November/December 2013
Volume XLII
Number 11
A Publication
of the
American
Translators
Association

In this issue:
How to Lose Customers
Notarization and Translation
Cultural Conflicts in Health Care Interpreting
What I like about
SDL TRADOS
STUDIO 2014

Offer for ATA members
www.translationzone.com/ata

• **Speed**, I feel like everything is faster
• **Easier** access to help and resources
• **Automatic** concordance search
• The **new look**, it just looks pretty!
• The new default **Termbase Viewer** position
• **Quick Merge**
• Adding files from the **target language**

Nora Diaz
Freelance Translator - Mexico

Join the conversation
noradiaz.blogspot.co.uk
@NoraDiazB
#Studio2014

Easier, smarter, faster ... enjoy translation

ATA members special offers:
www.translationzone.com/ata

Purchase or upgrade to
SDL Trados Studio 2014 today

www.translationzone.com/Studio2014
How to Lose Customers
By Susan C. Rials
If you would like to maintain a loyal customer base, it pays to develop a strategy that works.

Four Things You Need to Know about Notarization and Translation
By Michael Lewis
U.S. translators and notaries often work together to serve the needs of immigrants. Here are four things to keep in mind when it comes to translation and notarization.

Overcoming Cultural Conflicts in Health Care Interpreting
By Haytham Boles
Without proper cultural knowledge and training in the field, health care interpreters run the risk of ignoring, misinterpreting, or mishandling situations involving cultural conflict that arise during a health care encounter.

La Vie en Rose
By Ewandro Magalhães
Here is a story about the empowering nature of language and the personal journey it means to each of us.
Haytham Boles has an MA in translation from the University of Mosul, Iraq. He has over four years of experience interpreting and translating for Iraqi refugees in San Diego County. His working languages are Arabic and Chaldean. He has been working as a part-time Arabic health care interpreter with the International Rescue Committee in San Diego for almost two years. Besides working as a freelance interpreter and translator, he also has experience teaching English as a second language and Arabic. Contact: haythamboles@gmail.com.

Michael Lewis has been part of the communication team at the National Notary Association (NNA) since 2006. A former notary public, he serves as the managing editor of NNA’s member publications, including The National Notary Magazine. Contact: mlewis@nationalnotary.org.

Ewandro Magalhães is an experienced conference interpreter and trainer of interpreters. He has a master’s degree in conference interpreting from the Monterey Institute of International Studies. He is the chief interpreter at the International Telecommunication Union in Geneva, Switzerland. He is the author of Sua Majestade, o Intérprete - o fascinante mundo da tradução simultânea. You can find his blog, Field Notes, at www.ewandro.com. Contact: ewandro@gmail.com.

Susan C. Rials is an independent translator from French, Spanish, and Portuguese into English. She taught Spanish-English translation at Georgetown University’s Division of Interpretation and Translation. She specializes in legal, business, and energy-related translations, but has covered many fields during her career. She worked for Berlitz for 16 years as a translator, editor, and production manager before opening her own business in 1997. She has written articles and given many presentations in the field. Contact: susanrials@att.net.

Looking for continuing education events in your area? Check out ATA’s online event calendar at www.atanet.org/calendar.

Advertising Directory

25 Landmark Audio Technologies
www.LandmarkFm.com

40 MadCap Software
www.madcapsoftware.com

7 National Security Agency
www.nsa.gov

2 SDL
www.sdl.com/studio2014

27 Universe Technical Translation
www.universe.us

31 University of Illinois
ma.translationandinterpreting.illinois.edu

9 The University of Texas at Brownsville
utb.edu/translation
As I prepare to shift from my role as conference organizer to the role of our Association’s president, many thoughts come to mind.

First, I am incredibly grateful for the exemplary leadership and steady hand of my predecessor, Dorothee Racette, whose cool head and methodical approach have served us extremely well over the past two years. I take over the reins knowing that ATA has no major unfinished business and that the Association is on a healthy path.

I am also delighted at the team that is coming together for the next two years. You are witness to the fine slate of candidates who are willing to volunteer at the Board and division level, but there is also a small army of committee chairs and members who have been working since late summer to prepare for a smooth transition.

As I stated two years ago when I was running for president-elect, I wanted to focus on three areas: certification, standards, and professionalism. Those three items are still on the agenda, and are joined by initiatives driven by these same volunteers and members like yourself. Since part of transparency is saying what we are planning to do, I wanted to give you a quick glimpse at what is coming up.

**Interpreters**: The adoption of the tagline “The Voice of Interpreters and Translators” is symbolic of the efforts that are going on to target the needs of our interpreting membership and to reinforce the message that ATA is home to interpreters and translators alike. ATA’s Interpretation Policy Advisory Committee is busy tracking changes and driving initiatives in the interpreting landscape. At the same time, the Interpreters Division is delivering professional development and networking opportunities.

