naturalidade. Os trechos serão amostras típicas de artigos de jornalismo financeiro e geral, de livros de ficção e não-ficção. Será um passo-a-passo do trabalho, mostrando o Google Translate e diversas técnicas de pesquisa no Google não muito conhecidas, além de recursos do Word para economizar tempo e digitação. O objetivo é obter uma tradução de alta qualidade e consistência, trabalhando com mais produtividade, menos desperdício de tempo e trabalho repetitivo. Gostaria de enviar os trechos com antecedência aos participantes, como uma apostila, para melhor aproveitamento.
In the early centuries of this country, interpreters and translators played a crucial role wherever the expanding colonial settlements brought European Americans into contact with Native American culture. American Indian nations belonging to different linguistic groups also employed interpreters in their dealings with one another. Translating and interpreting on the frontier sometimes posed challenges scarcely imaginable in today’s work environment. Those providing language services had no formal training, only hard-won skills that were often gained through captivity, imprisonment, or adoption and acculturation. There were drastic differences between the languages spoken by Native Americans and those of the European American colonists (who, at that time, were principally English, Dutch, and German). The “highly symbolic and poetic character of the Indian languages” also complicated interpreting and translating. Not surprisingly, much of the work of these early linguists has been lost and their identities obscured by time. Still, some fascinating remnants survive.

Fleeting Glimpses

Despite the fact that the work of early interpreters and translators often vanished once a parley concluded, even cursory research turns up references to these linguistic pioneers. For instance, there was Paxinosa, an 18th-century Shawnee chief and interpreter for the Delawares; Sam, son of Essapenawick; Wowler, a Mohawk interpreter in Maryland; Arnout Cornelissen Viele, an early resident of Albany, New York, who interpreted for the Shawnee; Edward Farmar, who, in May of 1712, interpreted the terms of an Indian treaty for several prominent Delaware chiefs, including Chief Scollitchy; and Eleazer Wiggan, who resided among the Cherokee in eastern Tennessee and acted as an interpreter for them in 1716. In May of 1728, Peter Bezaillon, a French Canadian fur trader, served as an interpreter with Nicholas and John Scull at an Indian conference in Philadelphia. I also found a Mr. Blondo (or Blondeau), who was an interpreter for the Sac and Fox Indians in the 1830s. Further details about these interpreters and their work may be hard to come by.

Other references preserve slightly more information. Martin Chartier (?-1718) came to Pennsylvania and Maryland in 1691, and worked as a trader and interpreter. For a time, he was a coureur de bois (a woodsman and explorer) with the French explorer Robert de La Salle, and lived among the Shawnee, for whom he interpreted at Indian conferences in Conestoga, Pennsylvania, in the early 1700s. Chartier lived in present-day Illinois from 1684-1690, and was the agent for the treaties William Penn (founder of Pennsylvania) drew up with the Indians of the Susquehanna. At one point he was accused of being a French spy and imprisoned. Chartier’s son Peter also worked as an interpreter.

In 1659, Jacob Young was an interpreter in New Amsterdam, New York (now Albany) and in Maryland. Maryland Lieutenant Governor Colonel Henry Coursey wrote to Maryland Governor Thomas Notley in 1677, saying: “I … find a necessity to carry Jacob Young along with me, without whom I can do nothing, and what truth is to be had is from
him and none else.”

Young was also esteemed as a leader and peacemaker. He spoke Susquehannock and Delaware fluently, and was the only one qualified to act as an interpreter for Maryland authorities. Despite his indispensable skills, he was accused of inciting Susquehannocks to kill Christians, charged with treason, and imprisoned. The Susquehannocks won Young’s release by threatening to attack colonial settlements. Tragically, the Susquehannocks were decimated by intertribal wars, diseases, and raids by colonial militia. The tribe and language became extinct around 1763.

Interpreting on the Journey of Discovery

Often the trail from source to target language was filled with twists and obstacles. Consider, for example, the language issues on Meriwether Lewis and William Clark’s famed Journey of Discovery (1804-1806), the first transcontinental expedition to the Pacific Coast to prepare the way for the extension of the American fur trade and to advance geographic knowledge. George Drouillard, an interpreter and hunter for the expedition, was doubly valuable because he was fluent in French, English, and more than one Indian language. He was also a master of sign language.

Another crew member, Pierre Cruzatte, knew French, English, and a little Sioux.

Most significantly, during their first winter at Fort Mandan in North Dakota, Lewis and Clark met Toussaint Charbonneau, a French Canadian who offered to join the expedition. He was welcomed aboard principally because one of his wives—the acclaimed 15-year-old Sacagawea—was a native speaker of Hidatsa, the language of a mountain tribe that the expedition would later meet. She conversed with the tribe and interpreted to Charbonneau in Hidatsa. Charbonneau then relayed the message in French to Drouillard or to René Jessaume, another French-speaking expedition member. Jessaume finally delivered the message to Lewis and Clark in English. This process was reversed when the expedition leaders had something to communicate. It was made even more cumbersome by the continual arguing of Charbonneau and Jessaume over the meaning of the French words they used.

Francis Labiche, another crew member who knew French and English, was also recruited for the French-to-English and English-to-French link in this interpreting chain. After the explorers’ return to the East, Meriwether Lewis recommended extra pay for Drouillard and Labiche for their service.

Pierre Dorion (1740-1810) was another interpreter with the Journey of Discovery. He had lived with the Yankton Sioux in what is now South Dakota, and translated into their language Lewis’s “Children Speech.” Lewis used this address multiple times to impress the Indian tribes with the might and benevolence of the expanding colonies. It consists of some 25 paragraphs, most of which began in the same way as this excerpt:

Children — It gives us much pleasure to have met you here this day in council. We salute you as the children of your Great Father the great Chief of the Seventeen Great Nations of America. We see around us a number of the Old and experienced, the wise men and women of the Soues [sic] nation.

The precise content of this speech was unknown until 2003, when a complete text in William Clark’s handwriting was discovered in a private collection.

A Historic Misinterpretation

Not surprisingly, convoluted interpretations of the type described above sometimes led to misunderstandings. In 1832, a number of trappers and fur traders gathered at a site known as Pierre’s Hole in present-day Idaho for a summer rendezvous—an opportunity to sell the beaver pelts they had harvested and to stock up on supplies for the next trapping season. They became engaged in a pitched gun battle with Gros Ventre warriors who had taken refuge in dense cover. During a pause in the battle, one of the chiefs was heard to declaim in his language:

So long … as we had powder and ball we fought you in the open field: when those were spent, we retreated here to die with our women and children. You may burn us in our fort; but stay by our ashes, and you who are so hungry
for fighting will soon have enough. There are four hundred lodges of our brethren at hand. They will soon be here—their arms are strong—their hearts are big—they will avenge us!

This speech was relayed between languages by a tag team of Nez Percé tribe and Creole interpreters among the trappers. By the time it reached intelligible English, it was taken to mean that the trappers' camp at the other end of the valley was already under attack. Some trappers hastened to investigate and found that all was safe. By the time they returned to the battle scene the next day, the forted-up Indians had made their escape under cover of darkness.

George Washington’s Only Surrender, and a Matter of Interpretation

Central to the next story are some serious blunders by then-Lieutenant Colonel George Washington. In the prelude to this surrender on May 28, 1754, a British force commanded by the 22-year-old Washington surrounded a wilderness encampment of French soldiers and ambushed them in the early morning without provocation, killing a dozen, wounding two, and capturing 21. One of the slain was Joseph Coulon, Sieur de Jumonville, a diplomat.

Shortly after, Washington erected Fort Necessity in southwestern Pennsylvania to defend his soldiers from the expected French reprisal and to claim the region for the British. The French quickly assembled a superior retaliatory force and attacked Washington at Fort Necessity. The British under Washington fought valiantly, but their situation was unenviable: their earthworks filled with rainwater, and during the nine-hour battle they were sitting ducks for the enemy forces.

French commander Captain Louis Coulon de Villiers, brother of the slain de Jumonville, offered capitulation terms to the beleaguered fort. Washington’s troops included only two men who understood French: Ensign La Peyroney, who was seriously wounded, and a Dutch-born interpreter named Jacob Van Braam. These two men proceeded to the French lines to negotiate for peace. La Peyroney fainted from his wounds, so Van Braam had to handle all of the interpreting, as well as the task of translating the articles of surrender for Washington. The weather was very wet and the penmanship under field conditions was poor, so Van Braam may have relied on memory as he subsequently translated the articles of surrender for Washington. In the process, he translated the source’s reference to the earlier assassination of de Jumonville simply as his death, thereby overlooking or concealing the connotation that painted Washington as a wanton murderer. Ignorant of the surrender document’s sinister implications, Washington signed it, secured a cease-fire, and withdrew from the field with his troops and most of their possessions.

Upon demand by the French, two British hostages were left behind. One was Van Braam, who then spent six years in captivity in Canada, returned to fight for the British during the Revolutionary War, and eventually moved to France. He never told his side of the interpreting controversy.

Washington’s initial attack on the unsuspecting French force had international repercussions, for it was a catalyst in the French and Indian
War (1754-1763). He was also in hot water for admitting to the assassination of de Jumonville. He attempted to foist responsibility for this misunderstanding onto Van Braam:

That we were willfully, or ignorantly, deceived by our interpreter in regard to the word assassination, I do aver, and will to my dying moment; so will every officer that was present. The interpreter was a Dutchman, little acquainted with the English tongue, therefore might not advert to the tone and meaning of the word in English; but whatever his motives were for so doing, certain it is, he called it the death, or the loss of Sieur de Jumonville. So we received and so we understood it, until to our great surprise and mortification we found it otherwise in a literal translation.17

It has been suggested that since the Dutch language, in contrast to French and English, did not make the crucial distinction between assassination and death (at least in 1754), Van Braam may have routed his translation through the Dutch in his head on its way to the English version. Unfortunately, all of the blame he received for the rendering of one word overshadowed the credit given him previously for his good work.

Villainous Characters

At least two famous frontier interpreters have come down to us as scoundrels and traitors. Edward Rose (1780-1833) had been a river pirate before moving inland to work as a trader and interpreter. He had a reputation as a violent, fearless brawler and a strident companion. Still, in the early 1800s, his interpretation of the Crow and Arikara languages was helpful to major American fur trade figures such as William Ashley, Colonel Henry Atkinson, and Andrew Henry. In chapter 24 of Astoria, Washington Irving’s history of the fur trading colony in the American Northwest, he paints Rose as treacherous and dishonest.

Simon Girty (1741-1818) was reputed to be the most hated man on the frontier. A renegade interpreter who rejected European American culture to side with the Native Americans, he was considered a literal embodiment of traduttore traditore. A contemporary who met him described him as follows:

… his dark shaggy hair, his low forehead; his brows contracted and meeting above his short flat nose; his gray sunken eyes, averting the ingenuous gaze; his lips thin and compressed, and the dark and sinister expression of his countenance, to me seemed the very picture of a villain. He wore the Indian costume, but without any ornament; and his silk handkerchief, while it supplied the place of a hat, hid an unsightly wound in his forehead. On each side, in his belt, was stuck a silver-mounted pistol, and at his left hung a short knife.18

Girty, who was born in Pennsylvania, had been captured and adopted by the Senecas. As an adult, he served as an interpreter for the Continental Congress. He spoke Seneca well, along with Delaware and Shawnee. He interpreted at Fort Pitt in Pittsburgh, and served the British in their dealings with the Iroquois Confederation (the Mohawk, Oneida, Onondaga, Cayuga, Seneca, and Tuscarora nations). He was present at most Native American conferences in the Detroit Region during and after the Revolutionary War. He translated the famous lament that Mingo Chief James Logan (Native American name: Tahghajute), a leader of the Native Americans on the Ohio and Scioto Rivers, prepared in response to the murder of his entire family by Virginians. The speech was also written as a letter to Lord Dunmore, the last royal governor of Virginia. Logan declaimed this lament to an audience under an elm that stood until 1964. The following is reported to be Girty’s translation into English:

I appeal to any white man to say, if he ever entered Logan’s cabin hungry, and he gave him not meat; if he ever came in cold and naked, and he cloathed him not. During the course of the last long and bloody war Logan remained idle in his cabin, an advocate for peace. Such was my love for the whites, that my countrymen pointed as they passed and said, “Logan is the friend of white men.” I had even thought to have lived with you, but for the injuries of one man … Colonel Cresap, the last spring, in cold blood, and unprovoked, murdered all the relations of Logan,
not even sparing my women and children. There runs not a drop of my blood in the veins of any living creature. This called on me for revenge. I have sought it; I have killed many; I have fully glutted my vengeance; for my country I rejoice at the beams of peace. But do not harbor a thought that mine is the joy of fear. Logan never felt fear. He will not turn on his heel to save his life. Who is there to mourn for Logan? Not one.19

Girty is credited with having translated the most striking speech delivered on the frontier. It should be noted that the authenticity of the speech and the identity of the orator are disputed by some. Thomas Jefferson memorized the lament and reproduced it in his Notes on the State of Virginia in 1781. About it he wrote, “I may challenge the whole orations of Demosthenes and Cicero, and of any more eminent orator, if Europe has furnished more eminent, to produce a single passage superior to it.”20

Incidentally, Jefferson, the motive force behind the Journey of Discovery, had more than a passing interest in indigenous languages. He hoped Lewis and Clark would bring back linguistic evidence supporting the conjecture that North American Indians were descended from the lost tribes of Israel.

**Not Forgotten**

The pioneer interpreters and translators who facilitated trade, negotiations, war, and peace on the American frontier are largely invisible today—just as their modern counterparts sometimes vanish behind the successful products of their work. Still, even if their utility is not conspicuously acknowledged, their fingerprints are visible on important events, and some messages they made accessible will long be remembered.