**Standards** are also entering a hot phase, with many standards affecting independent contractors and language services company owners. ATA can use its standing as the largest association of translators and interpreters to continue to influence standards, especially in terms of interoperability of translation environment tools, which is where many of our members say they want to see standardization.

**Moving toward an e-Chronicle**: The reasons so many associations are shifting away from print are compelling: cost, as well as the speed of business. This does not mean eliminating the print version of *The ATA Chronicle* altogether, but mapping a transition from favoring print to electronic as the default.

Several initiatives targeting **students and newcomers** are sprouting up. In addition to our solid Mentoring Program, we have a group dedicated to reaching out to newcomers to the Association and profession through conference events and *The Savvy Newcomer* blog (www.atasavvynewcomer.org). In addition, ATA’s new Educators Division, home to students and those who teach them, also got off the ground very quickly.

**The Public Relations Committee** has been steadily tackling areas where we can increase our visibility by creatively combining both volunteer resources and professional help where it makes sense. We are also reaching out to other organizations in order to amplify our messages through each others’ channels and to ensure our common futures by promoting language access, language learning, and language careers.

The vision I shared with you two years ago was of a vibrant Association, where a culture of professionalism pervades everything we do. I look forward to keeping ATA on this path, and want to thank you for your contributions to the discussion and to the work at hand.
Welcome President Caitilin Walsh: Caitilin Walsh officially took office as ATA’s president November 8, 2013, at ATA’s 54th Annual Conference in San Antonio, Texas. Caitilin, a freelance translator based in Redmond, Washington, brings a strong artistic and technical background and down-to-earth approach to the leadership of the Association. Be sure to check out her vision for ATA in her column on page 5 of this issue.

New Website: The new fully redesigned ATA website will be coming online soon. The new site offers plenty for all: members, potential members, and the buyers of language services. The new site gives the online directories a more prominent location on the homepage. In addition, the site organization and search features open a trove of information from experts in the field. While we have worked to make sure the site is set, bugs and broken links are inevitable. As you are perusing the site, please let me know if you come across any problems. Thank you to President-elect David Rumsey for his oversight of the project and to ATA Information Systems Manager Roshan Pokharel and ATA Member Benefits and Project Development Manager Mary David for their hundreds of hours of work in making this site a reality.

Digital Offerings: Do not forget several digital resources are available on ATA’s website:

- The ATA Compass (http://the atacompass.org) offers tips and advice for the buyers of language services. Pass along this information to your clients.
- ATA webinars (www.atanet.org/webinars) cover a variety of topics presented by experts in the field. The webinars have been recorded and are online for easy access.
- ATA Annual Conference sessions (www.associationarchives.com/SITES/ata) are recorded each year and are offered online and on DVD. For this year’s conference, nearly 150 sessions were recorded offering both language-specific and specialty content.

Membership Renewal: 2014 Membership Renewal notices will be mailed in early December. Invest in yourself and your business—be sure to renew your ATA membership.ATA membership is a valuable resource, from the online directories to the new website loaded with easy to access tips and practical advice. Do not go it alone. ATA offers a network to help you market your services, keep you current, and help you become better at what you do. Thank you in advance for renewing your membership.

Send a Complimentary Copy

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

Simply e-mail the recipient’s name and address to ATA Headquarters—ata@atanet.org—and we will send the magazine with a note indicating that the copy is being sent with your compliments. Help spread the word about ATA!
The technology we build can collect signals from foreign adversaries, but protecting the nation requires a human understanding of nuance, context, cultural overtones and dialect that only you, a language specialist, can provide. The product of this combination of technology and your expertise will provide the most complete and accurate intelligence to U.S. policy makers, military commanders and other members of the Intelligence Community to help the nation stay a step ahead of foreign threats. Explore career opportunities at NSA and see how your language proficiency can have a direct impact on national security.

**KNOWING MATTERS**

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

- Arabic
- Chinese (Mandarin)
- Pashto
- Persian-Dari
- Persian-Farsi
- Russian
- South and Central Asian languages
- Somali
- And other less commonly taught languages

U.S. citizenship is required. NSA is an Equal Opportunity Employer. All applicants for employment are considered without regard to race, color, religion, sex, national origin, age, marital status, disability, sexual orientation, or status as a parent.
More on the Sherlock Holmes Skills of Translators

I want to congratulate Mathilde Fontanet for an excellent description of the “detective” work involved in technical translation. Her article in the July issue (“The Technical Translator: The Sherlock Holmes of Translation?”) is one of the best pieces to appear in the magazine thus far. In particular, her first quick tip, “A wise skepticism is the first attribute of a good technical translator,” summarizes what is undoubtedly the single most important skill any translator should possess.

In this regard, I would like to add a caveat to her explanation of the differences in punctuation across languages: translators—especially students and novice professionals—should always be aware of the “contamination” of English in other languages; that is, the use of Anglicisms by writers in their own native languages. For example, the use of a comma as opposed to a decimal point as a separator to indicate thousands when writing numbers is a practice followed by most Spanish locales, especially in South America and Spain. This punctuation difference is a golden rule taught at the very early stages of language and translation courses. A few months ago, while translating an annual report from the Peruvian Port Authority for a client in Argentina, my home country, I was surprised to see the following in a table: “… Total carga Movilizada 2011 (TM)/ Nuevo Terminal de contenedores - Zona Sur (Dubai Ports World Callao: 12,022,544/ Terminal Internacional del Sur: 3,234,421/ TP Paita - Terminales Portuarios Euroandinos: 1,404,634/ Terminal Norte Multipropósito del Callao – APM TERMINALS: 7,585,382 … Total general: 35,915,603” [emphasis added].

Needless to say, the numbers in this table could not be decimals. My natural “skepticism,” as well as my tendency to “question the original,” as Ms. Fontanet describes, helped me realize that this was not a mistake. The writers of the Spanish original had simply used commas for the thousands and millions, as is done in English.

Globalization, and in particular the dominance of English, has affected the way native speakers of other languages who also know English (mis)use their mother tongue, and we, as communicators and the “Sherlock Holmes” of translation, must be able to detect this change.

Celeste Klein
Grand Rapids, MI

Note
ATA Webinars On Demand

Missed a Webinar? No problem. More than 25 ATA recorded webinars are now available online. Check out the library at www.atanet.org/webinars.

ATA Scholarly Monograph Series XVII

From the Classroom to the Courtroom: A guide to interpreting in the U.S. justice system

An ideal reference manual for interpreters! From the Classroom to the Courtroom explains and illustrates court procedure and provides interpreting exercises based on authentic material from each successive stage of the judicial process. Supplementary instructional aids include recordings in English and Spanish and a glossary of selected legal terms in context.


Translation: Getting it Right

There are hundreds of ways a translation project can go off track—ridiculous deadlines, misapplied machine translation, poor project management. You know because you have seen it all. But have your clients? Be sure they know the value you bring to their business and keep them coming back. Client education is one of the best ways to build your customer base, and it is easy to do with ATA’s Translation: Getting it Right client education booklet. Download your copy today: www.atanet.org/publications/getting_it_right_trans.php.

GET AN EDGE. GET A DEGREE. 100% ONLINE.

THE UNIVERSITY OF TEXAS AT BROWNSVILLE

MASTER’S AND CERTIFICATE IN SPANISH TRANSLATION AND INTERPRETING

Hone your practical and theoretical translation skills, cultural-mediation competence and professional interpreting capabilities at UTB.

• Flexible, biweekly modules
• 12 course master’s - two years (builds on certificate)
• Taught and developed by American and European faculty
• Extensive know how on online delivery

UPCOMING CLASSES

(spring long graduate courses)

SPRING SEMESTER
6322 - Spanish English Translation
6330 - Translation Theory
6334 - Translation of Legal Texts
6335 - Literary Translation

SUMMER SESSION
6332 - Business and Finance Translation
6336 - Consecutive Interpreting (lander)
6337 - Simultaneous Interpreting
6330 - Medical Terminology

FALL SEMESTER
6320 - English Spanish Translation
6331 - Translation Technologies
6335 - Topics in Translation
6340 - Audiovisual Translation

Department of Modern Languages
Office of Translation and Interpreting
utb.edu/translation • utb.edu/interpreter

The ATA Chronicle • November/December 2013
If your goal truly is to lose customers, this is easy to accomplish: offer poor quality, miss deadlines, be difficult to contact, and, whenever possible, make sure that those choosing to work with you have a thoroughly unpleasant experience. However, if you would like to retain customers, it pays to develop a strategy that works. It is far easier (and much less expensive) to keep an existing customer than it is to find a new one. So, you need to decide how to approach this aspect of your working life and take the appropriate measures to keep getting assignments from the customers with whom you want to work. The best way to do this is by approaching your customer relationships as partnerships, rather than giving away your power and agreeing to terms with which you are uncomfortable in order to keep the customer satisfied. When appropriate, it is far better to collaborate and compromise in order to avoid making commitments you cannot or should not meet. Ultimately, you will improve your relationships with good customers and possibly expand the volume of work you receive from them.

Strategy Development
First, consider your approach to business. I am a freelance translator who works from French, Spanish, and Portuguese into English. Having worked for a translation company for many years, I now value the opportunity to focus on what I enjoy most: translating and nurturing relationships with customers. I have a balance of different types of customers, from translation companies to direct customers and organizations, and I appreciate the variety of work this offers. I am far less interested in paperwork and marketing. In fact, sometimes I think I would rather have my teeth pulled than market myself (and I hate
going to the dentist!). So, I worked out a plan that allows me to minimize my marketing efforts and concentrate more time on translation and editing. Some of the basic components of this plan are listed below.