**Notes**

3. Ibid., 100.
4. Ibid., 103.
5. Ibid., 141.
6. Ibid., 101.
11. Hanna, 64.
13. Ibid., 187.
20. Ibid., 188.
Marcela Jenney is the administrator of ATA’s Spanish Language Division. She is also an entrepreneurial marketing and business coach and consultant with over 20 years of experience in the language industry. She has an MBA in marketing and holds certifications as a professional business coach, cross-cultural trainer, localization project manager, and personal brand strategist. You can learn more about her at www.latitudescoach.com.

Marcela and I met for lunch shortly after the fifth annual conference of the Atlanta Association of Interpreters and Translators (AAIT), where she was a presenter. Her presentation, “Becoming a ‘Price-Maker’ By Leveraging Social Media,” was truly eye opening. As somewhat of an online and marketing junkie myself, I was dying to know more. Here is our conversation.

Jen: I was so excited following your presentation at AAIT’s conference! It was not only inspiring but also filled with great information. Would you mind telling me a little bit about your background?

Marcela: Well, I am from Colombia. I came to the U.S. in 1990, so I have been here for 21 years, almost half of my life. I attended Georgia State University, where I received a certificate in translation. Then I moved to Knoxville, Tennessee, where I spent five years as a freelancer. Incidentally, freelancing is something I recommend highly to translators and students. Start translating as soon as possible—you need a lot of experience.

After freelancing, I worked as a localization project manager for Citibank for three years. After that, I opened my own business, Contextual Communications, in 2003, which I sold in 2007. At the time, I was witnessing a huge change in the industry. I noticed it was becoming more and more difficult to differentiate oneself as a translator. So, I elected to get out of the industry and start working on the industry. It is such a beautiful and complex profession, but it is underestimated and undervalued. I decided I would teach translators how to look at themselves as a business, and as a product competing in an open market.

We must start seeing ourselves as a business and find ways to develop the characteristics that make us unique.
To hone my expertise in that area, I earned my MBA in marketing in 2010, which helped me get to where I am today.

**Jen:** Why do you want to change the industry?

**Marcela:** I have dedicated almost half of my life to the industry, and I have played various roles in it—from translator to localization project manager to business owner to director of sales—so I see the struggles that the industry is going through, especially with regard to new technologies and the Internet. Clients, the buyers of translation services, are more sophisticated because they are getting smarter. For instance, they know about translation memory tools. As Renato Beninatto, chief marketing officer at Moravia IT, says, “We have over-educated them, and sharing our secrets was the worst mistake of the industry.”

To be able to compete, we need to learn what makes us unique and different. How can we create a strong brand and use social media to communicate our message? As I said during my presentation, we need to know our purpose. Why are we doing what we are doing, and how can we better contribute to that purpose? I took on as my mission at least to plant the seeds of some kind of movement to raise awareness.

**Jen:** What are the top three things that translators are doing that they should not be doing?

**Marcela:** Number 1: Translators are all talking about “quality.” Everyone offers quality. This is not a differentiator in the market. As professionals, we are supposed to give quality; it is expected to be included in the price. Number 2: Talking about processes is also a big mistake. Clients do not care how we do it. And finally, Number 3: Translators do not think enough about the client. Four of the top 10 buying motivators are: to save money, to make money, to gain competitive advantage, and to create market share. So, as translators we have to wonder how can we help our clients make money. How can we help them save money? We need to focus less on ourselves and more on our clients. What are they walking away with when they work with us? It is about how we can help them. Stop talking about quality and processes. Concentrate instead on your clients! We must start seeing ourselves as a business and find ways to develop the characteristics that make us unique.

**Jen:** I understand that we need to be a brand, but how do we do that? What made you unique? What was your brand identity when you were a translator?

**Marcela:** When I was a translator, it was not such a competitive environment. We did not have to fight for projects like we do now. One thing that helped me a lot was that I was Colombian and spoke Colombian Spanish. So that was my differentiator. I also had a promise of value. Warning: when you promise something, you have to follow through! My clients knew that I always delivered on time, that I was reliable, that they could count on me, and that I would always go the extra mile to find the right translation. They were confident that they would get a good translation out of me.

**Jen:** What are some examples of things other translators might be able to use as differentiators?

**Marcela:** Number 1: You must specialize. There are way too many legal translators and medical translators. You need to find your niche market. Number 2: Make sure that you communicate a message that is tailored to that specific market. Once you know your niche, find out who is in need of your translations and will pay what you want to be paid. Finding your buyers will require some market research. The narrower your target market, the better.

**Jen:** What are the steps to establishing one’s brand?

**Marcela:** It is really easy. Just follow the “Rule of Three.”

**Rule 1: Extract.** You need to learn how you perceive yourself and how others perceive you. I use a questionnaire for this. You fill out a self-assessment, and then the same questions are sent out to people you know. It is a perception test, and it is really fun. You get to know yourself and how you are perceived by others. The idea is that there should be no discrepancies. If there are, then that means you are not being authentic to your brand. Next, you need to determine your goals. Where am I going with this business next year, in 5 years, in 10 years? Do I want to be a translator forever? Do I want to work for an...
agency in a few years? You also have to take into account your personal goals. Whatever we do on a business level also affects our personal lives, so we need to bring everything together. We also need to identify our values, which is the essence of who we are. Finally, we need to think about our purpose and why we are doing what we are doing. I use a great exercise for this. Imagine that you are at your retirement party. What are people saying about you? It is interesting to look at yourself like this, to think about what you did in life and what legacy you want to leave behind. Start asking yourself why you are doing what you do. Also, think about your vision, mission, and passion. What makes you get up at 5:00 a.m. on a Saturday? Because we have to do what we love doing. During this phase we learn to identify our competitors—who target the same market, have the same niche, the same language pair—and what makes us different from them. The last part of the extract phase is to identify your target market.

Rule 2: Express. This phase is based on the results of your research in Rule 1. This is where you create your marketing messages. You use social media and create a marketing plan.

Rule 3: Exude. In this last phase you live your brand. In everything you do, with every single person you meet or contact, you have to be in brand mode. This includes the way you dress, the way you speak, the way you write, the way you conduct yourself, and even your office appearance. This is the most difficult phase. It generally takes about six weeks. This is because most of us never think about our purpose, passions, and values or about how we are perceived.

We need to focus less on ourselves and more on our clients.

Jen: In your presentation, you spoke about the importance of being emotionally appealing as a brand. So, aside from specializing and finding a niche, how can we as translators be emotionally appealing to our target market?

Marcela: Five years ago we did not have the technology we have today, such as Web 2.0. We have to take advantage of and leverage all of the social media to market ourselves online. We can do this, not by talking about processes, or what translation is, or how difficult it is, but by sharing value. It is difficult and complex—we already know that—but buyers want to know what they can get. Translators who have more visibility are the ones raising more credibility. That means that if you are out there talking about what you know, it is more likely that I will buy from you, rather than from someone I have never seen or heard of before. So, take advantage of social media, especially a blog. I would rate that as most important. But even if you do not feel like writing, or do not have the time, there are other sources such as LinkedIn, Facebook, and Twitter. Jost Zetzsche, co-founder of International Writers’ Group and author of the “GeekSpeak” column in The ATA Chronicle, actually uses Twitter as his main social media channel. So does fellow columnist Judy Jenner, who pens the “Entrepreneurial Linguist” and co-owns Twin Translations. Renato Beninatto does as well.