• Define your purpose.
• Differentiate among types of customers and use an appropriately targeted approach.
• Identify your best customers and determine what makes them your best customers.
• Ascertain how to retain their business and expand business from them.
• Decide when to take what actions.
• Plan and implement those actions.
• Follow up.

Quality, Deadlines, and Deliverables

The single most important factor you can control to keep good customers coming back is quality. Make sure you do what is needed to provide the best product. If you are balancing deadlines and quality, quality should be the first priority. Two months down the road, customers will probably not remember if you pulled out all of the stops to meet a Tuesday deadline, but they will absolutely remember if a problem in that job made their workday difficult. Verify that you understand what your customer expects in terms of style, formatting, and the level of services you are to provide.

Deadlines are crucial. It is inevitable that at some point you will have deadline problems if you have a steady business. You must deal with these situations immediately and professionally. Offer solutions. If there is a major crisis concerning a deadline, be willing to collaborate in appropriate ways to solve the problem, even if you have to sacrifice some sleep or reschedule personal plans to do so.

This should happen once every few years, if at all. The earlier in the process you inform your customer of the problem, the easier it is for you to reach a mutually acceptable solution.

Before you deliver the product, review the guidelines and instructions you received to ensure that you have provided what the customer expects. Make sure to deliver the final product to the location requested. This may vary from contact to contact within an organization, so double check your paperwork. I know of one customer contact who was so annoyed that certain vendors occasionally delivered their translations to the wrong e-mail address that she stopped using some of them. Of course, if a variety of vendors kept sending assignments to the wrong address, it could be argued that the confusion occurred due to a failure on the customer’s part to communicate her instructions clearly. But whatever the reason, these vendors ultimately lost an existing customer over something that could have been easily avoided.

Work Environment

Create an environment where you can do the best work possible. This means one that is ergonomically optimized and allows you to find what you need easily. You should have the best hardware, software, and references your budget allows. Of course, having the best resources will mean little if you do not schedule time for continuing education to keep current with your subject matter, languages, software, and current practices in your profession.

Regarding software, remember to perform regular updates. In addition, have a backup system that is reliable and makes it easy to retrieve files. Implement a strategy for dealing with disasters (weather-related and otherwise), including keeping an offsite backup and having a timeline in place for when you think you could feasibly resume business after a catastrophe. You should also strive to have excellent and optimized portable options for use on the road that are updated and contain the latest information.

Have a way to contact your customers after a disaster. For instance, keeping a contact list of customers on your cell phone or tablet, or even a hard copy, is useful in the event you cannot use your computer immediately. In the end, you should have an environment that makes it easy to communicate with your customers, colleagues, and research sources.

Customer Relationships

As I mentioned before, it is useful to view your relationship with each customer as a partnership. Your success should contribute to your customer’s success and vice versa. This means it is in each of your best interests to support one another.

Start with open and direct communication. You will need to clarify mutual expectations, which will vary for each customer or project contact (e.g., direct customers may expect a fully-reviewed, camera-ready
document, while a translation company may expect to provide its own reviewers. Everyone has his or her own pet peeves, so keep track of what matters to your key contacts. You should read all instructions each time you receive an assignment. This is important, since your contact may or may not notify you if the basic terms for assignments have changed (e.g., delivery method or address, file format, deadline time, payment terms). Review the instructions and files upon receipt, even if you do not plan to begin working on them for a few days, in case there is an obvious problem that can be addressed immediately. Make sure you are in agreement about the payment rate, time and time zone of delivery, whom to contact for terminology issues or for accounting questions, etc.

If you have questions, do not embed them in the translation unless your customer has asked you to do so. Put them in a separate file or in an e-mail message. Remember the limits of multicultural communication and e-mail, and be as clear as possible. Your customer should not have to ask what you meant to say.

If you want to keep your customer coming back, you need to be available more often than not, and you should be easy to contact. If a customer tries to offer you work on a regular basis and you repeatedly have to decline because of previous commitments, eventually you will not be first on that customer’s list when the next job comes along.

Cover the basics for each assignment, such as being reliable and doing the appropriate research. Know your limits and redefine them periodically as they change. Consider ways to stand out from the crowd. Your customer probably has many options, so you need to focus on ways to be the first one to be contacted. Your customer will need to spread assignments around to avoid placing all of the work for a particular language combination with any one person, but you can certainly do your best to ensure that people enjoy working with you.

Let your target customers know that you are interested in expanding your relationship and make them aware of your other areas of expertise. Sometimes a contact with whom you have worked regularly in one language or subject area is unaware of your other services. Sometimes a customer will always consider you for a certain project but not necessarily for others—that is, unless you remind them of your availability, interest, and relevant skills. Ask whether there is someone else in the organization you should contact for work in other languages or subjects.

There are tools you can use to determine how to improve your mutual working relationships with customers. One idea is the project audit, which is sometimes referred to as a postmortem. After a project is complete, it should be reviewed to see what worked well and where things could be improved for next time. If this is done with the customer, the review can be a valuable tool. It does not have to be a very time-consuming task. In many cases, a review can be a simple consideration of four or five basic aspects of the project, followed by a recommendation for ways to improve. Requesting a review would not be especially welcome after every minimum-length project you complete, but it could be helpful at the end of a major project or perhaps every year or two.

Another option is the customer satisfaction survey. Rather than hire a research firm to create a questionnaire and compile and analyze responses, you might just choose to put together a brief set of questions for your customers to determine areas where you can improve and areas where they are happy with your services. This is another way to clarify expectations. However, do not expect that just because you want these questions answered, your customers will necessarily do so. Their return rate will depend on their workload, how well written the questionnaire is, and a number of other factors.

Remember that your customer will not have time to give you feedback or a pat on back with every job, so generate your own satisfaction for a job well done. Again, this is why it is always important to cover the basics, which in translation includes such tasks as running a spell check, reviewing for omissions, reviewing the translation to make sure it reads well, and performing a final check to confirm that you have complied with the original instructions.

Because there is regular turnover when it comes to customer contacts, it is a good idea to keep in touch with your key customers on a regular basis. If you have been informed of a new employee but have not received any assignments in a few weeks, drop a
casual and brief e-mail asking how he or she is enjoying the work and let him or her know you are available and interested. Remind the new employee of your subjects and languages.

Finally, no one solution works for each customer. Treat each individually and find out what is important. Your time will be well spent by focusing on the basics (quality, deadlines) and on the specific priorities of that individual customer.

Other Factors

It is important to present a professional image that will not embarrass your customer or your customers’ customers. Remember to conduct yourself professionally in person and in all online communication. This includes being careful about what you post to social media sites, especially since many prospective employers conduct random Google searches on potential candidates. Also, keep your voicemail and your e-mail signature file simple and direct. There is nothing wrong with giving your messages a bit of personality (just ask me!), but do not force your outside life on your professional contacts.

You may not be able to keep every customer you want, despite all of your efforts. This is due to a number of factors, such as the end of a project, budgetary restrictions, a change in the scope of a project, or the renewed availability of an old favorite vendor. This is why you need to have a Plan B for marketing. Just as your customers cannot rely on one vendor per language combination, you should not rely on a continuing volume of work from any one customer. You need to have another option for getting more work if that source dries up.

It is All about Communication

Customer retention depends on many factors, some of which are the result of pure luck and some of which can be managed by design. Since we cannot control the former, it is even more important to work on deliberate strategies to maintain good customer relationships. There is no magical, one-size-fits-all approach that will work in all situations, but we can take some steps that will help us keep our best customers. Remember, it is easier to keep existing customers happy than to find new ones.

Thank you to my colleagues and partners who contributed their ideas on this subject, and apologies to any of my customers if I have recommended things I do not do well enough—I will work on it! Let’s keep the lines of communication wide open.

Let your target customers know that you are interested in expanding your relationship and make them aware of your other areas of expertise.

Are You LinkedIn?

What is LinkedIn?

LinkedIn is a free e-networking service that helps you create an online community of links to new contacts, prospective clients, and great jobs. Through a LinkedIn network you can discover inside connections and reach the clients you need to meet through referrals from people you already know and trust. Your professional relationships are key to building your business.

How Does It Work?

Begin by inviting colleagues and clients to join LinkedIn and connect to your network. Next, add to your community by searching LinkedIn for professional contacts you already know and inviting them to connect to you. Then, post a profile summarizing your professional accomplishments, associations to which you belong, schools you have attended, and places you have worked so that former business associates, co-workers, and classmates can find you and connect. Each connection expands your network. The result? Your network now consists of your connections, your connections’ connections, and the people they know, linking you to thousands of qualified professionals. Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit www.atanet.org/linkedin.php.
According to the U.S. Census Bureau, nearly 13% of the U.S. population was born in another country and about 20% speak another language at home.\(^1\) That is more than 60 million people who may need translation services and who will likely need something notarized at some point.

This intersection of translation and notarization is one of the reasons many notaries serving immigrant communities also offer translation services or work with translators. But in the U.S., and particularly among foreign-born residents, there is a lot of confusion about the role of a notary. In many instances, immigrants who need official documents translated and notarized do not understand that the translator cannot perform the duties of a notary. Translators in this area need to be aware of these distinctions in order to serve the best interests of their clients. Laws regarding the requirements for notaries vary from state to state, but the National Notary Association, a provider of notary education nationwide, offers the following information to keep in mind about notaries and notarization. Having a basic knowledge of the notary process will help translators avoid potential legal pitfalls.

### What U.S. Notaries Do

Notaries are public officials commissioned by state governments to act as impartial witnesses in the signing of important documents and to administer oaths. Their authority is very limited. For example, unless they are licensed attorneys, notaries in the U.S. cannot offer legal advice. This is different from many other countries, where notaries are often highly trained legal professionals with the authority to provide legal advice and draft documents.