So, definitely use social media to promote yourself online. Offline, do anything that can help develop your name and brand in the local market. It is important for you to see who needs translation locally. Know who your buyers are and go to their meetings. To find them in larger numbers, go to networking events and give presentations. For instance, I am a huge fan of Toastmasters International, which is a nonprofit organization that helps you develop public speaking skills. I have been a member for two years. Put yourself out there! Do not just sit in front of the computer all day. Position yourself as a subject matter expert in your niche. Do not try to be a “jack-of-all-trades”; it does not work in this industry. The narrower your market, the more likely you are to know more about it.

Jen: Some might argue that they are not making enough money, so they accept all of the jobs they can get.

Marcela: And this is a vicious cycle. Once you say yes to a low rate, it is difficult to say no afterward. You must believe that you are offering something of value and targeting the right market. Why sell yourself short? You know what you have to offer! The problem is that we need to refocus the attention on the client. Think, “I know how to make them look good” rather than “it’s another job.” I want to teach translators how to be more like businesses—to think “I have something of value to...
sell; I’m a product.” It must be based on their needs, not on our needs. It is not about us—it is about them.

**Jen:** Why do you think many translators are not online? Why are they not using social media?

**Marcela:** Probably because it is outside of their comfort zone and they do not know how to use it. Many people do not know how to build a website, for instance. They need more exposure to these tools. They may also be afraid of spending even more time in front of the computer. Perhaps they do not know what to say, and that is the result of not knowing their brand or message yet. But marketing is one of the main functions of any business, and without it you will not be able to bring in more business. Even though it takes time, it pays. Once you know how you want to be perceived, using social media is very easy and fun because it is interactive.

**Jen:** What are the most important social media tools?

**Marcela:** First, a blog is a must! It is the one tool that you need to start promoting your services. If you do not have a website, you should at least have a blog. Then I would go to LinkedIn. Create a nice profile, get endorsements, and make sure that professional contacts recommend you. Use the best picture you can; one that looks good and authentic. Then go on Twitter to keep the conversation going and to stay in touch with what is going on in the industry and with your clients. Facebook used to be more for friendships and families, but that has now changed and there are more and more businesses found there. Also, Google+ is a new tool that has many benefits.

This is a good point to talk about the circles of influence. People buy from the people they know. Facebook is good for your first circle, and you should communicate your brand to them. They might not need your services, but they will recommend them to others.

**Jen:** What about those of us who already feel overwhelmed with all of our work and wonder when we will find time to do all of this social networking?

**Marcela:** You need to organize your time. Create a schedule. Assign 30 minutes a day! That is all you need. Do some social networking during lunch or on a break. Do some tweeting and choose one day each week to work on your blog. Your blog will probably take more than 30 minutes, but it should be short and sweet. It should not be more than 400 words, because people have low attention spans and get bored. Make sure you add hyperlinks. If you mention someone, add a link. This will also help with search engine optimization. Hootsuite.com is a great tool for managing all of your social media from one location.

**Jen:** What is your motto or your mantra?

**Marcela:** If you can dream it, you can do it! We have the power to change things. We just have to take action. Unfortunately, we just do not always know how. Live your life to the fullest. This is your only life; there is no return ticket. When I am 80, I know what I want people to say about me. I want them to say that I inspired people and helped change the translation industry.

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**Translators who have more visibility are the ones raising more credibility.**

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**Jen:** You are on top of all the trends! We need to know what Marcela reads in the morning.

**Marcela:** I read the news, I love National Public Radio. I also read Technoratti.com, and I use it a lot as a source to find other blogs. I also love Alltop.com, and I subscribe to RSS feeds in my Google reader to various blogs that I am following.

**Jen:** What is your motto or your mantra?

**Marcela:** If you can dream it, you can do it! We have the power to change things. We just have to take action. Unfortunately, we just do not always know how. Live your life to the fullest. This is your only life; there is no return ticket. When I am 80, I know what I want people to say about me. I want them to say that I inspired people and helped change the translation industry.

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**Three Ways to Connect to ATA**

- **Facebook**
  - [http://tinyurl.com/38xqgsm](http://tinyurl.com/38xqgsm)

- **LinkedIn**
  - [www.atanet.org/linkedin.php](http://www.atanet.org/linkedin.php)

- **Twitter**
  - [http://twitter.com/atanet](http://twitter.com/atanet)
One of the questions I get most frequently concerns time management. Colleagues ask me how I manage to get everything done. This is a good question, and one that every linguist will have to answer eventually. There are only so many hours in the day, so how do we allocate them effectively? I would not say that I am a superstar at time management—although having no kids helps—but I have found some ways to save time and be effective. My hat is off to all those colleagues with children who can combine parenthood and their careers successfully! Here are six of my favorite time management tips.

1) **Keep it short.** E-mail is a big part of our day, and answering messages can be a huge time commitment. In order to maximize my time, I try to write relatively short e-mails and I even use some templates (simple Word documents from which I copy and paste) to answer standard inquiries. There is no need to reinvent the wheel when clients ask about our qualifications, turnaround rates, etc. I simply copy and paste. It takes 10 seconds rather than 5 minutes, and I would rather do a few sit-ups than answer another e-mail. Being a relatively fast typist helps on the e-mail answering front, but I also try to be concise in my messages. It saves me time, and it also saves the recipient time—no one likes reading long messages.

2) **Multitask.** While I do not recommend multitasking constantly, once in a while you just need to do two things at the same time to save some time. I do squats while talking on the phone, catch up on phone calls while driving (with my hands-free system, of course!), and use idle time, such as when waiting for the next case in court, to build my vocabulary lists and jot down new terms.

3) **Automate.** I have a pretty big online footprint, and many folks assume that I spend a lot of time on making it all happen. I actually do not, but I have a few tricks up my sleeve to make it look like I do a lot more work. For instance, my blog postings feed directly into my Twitter account, some Twitter updates get posted on LinkedIn, and Facebook and Twitter are also linked up. It is not magic, it is just technology.

4) **Outsource.** There are many things at which I do not excel when it comes to my business, and I save time, money, energy, and my sanity by outsourcing them to people who do. Mainly, that is my taxes and some accounting tasks. In addition, since my personal life intersects with my professional life on a consistent basis, I also like outsourcing tasks around the house that would take away from work. I do not clean my house anymore, as I can make more money working and it makes more sense to pay someone for it who actually does a good job. And it saves me from arguing with the hubby about whose turn it is to clean.

5) **Charge high rates.** In addition to my work at my small business, I am able to donate a substantial amount of time to nonprofit associations, including serving as the president of the Nevada Interpreters and Translators Association. Of course, that is time that costs me actual money—the opportunity cost is the money I could have made if I had sold those hours to a client—but I think it is very important to give back in as many ways as we can, especially to our profession. The reason I am able to do it is because I charge high enough rates for my work so I do not have to necessarily work every day and still make a good living. If I charged much less, then I certainly would not be able to volunteer as much. I always recommend charging a high enough rate so you do not have to work a full 40-hour week to make ends meet—it is important to reserve time for administrative tasks, marketing, networking, and, of course, volunteering.

6) **Prioritize.** This one might seem like a no-brainer, but most of us respond immediately to new things that come in—whether it be e-mail, requests for proposals, questions from listservs, etc. I try to figure out if the item is both urgent and important. If it is, I respond immediately. If it is one or the other, I respond as soon as I can. If it is neither urgent nor important, I respond when I have some extra time. To achieve this, I have set up e-mail filters that send listserv e-mail directly into subfolders, thus bypassing the inbox.

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**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.

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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

10 Ways to Find People to Follow on Twitter

(Posted by Catherine Christaki on her blog, Adventures in Freelance Translation, http://linguagreca.com/blog.)

If you have been on Twitter more than a year and use it regularly, you have probably already noticed the extensive growth of the translation, language, and interpreting communities of Tweeps. When I started using Twitter about a year ago, there were only a handful of power users, along with many people who were not really sure what Twitter was, how they could use it to their advantage, and what to share (myself included).

Things have definitely changed! There are now hundreds of great Tweeps you can follow to benefit from what Twitter has to offer. But how do you find and choose the right ones for you? Here are some of the ways I have expanded my network.

Find Your Professional Contacts: Did you just attend a conference? Some people include their Twitter handles on their business cards (most translators still do not). Otherwise, check their websites and/or blogs. If they use Twitter, you will find the handle there. Browse through your LinkedIn, Facebook, Google+, or e-mail contacts, determine which ones you would like to follow and, if you do not find their Twitter name on those pages, search by name or company on Twitter.

Twitter’s Suggestions: In the homepage of your Twitter account you will see a “Who to follow” section at the right side. Click “View all” and choose the ones that look more appealing to you. Additionally, when you open someone’s Twitter homepage, you will see a “Similar to …” section at the right-hand column with a few recommendations. Click on the names to check out the profiles and timelines of those new people to determine whether or not you would like to follow them.

Twitter Lists: Many Tweeps use lists to categorize the people they follow. For translators, the most common names for such lists include Translators, x18 or t9n (abbreviations for translation), and Languages. I guarantee that you will find interesting people to follow there. I sure did. (Have a look at my main Twitter list for translators and language Tweeps at https://twitter.com/#!/LinguaGreca/translation-languages.)

Search for Hashtags: This is another great use of Twitter’s search function. You can search for the topics that interest you (usually #x18, #t9n, #translation, #language, #L10n for translators, or #1nt for interpreters) to see all of the latest tweets containing those hashtags. To see all of the tweets that include specific hashtags, add an uppercase “OR” between hashtags (e.g., #x18 OR #1nt). Regarding conferences, find out which hashtag is/was used for the event (just ask your followers if you are not sure).

Twitter Applications: There are many (free) applications available online. I have not used any of these to find people to follow, but they look very useful.

• Listerious (http://listorious.com) is a directory of people and topics on Twitter.

• Tweppi (http://tweepi.com) helps you manage your followers, choose the ones you want to follow back, have a look at the people they follow, etc.

• Twiangulate (http://twiangulate.com/search) helps you find connections you have in common with another Tweep to see if your new contact has other connections with whom you would like to connect.

If you want more, there is a nice list of apps at the end of this interesting post (http://soshable.com/good-twitter-people).

#FollowFriday Recommendations: Every Friday, people use this hashtag (alternatively, #ff) to recommend their favorite Tweeps to others. This is a great way to find new people to follow.

Use Klout: Klout (http://klout.com) is a free tool that measures your influence on Twitter (among other things). Connect your Twitter account and find influential people to follow based on your interests. Browsing the topics is a good way to go about it. Just search for your favorite one (e.g., translation) and find new people to follow.

Follow Back: You receive an e-mail every time someone new follows you on Twitter. Check out their Twitter page and see if they are worth following back.
Upcoming Events

Visit the ATA Calendar Online
www.atanet.org/calendar/
for a more comprehensive look at upcoming events.

March 16-18, 2012
ATA Interpreters Division/
Spanish Language Division
Mid-Year Conference
Orlando, FL
www.atanet.org/divisions/
ID_SPD_conference_2012.pdf

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

March 29-31, 2012
American Translation & Interpreting
Studies Association
10th Anniversary Conference
South Padre Island, TX
www.atisa.org

April 28, 2012
Carolina Association of Translators
and Interpreters
Annual Conference
Winston-Salem, NC
www.catiweb.org

May 5, 2012
New England Translators Association
16th Annual Conference
Boston, MA
www.netaweb.org/cms2

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

June 15-16, 2012
InterpretAmerica Annual Conference
3rd North American
Summit on Interpreting
Monterey, CA
www.interpretamerica.net

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

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

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

Blog Trekker Continued from p. 27

Twitter Chats: Join chats on Twitter
that interest you and meet new people.
You will need to know and use the
chat’s hashtag to participate or read
the content later (e.g., #IntJC for inter-
preters).

Paperli (http://paper.li/LinguaGreca):
An online newspaper that displays
tweets from the people you follow. To
find new people to follow, you can read
anybody else’s paper and check out the
authors of tweets that interest you. (The
link directs you to my page so you can
see what Paper.li looks like.)

Are there any other ways you have
used to find new people to follow?
Any online apps that you use to
manage your “Following” and
“Followers” lists? Drop me a line at
catherine@linguagreca.com.
What can be said about social media that either has not been said before or is not just another platitude? Let me opt against being overly clever or witty (as if I had the choice to start with!) and simply share with you how I use social media professionally.

Yes, I do have a LinkedIn and a Google+ account, but I really do not use them very much. You may also have noticed the glaring omission of Facebook on that short list (or as my kids would say in shocking Orwellian fashion: “He doesn’t have a Facebook!”). I follow some discussions on LinkedIn and my co-author and I have used it successfully to locate a few interesting folks for our current book project (including the publisher!), but it is Twitter where I invest my budget of social media time and energy. Here is what I use it for:

• **As a news aggregator for things that are relevant to me in our industry.** I follow only a small number of Twitter users, but those are people who truly have something useful to say (not the “Oh-I-feel-like-taking-a-long-hot-bath-after-a-long-day-of-translation” kind of folks). It is hard for me to imagine that something important might happen in the world of translation on any given day that would not be picked up by my little army of news gatherers.

• **As a public post-it note system.** Oh, I know there are many clever ways to collect your best ideas or interesting discoveries and make them accessible at a later time. It is just that Twitter not only allows you to do that, but if it hits someone else’s nerve as well, your followers might take your idea or noteworthy find to the next level. The first thing I do when I start to compose my monthly newsletter is to read through my own Twitter stream to find the little gems that might be worth mentioning.