In the U.S., any number of documents may need to be notarized, including business contracts, mortgage and real estate transactions, supporting documentation for immigration applications, and health care directives. Because of the differences between notarial systems, foreign-born residents may have documents from their home countries that require a type of notarial act that U.S. notaries cannot perform. An example of this is a “Proof of Life.” Many immigrants receive pensions or other benefits from former employers or foreign government agencies, and these organizations periodically want a third party to certify that the immigrant is still alive. However, in most U.S. states, notaries are not allowed to perform this sort of certification. There are often workarounds for challenges like this (such as notarizing a sworn statement from another person), and notaries can always contact NAA’s Hotline for advice.

### Beware of Advertising in a Foreign Language

Confusion over the role of notaries in the U.S. versus their colleagues abroad has led to widespread immigration service fraud. Many unethical individuals exploit the situation by...
taking advantage of unsuspecting immigrants by claiming that they can offer assistance with immigration matters. In Hispanic communities, for example, it is common for scammers to use the Spanish term *Notario Público* in their ads. In Hispanic countries, *Notarios Públicos* are highly trained legal professionals akin to attorneys, so there is a greater chance people will look for this designation when they seek legal advice or need a legal document notarized.

Over the years, many states have taken action to restrict foreign-language advertising for notarial services. Some states forbid the use of the term *Notario Público*, others prohibit notaries from advertising in a foreign language, while still others require notaries to use prominent disclaimers stating that they are not lawyers and may not offer legal services.

Government regulators have started to recognize that such scams are extending beyond Hispanic communities to target immigrants worldwide. In 2012, New York enacted a law imposing severe penalties on notaries who advertise in any foreign language without posting a disclaimer. The disclaimer must state that the notary is not an attorney and may not give legal advice about immigration or other legal matters. The disclaimer must be posted in English and in the foreign language used for the notary’s advertisement.

In 2010, the federal government launched an ongoing multi-agency campaign to crack down on immigration services fraud. Anyone who experiences or witnesses suspected fraud can report it to the Federal Trade Commission, and NNA’s Notary Resources web page includes a link to the agency’s online complaint system. So, be sure to check with your state’s secretary of state to make sure you are following the laws, or contact NNA’s Hotline to find more state-specific information.

**Certifying a Translation**

Notaries are occasionally asked to certify the authenticity and accuracy of a translation. However, no state allows notaries to certify a translation. They can notarize the signature on a translator’s declaration or affidavit stating that the translation is accurate. Moreover, translators who are also notaries cannot authenticate their own translation. Instead, they must take the translated document to another notary.

**Can’t Communicate? Can’t Sign**

Another difficulty with notaries and immigrant communities is the communication barrier. The job of a notary is to verify the identity of the signer of a document. To do this, they must be able to communicate directly with the signer. The notary will not be able to notarize the document if he or she does not speak the same language as the signer. Even if there is an interpreter present, the notary still cannot be completely sure that accurate communication is taking place. Arizona is the only state that permits notaries to rely on interpreters.
Do Your Research

With debate strong over new immigration reform, growth in the translation and interpreting professions is to be expected, and even more immigrants will be requiring the services of translators and interpreters. With legal changes and growth, it is important to remain vigilant to avoid being held liable for doing something incorrectly. Language professionals should always consult their state’s secretary of state or a professional organization like NNA if they are uncertain about a notarization.

Notes


Translators who are also notaries cannot authenticate their own translations.

The Savvy Newcomer Blog

www.atasavvynewcomer.org

Getting started as a translator or interpreter can be a rocky road. Newcomers are in need of advice and encouragement from working professionals with on-the-job experience. In response to this need, a group of dedicated ATA volunteers has created The Savvy Newcomer blog to discuss questions about starting out in the profession. The blog is for all newcomers to the profession, whether a student getting ready to enter the industry or an individual trying to break into a new career.

We welcome you to come join us in making The Savvy Newcomer a lively community where veteran translators and interpreters can offer their best “do this, not that” advice. This is a tremendous opportunity for experienced professionals to give back to the industry and for newcomers to learn how to become successful.

Check us out at www.atasavvynewcomer.org and sign up to receive an e-mail notice when a new post goes up.
Health care interpreters facilitate communication between limited-English-proficient (LEP) patients and physicians, nurses, lab technicians, and other health care providers working in a variety of settings. When it comes to enabling communication in a clinical encounter between two parties who do not speak the same language or share the same belief system, conflicts related to cultural differences are frequent. Such conflicts happen because what is considered normal and acceptable behavior in one culture could be offensive, threatening, or forbidden in another. The challenge for the interpreter is to manage the dialogue in a way that creates an atmosphere of trust and mutual respect, where the patient feels his or her voice is being heard because the health care provider is considerate of any personal boundaries related to cultural practices. Trained health care interpreters understand medical terminology in both languages and employ professional techniques to handle the complexities that arise with patients, families, and health care providers. The following presents four real-life experiences of cultural conflict in the health care interpreting setting involving Arabic patients and American health care providers.