• **As an opportunity to locate quick feedback or resources.** Just a couple of weeks ago I was frustrated about not having a tool that would make entering non-English quotation marks easier. I asked on Twitter whether someone knew of such a tool. No one did—instead, someone actually wrote a tool for me. No kidding!

• **As a channel for announcing any of my activities that might be relevant to others.** The emphasis here is on relevant, of course, but I like to post information about newsletters or articles I have published, talks I am giving, or other resources I have developed. You learn very quickly the difference between relevant and self-serving. It is easy to unsubscribe from someone’s Twitter posts, and that is exactly what will happen if you err too much on the self-serving side—you will lose followers. If you do it right, though, you will have a thankful group of followers who are only too eager to re-announce what you posted to their own followers. Where else can you get something off your chest to thousands of readers within minutes?

• **As a place to contact folks.** I mentioned previously that I sometimes use LinkedIn to contact specific people—especially those I learn about through their LinkedIn profile. But if I want to “meet” someone I already know, I have found that I am much more likely to make a successful connection with that person on Twitter.

• **As a cheap and low-stress way to participate in industry events.** Although I do participate in person at some conferences and meetings throughout the year, there are many more that I follow through their “hashtag”—that is, the specific Twitter handle that lets you follow many of the different discussions happening at the event. Of course, you do first need folks who will post to Twitter from the events, but that is typically not a problem. You might want to save the hashtag for this year’s ATA conference, #ATA53 (not to follow it from afar, mind you, but to participate yourself by posting from San Diego!).

• **And lastly, as a business opportunity.** I have found some interesting and high-paying jobs on Twitter, either through someone who posts a search on Twitter or, more often, because someone has followed me on Twitter and thinks that I have what it takes to help him or her.

• **Oh, and I do also post the latest and greatest Jeromobot videos on Twitter.** It is no coincidence that my Twitter handle is @jeromobot.

You may have noticed that so far I have been very careful to avoid using Twitter lingo. There is a reason for that. The word “Twitter” has suffered from some overexposure these past couple of years, and its derivatives are legion, including terms like “tweet.”
New Certified Members

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

**Danish into English**
David F. Kendall
Stockholm, Sweden

**English into Finnish**
Saila Milja-Smyly
Mt. Pleasant, SC

**English into Spanish**
Martha B. Batiz
Richmond Hill, Ontario, Canada
Pablo J. Davis
Memphis, TN
Alfredo Gutierrez
Saint-Leonard, Quebec, Canada
Maria I. Raffay
Danville, KY
Rocio Raña
New York, NY

**Active and Corresponding Membership Review**

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

Reza Ebrahimi
Penang, Malaysia
Xiaolei H. Kerr
Milpitas, CA
Randall Morgan
Potomac, MD
Leonard Morin
New York, NY
Gail Zhang
Westwood, MA

GeekSpeak Continued from p. 29

“retweet,” “tweeps,” and many others. What is really fascinating to me is that Twitter’s founders apparently assumed that they could coin more than one term—and failed. We all know that English has no problem turning a proper noun into a verb (just google that if you do not know what I mean), and many other languages are more than happy to follow suit. “To twitter” would have worked just fine, but “to tweet” was asking just a bit too much. Even Twitter-savvy English-speaking folks really have to concentrate to say that they just “tweeted” rather than “twittered.” And in the official (and, of course, crowd-sourced) translations of Twitter in 20+ different languages, most have discarded the multi-term policy altogether or are in the process of doing so.

And, hey, I think I was able to communicate what I wanted without making your head spin in all kinds of twirections, right?
Member News

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

- **Beatriz Bonnet**, chief executive officer of Syntes Language Group, is the first recipient of the Empresaria Latina Award, presented at the Latino Small Business Summit in Denver, Colorado. The Empresaria Latina Award is given to a Latina entrepreneur who is a pioneer in her industry and whose business success and community commitment is setting an example and opening possibilities for others. The inaugural Latino Small Business Summit, with more than 350 attendees, was hosted by the Denver Metro Small Business Development Center in an effort to support and bring together owners of Latino businesses from a variety of industries.

- **Lisa Carter** has been nominated for the 2012 International IMPAC Dublin Literary Award for her translation of José Rodrigues dos Santos’ novel *The Einstein Enigma*, published by HarperCollins. The award, an initiative of Dublin City Council, is a partnership between Dublin City Council, the municipal government of Dublin City, and IMPAC, a productivity improvement company that operates in over 50 countries.

- **Alic Dubravka** received an MA in English language and literature from the University of Belgrade.

- **Peter McCambridge’s** translation of Quebec writer François Barcelo’s *J’haïs le hockey* (I Hate Hockey) has been published by Baraka Books in Montreal. Peter recently started blogging on the literary translation scene in Quebec at http://literarytranslationqc.blogspot.com.

In Memoriam

**Fouad Kheir**
1940–2011

Fouad Kheir, of Long Island City, New York, died Sunday, October 30, 2011. He had been a member of ATA since 1985.

An ATA-certified Arabic→English translator, Fouad served as a grader for the Arabic→English certification exam. He also translated French into Arabic and French into English. He was a member of ATA’s French, Interpreters, and Literary Divisions. He was also a long-time member of the New York Circle of Translators.

Fouad had over 20 years of experience as a translator and interpreter. His areas of specialization included voiceover/dubbing and subtitling. He was also a practicing court and escort interpreter and was certified by the U.S. Department of State as a seminar interpreter. His work experience included managing and supervising heavy industry projects and construction sites. He lived and worked on four continents.

An avid photographer, Fouad was responsible for taking many of the photos at ATA Annual Conferences from the 1980s to early 1990s.
When I first read the title, I thought the dictionary would include words that look the same in Polish and English, such as “notes” (Polish-English: notebook; English-Polish: pl. notatki), or words derived from the same root but having different meanings (so-called “false friends”), such as “evidence” and evidencja (English: “proof” versus “list,” “record”). There are not too many of these words, however, or at least not enough to make up a dictionary. The English-Polish Dictionary of Look-Alikes and Sound-Alikes is a one-way dictionary of English terms that look or sound similar and their Polish equivalents. It is designed specifically for Polish speakers who want to improve their knowledge of English. It seems that the general idea behind the dictionary is to show users that learning a language is a constant work in progress.

Organization
The dictionary includes an introduction, followed by a description of the phonetic notation and a list of abbreviations used. The last seven pages offer a compilation of words that have different meanings in British and American English. Each page of the main section of the dictionary has a header that contains the first word of the page written in boldface capital letters. This makes it convenient for the user to navigate through the terms alphabetically. The font size is rather small, but the type is clear and easy to read.

Content
The introduction explains that the dictionary is intended as a resource for those who want to improve their spelling and avoid making pronunciation mistakes. Additionally, the publishers point out that users can browse the dictionary to refresh their memory regarding words they already know as well as enrich their vocabulary with new words. For English speakers, the difference in meaning between “travel” and “trouble” (‘tra-vəl) and (‘tra-bəl) is obvious, but it may not be so apparent to those learning English. Seeing juxtaposed look-alikes and sound-alikes makes learners aware that there are groups of words that are similar, and reading the Polish equivalents makes them realize the semantic (sometimes huge!) differences between them.