Experience #1
I accompanied a male Iraqi friend to the emergency room to help as an interpreter and provide my support. The lab work showed that my friend was suffering from a serious heart problem, so the cardiologist decided to do a heart catheterization. Before they began the procedure, a male nurse came to shave my friend’s groin area. The problem was that the male nurse wanted to shave my friend in the presence of an accompanying female nursing student. For someone from a Western culture, this may be considered normal medical practice and not an issue for concern. In Arabic culture, however, for a man to expose his private area to a person of the opposite sex, even medical personnel, is unthinkable and embarrassing because it is contrary to modesty norms and religious restrictions.

My friend objected strongly, but the male nurse explained that it was...
necessary for the female intern to observe the process as part of her training. After I explained to my friend that this was a normal practice in American medical culture and that the female nursing student would be able to work more effectively by observing the other nurse, he reconsidered his initial objection to having a female in the room. The thought of the benefits the female nursing student would gain from observing the procedure, along with my encouraging words, eventually convinced him to give approval, although reluctantly. Throughout the procedure, however, my friend never felt comfortable. It was irritating and embarrassing for him and he felt ashamed. To me, as an interpreter who shares the same cultural beliefs and customs as my friend, the incident felt just as uncomfortable.

Experience #2

This incident happened when I was interpreting for an Iraqi Muslim woman wearing a hijab, the traditional scarf worn by Muslim women to cover the hair, neck, and sometimes the face. We were at an imaging center because the woman needed x-rays of her neck. We went into the x-ray room where we met three technicians: a man and two women. Everything seemed fine at first, but when one of the female technicians asked me to tell the patient to take off her hijab for the x-rays, I could sense a problem brewing. When I interpreted the message for the woman, she became restless, confused, and embarrassed. At this point, I stepped out of my usual role as a language conduit to act as a cultural educator. I told the technicians that the patient felt uncomfortable with their request to remove the hijab because doing so would be in opposition to her cultural beliefs. I explained that because of certain customs and religious practices in Arabic culture, some veiled women find it very difficult to expose their heads to members of the opposite sex who are not related to them. I then pointed out that both the male technician and I were unrelated strangers to the woman.

Upon hearing my explanation and seeing the woman’s discomfort, the male technician left the room swiftly. However, this did not solve the problem, so I had to come up with a solution. I told the patient that I was going to interpret with my head facing the wall. Doing so would give the woman personal privacy and help maintain her modesty, and at the same time the technicians would be able to do their job comfortably and efficiently. A great sense of comfort appeared on the woman’s face. Likewise, the technicians were pleased by my suggestion. Because they were now sensitive to the patient’s cultural and religious needs, the technicians were able to do their job without subjecting the woman to further psychological distress. It was a win-win situation for everyone. The joy that I felt when I left the building was indescribable because I knew that I had done the right thing. My solution had enabled two parties who did not share the same cultural beliefs and medical practices to understand each other better, and it helped the technicians provide medical service in the most respectful, altruistic, and caring manner.

Experience #3

This situation happened to a colleague who was interpreting for a 40-year-old female patient from the Middle East. The patient had very serious vaginal bleeding and was rushed to the emergency room after she was seen by the primary care doctor. It is important to note here that the interpreter was asked to accompany the patient in the ambulance. Upon arrival at the emergency room, the doctor wanted to do a Pap smear to find the cause of the bleeding. When the interpreter told the patient about the doctor’s intention, the woman began to yell and objected to the doctor’s decision. She said she was still a virgin and did not want to lose her virginity to this medical procedure and begged the interpreter to intervene. Because the interpreter came from the same region and shared the same ethnic and cultural background as the patient, she understood why the patient objected so strongly to undergoing a Pap smear test.

The interpreter began to explain to the doctor what it meant for an unmarried woman in Middle Eastern culture to lose her virginity and of the importance of having the hymen intact to prove that she is a virgin in order to marry. Although from a medical standpoint, the patient would technically still be a virgin even if the hymen was removed or torn during the procedure, the prevalent point of...
view/mentality in many Middle Eastern societies is that virginity equals an intact hymen; in other words, virginity and an intact hymen are inseparable. (In some countries, women are even forced to undergo virginity testing before they are married.) In many Middle Eastern societies, a soon-to-be husband would be unwilling to marry a woman who could not preserve her virginity at any cost; he would think that she is worthless and perverted. As a result, a woman in this situation would bring shame to her family.