The authors have developed a simplified phonetic transcription for the dictionary, which is explained clearly in the section after the introduction. They point out that the transcription is based on standard British English pronunciation, which is most commonly taught in language schools across Poland.

Individual entries are mostly pairs of words, although some contain up to five words (e.g., “oar/o’er/or/ore/awe”). The graphic presentation provided is very clear. Under the boldface, all-caps headwords, the entry lists each term and its pronunciation on the left, with Polish equivalents on the right. (An example is given in Figure 1.)

If the goal of the dictionary is to make its users better speakers of English, it would be useful if the entries provided sentences illustrating how the words are used in a specific context. It is hard to tell how many entries the dictionary actually contains. Some of them appear only once (e.g., “hair/hare” in Figure 1), but many are
listed two, three, or even four times. It is not clear what criteria the authors used to decide whether or not to repeat the same entry, but there is some inconsistency in the way entries are arranged. For example, the word group “hallow/halo/hollow/holler” appears as a full dictionary entry three times, just in a different order (“holler/hollow/hallow/halo,” immediately followed by “hollow/hallow/halo/holler”). Other dictionaries usually try to avoid repeating terms by referring their readers to a term listed elsewhere (e.g., “See term X”). This may suggest that besides making it convenient for the users, multiple listings of the same term in this dictionary are intentional. Repeated entries presented in a different order provide users with an instant opportunity to read the words again and again. Spending less time flipping through pages looking for the term gives users more time for vocabulary practice, which is in keeping with the authors’ intent of making the dictionary a tool for those learning English.

The dictionary is intended for both beginners and more advanced speakers of English, and this is reflected in the selection of terms. Some word pairs compare very basic vocabulary items (“Abel/able,” “hay/hey!”; “merry/Mary/marry”), while others demonstrate more advanced nuances of usage (e.g., “opposite/apposite,” “peeked/peaked/piqued”). Still other word pairs are hardly ever used and are likely to discourage those learning English (e.g., “braes/brays/braze”; “puny/puisne”).

The last section of the dictionary is comprised of a list of terms that have different meanings in British and American English. The U.S. list seems to include some old phrases, such as “public comfort station” (but not “public restrooms”), as well as misspelled words (“window shares” for “window shades”), incorrect equivalents (“corn [U.S.] is translated as “cereal”), or collocations that are more common in Australian English (“removal truck” instead of “moving truck”). Although the dictionary tries to make users aware of yet another nuance of the English language, this section needs to be updated, preferably by a native English speaker.

**Overall Evaluation**

The idea of a dictionary containing words that look or sound similar is original and interesting. People learning English should be aware of the language’s complexities and need tools to help them practice. Present day learners, however, will not be encouraged to use a dictionary containing strings of words they may never use, or that asks them to decipher phonetic transcription. They are more willing to learn words in context or listen to recorded pronunciations by a native speaker. Without a comprehensive update, it will be hard for this dictionary to become a useful companion for those learning English.

**Katarzyna Jankowski** is a philologist and an ATA-certified English → Polish translator. She has a master’s degree in English philology from Silesian University in Katowice, Poland, and a master’s in public administration from Roosevelt University in Chicago. She is also a certified paralegal. First hired as an in-house translator in 1993, she has been a freelance translator and court interpreter since 2003. Contact: kate.jan@att.net.
A Friend at Midnight is a page-turner of a novel by Caroline B. Cooney. One of the major characters is Rebecca, the oldest sibling of a not-so-well-blended family. She completes one year as a language (Italian?) major at a university in Rochester, New York. Only a short way into her sophomore year, she returns home to announce that she is dropping out of school and getting married. Her horrified mother objects on page 128: “You’re a language major, Rebbie. I want you to get a graduate degree or go into diplomacy, or at least import Italian shoes.” The Translation Inquirer is alarmed to think that undergraduates in language programs could possibly go all the way through their curriculum without giving any serious thought to becoming interpreters or translators. I am biased, but I think those professions beat the shoe import trade (or even diplomacy) by a mile!

New Queries

(Cr-G [E] 2-12.1) The difficult Croatian word here, sekundarizam, might mean “metastases,” but could be a colloquial form of the word. English is acceptable as an answer for this query. Here is more context: Difuzno u oba jetrena režija, diferenciraju se brojne manje i veće fokalne hipodenzne lesije, dijelom neoštrog ruba, najbolje demarkirane u portalnoj fazi postokrastno. Promjene odgovaraju sekundarizmima. I urge the relatively small cohort among you who can contribute to this to provide your expertise.

(D-G [E] 2-12.2) In this first Dutch-to-German query on my watch, the translator offered a tentative Widerstandsgedächtniskreuz for verzetsherdenkingskruis. The entire sentence reads: Mijn oma was draagster van het verzetsherdenkingskruis.

(E-G 2-12.3) Is it correct to accept the translator’s initial reaction to “acting in a purely nondiscretionary capacity” as agiert ohne jede Ermessensbefugnis? Here is a bit more of the original: “The Sponsor is acting in a purely nondiscretionary capacity and shall not be deemed to have established an obligation or duty to ensure compliance…..” Is the translator on the right track with this?

(E-Po 2-12.4) It is clear that when paints are applied in reduced density and multiple layers, a term called “mist pass” is appropriate. But how would you render this into proper Polish?

(E-Sp 2-12.5) An entire industry is devoted to the production of these gadgets, so “dimmer” is a proper query in this column at long last. A translator offered atenuador while admitting that “dimmer” and “dimming” are often used as-is in Spanish. Does anyone have a better suggestion?

(G-Pt [E] 2-12.6) Untermesser-absaugung is an industrial engineering term that caused consternation for one colleague. The text makes it clear that this is an environment where Schlitzdüsen and Schlitzöffnung are used, as well as Ansauggeschwindigkeit and Bahngeschwindigkeit. No connected, coherent sentences are available. What processing is taking place?

(I-E 2-12.7) In the world of electrical engineering, how would you render porta collare – cucinetta con allargamento into proper English? The phrase is taken from a sales invoice. Sorry, there is no more context.

(Pt-E 2-12.8) Okay, here is a Portuguese legal query that deals specifically with intellectual property. The query involves this context sentence and the last two words (highlighted in bold) are the problem: A sentença já proferida nestes autos – e que não mereceu ainda, quanto aos seus fundamentos, qualquer juízo sindicatário.

(Sp-E 2-12.9) Cars and trucks are the subject of the following list that troubled a translator going into English: Angulo del acelerador; Régimen del motor; régimen primario del conjunto polea biplato 1; régimen secundario del conjunto polea biplato 2. Is anyone willing to help with these items?

(Sp-F [E] 2-12.10) English will be accepted in this Spanish-to-French query about “personal” (tomar dinero a préstamo de personal). Here is more context: llevar la firma y actuar en nombre de la sociedad en toda clase de operaciones bancarias, firmar facturas, pólizas, conocimientos, solicitudes y declaraciones juradas, solicitar y tomar dinero a préstamo de personal y particulares.... In partic-
ular, what about “personal” in this quote?

Replies to Old Queries
(E-Po 9-11.1) (rotary air blast): This, says Piotr Graff, is wiertarka udarowo pneumatyczna. The English term can be looked up online, says Piotr.

(E-R 9-11.2) (reference range of ostensibly healthy persons): Darya Chernina likes находящейся в диапазоне нормальных значений для явно здоровых лиц.

(E-R 10-11.4) (snapper): Alex Schwartz states that it is difficult to provide a response to this query because “snapper” is the common English name for many species of fish that are not necessarily all grouped under one name in Russian as they are in English. This taxonomy problem arises in nearly every language.

Wikipedia states that snappers may refer to Lutjanidae, a family of fish known as snappers, or to many other fishes from other families, including the Australasian snapper (Pagrus auratus); the eastern nannygai, also known as the red snapper (Centroberyx affinis); and the bluefish (Pomatomus satatrix), of which the smallest are often known as snappers. Lutjanidae is the word related to лунага, and Pagrus auratus to папрус. The word окунь is just one of three cited in two prominent dictionaries, but they translate it as “perch,” which belong to the Percidae family.

(F-Ro [E] 10-11.6) (cache-bagages): An alternate term for this in French, says Christelle Maginot, is plage arrière. In English, this is “cargo cover,” “parcel shelf,” or “rear parcel shelf.” A possible Romanian translation could be panou acoperitor bagaj. (R-E 9-11.9) (1 ep): In Darya Chernina’s opinion, this abbreviation can mean not merely grams, but also рпгм (group), and therefore the reference may be to “group 1” next to the names of each of three tuberculosis treatments.

(At-E 8-11.10) (N.I.): Maria Gabriela Ortiz believes this could stand for Notario Interviniente (“intervening notary”) in the context of a birth certificate.

(At-S 10-11.8) (traspaleros): This, says Christelle Maginot, refers to a job title. The Diccionario de la lengua española de la Real Academia Española defines the verb traspalar as mover, pasar o mudar algo de un lugar a otro. In the context of airports, it means “baggage handlers,” “fleet service agents,” or “ramp agents.”

(At-Sw 10-11.9) (avskrivna på förhand): Thor Kottelin says this makes no sense semantically or grammatically. He suspects that the phrase originated in a text that was then translated into Swedish, and therefore the only possible approach is to find out where it came from.

Thanks to the contributors, thanks to the editor, thanks to the proofreader, and to those who posed the queries in the first place.

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ATA Webinars
www.atanet.org/webinars

March 22, 2012
12 Noon Eastern Daylight Time
Searching Primary Sources for Patent Terminology
Speaker: Bruce D. Popp

This webinar will provide information on various techniques for searching primary sources for subject matter terminology when translating patent applications. Related patents originally drafted in the target language are particularly valuable primary sources, and the speaker will discuss some bibliographic techniques for finding them. Techniques for dealing with chemical compound names and the names of mechanical parts will also be addressed.
Fritz Kredel (February 8, 1900-June 12, 1973) was a German graphic designer and illustrator. He fled Nazi Germany in 1936 and emigrated to the U.S. in 1938, where he taught at Cooper Union in New York. Throughout his long career, he illustrated more than 400 books, including Eleanor Roosevelt’s children’s book *Christmas*. Among his many awards and honors was the Gold Medal for Book Illustration at the 1937 Paris World Exposition. He was also commissioned to create a woodcut of the Presidential Seal for the inauguration of John F. Kennedy.

Kredel’s output included a series of woodcuts illustrating proverbs in various languages. These woodcuts were collected, together with English translations of the proverbs, in *Words From the Wise* (Hallmark Crown Editions, 1973). Eight of Kredel’s illustrations, together with the corresponding proverbs in both the original languages and English translations, were recently reprinted in a limited edition by Arthur Graham, with Kredel’s woodcuts hand-tinted by Margaret E. W. Jones.

The selected proverbs, one in English and seven in other languages, are reproduced below, together with three of Kredel’s illustrations. My thanks to Arthur Graham, Margaret E.W. Jones, and Judith Kredel Brown, Fritz Kredel’s daughter and recently retired distinguished Professor of Anthropology at Oakland University in Rochester, Michigan, for permission to reprint them. Some of the English translations of the proverbs have been modified by me.

**English, William Shakespeare:**
*The Merchant of Venice:*
The devil can cite scripture for his purpose.

**Italian:**
Di’ a una donna che è bella, e il diavolo glielo ripeterà dieci volte.
Tell a woman she’s beautiful, and the devil will repeat it to her ten times.

**Latin, Ovid:**
Leve fit quod bene fertur onus.
Cheerfully borne burdens are light.

**French, attributed to Napoleon:**
Les soldats gagnent la guerre et ce sont les généraux qui s’en vantent.
Soldiers win the war and generals take the credit.

**Russian:**
Добрая жена да жирные щи—другого добра не ищи!
Thick cabbage soup and a goodly wife are the only goods you should ask of life!

**Chinese:**
当你的马接近悬崖时，勒住它。
When your horse approaches the precipice, rein it in!

**Japanese:**
蛇を一匹殺さなければならななら、一度に全部殺してしまうほうがいい。
If you must kill a snake, kill it once and for all.

**Greek, Aesop:**
Ομφακες εστίν
Sour grapes!
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Reminder: Beware of Scams

If it is too good to be true, it is probably a scam. A number of e-mail and online scams have specifically targeted translators and interpreters. Stay vigilant! There is a reason these perpetrators keep sending these messages—folks are biting and losing their money. Before considering an offer, ask for more information. Before taking a job, ask for a contract. And don’t believe anyone offering you an advance payment on your services by check or even by money order.

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ATA-Certified Translator Seal

What is the ATA-certified translator seal?
The ATA-certified translator seal was developed for the exclusive use of ATA-certified members in good standing. It offers certified translators an opportunity to document their certification for a client or translation job. The seal includes a member’s name, unique certification number, and language combination. The seal also includes a link to an online ATA verification system that allows a client to confirm the member’s certification.

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

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

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

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

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Visit ATA’s School Outreach Resource Center at www.atanet.org/careers/school_outreach.php and click on Presentation Resource Materials. Choose the age level you like the best and download a presentation, or use the resources on the School Outreach page to round out your own material.

Speak on translation and/or interpreting careers at a school or university anywhere in the world between August 1, 2011 and July 18, 2012.

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

E-mail your photo to Meghan McCallum (meghanraymccallum@gmail.com) with the subject line “School Outreach Contest,” or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include: your name and contact information; the date of your presentation; the school’s name and location; and a brief description of the class. You may submit multiple entries.

The deadline for submissions is midnight on July 18, 2012.

The winner will be contacted no later than August 20, 2012. You must be a member of ATA or an ATA-affiliated organization to enter.
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