Even though someone from the U.S. or another Western country would find such cultural practices puzzling and easy to dismiss, this is a reality in many countries, so the interpreter needed the doctor to understand the full repercussions to the patient if he went ahead with the Pap smear. The interpreter explained that the patient had never been married, was engaged, and was going to get married in three months. In addition, she told the doctor that, “If this woman loses her hymen due to this invasive procedure, she most likely will not be able to get married.” She added that in the Middle East, a woman’s virginity matters as much to the woman as it does to the man, as well as to his immediate family and relatives, and that not having a hymen might be grounds for denying approval of marriage.

Despite the interpreter’s explanation, the doctor refused to take the patient’s objections into consideration. His reaction was that of surprise and shock. He also became angry and kept saying that the patient’s concerns for the loss of her virginity did not matter and that only her health was of primary importance. When the interpreter conveyed this to the patient, the woman became even more agitated. She told the interpreter, “Please, please! Do not let them do this to me. They are going to destroy my future!” At this point, the interpreter could not remain silent. She realized that she was obligated by the health care interpreter’s code of ethics to advocate for the patient. She told the doctor that the patient was not willing to undergo the Pap smear and that he needed to respect her wishes. She told him that according to the Health Insurance Portability and Accountability Act, the patient had the right to refuse this procedure. At the patient’s request, the interpreter also asked the doctor to find an alternative test that would be noninvasive. The doctor eventually abandoned the Pap smear and decided to do an ultrasound scan, although he said that it would not be enough because it would not be very clear. Nevertheless, he did what the patient desired. In addition, the doctor prescribed a birth control pill to regulate the woman’s irregular monthly periods.

This situation was very challenging, emotionally charged, and stressful for the interpreter. However, because she was well trained and knowledgeable about the code of ethics, familiar with the patient’s rights, and aware of her obligations as a professional, she was able to handle this situation competently. Would an ad hoc or untrained interpreter have known the proper way to act under such circumstances? Probably not. The result could have been physically and mentally detrimental to the patient. Was the patient happy about the outcome and the interpreter’s conduct? Absolutely. The patient was really happy and grateful to the interpreter because, thanks to the advocacy provided, she could receive the treatment to which she was entitled and, above all, maintain her honor.

Experience #4

Sometimes my role as a cultural facilitator can be misconstrued by patients to the point where they look to me as an authority who can make decisions for them. I encounter many situations where patients ask me to give them advice about whether or not to consent to some procedure they need to undergo. They usually ask, “What do you think, Haytham? Do I (we) give our consent for this procedure/test? I want your opinion as a friend.” When this happens, I decline to offer my counsel in a polite manner, explaining that I am legally obligated to abide by the interpreter’s code of ethics, which prohibits me from making such decisions. At the same time, I provide them with the necessary information about their rights as a patient to empower them to make informed decisions.

One such example occurred when I was assigned to interpret for a patient during his first appointment with a retina surgeon. While I was helping the patient complete registration forms, we paused over a consent form that would give the doctor permission to administer dilating eye drops. There was a section detailing several possible adverse reactions, and the risk of having narrow-angle glaucoma.
frightened the patient so much he refused to sign the form. The patient turned to me and said, “I want your opinion as a friend. What do you think? Do I sign it or not?” Because we came from the same culture, it was natural that the patient would want to treat me as a friend even though this was the first time we had met. I politly declined from giving advice, telling him that as a professional health care interpreter, I have to abide by the interpreter’s code of ethics and remain impartial. I explained that the code prevented me from giving him any personal opinion on this matter. The patient insisted a second time that I should tell him what he should do, but again I declined to offer advice. Although the patient did not like my answer, I think he understood my situation to some extent.

At this point, I thought that it was my ethical responsibility to educate the man about his rights as a patient. I told him that he had the right to discuss any concerns with the doctor before signing the form, which would enable him to make a more informed decision. When I handed the registration forms to one of the front desk staff, I told her that the patient did not want to sign the consent form because he was frightened of the possible adverse effects from the eye drops. She did not take what I told her seriously, however, and tried to influence the patient to sign the form. She told me to explain to the patient that there was no need to worry because the chance of having an adverse reaction to the drops was very slim. When I interpreted this information for the patient, he still did not want to sign the form.

I decided the best way to proceed was to make sure the doctor understood the patient’s reluctance to give his consent for the procedure. I told the woman at the front desk that as a professional health care interpreter, the interpreter’s code of ethics required me to inform the doctor of the patient’s wishes. The doctor would have to discuss any issues with the patient and then decide what to do from there. We met with the doctor and I explained the reason why the patient was reluctant to sign the form. I asked the doctor to discuss these fears with the patient, but reminded him that it would be in the best interest of all involved not to try to force the patient to sign the consent form. After I interpreted the doctor’s explanation of the minimal risk posed by the eye drops, the patient seemed satisfied and gave his consent.

The interpreter’s code of ethics saved me from taking the risk of giving personal advice to the patient and influencing his decision. Who knows what might have happened if I had not abided by the code of ethics? In the end, the patient felt happy when we left the doctor’s office because he felt that his voice had been heard.

Cultural Competence in Health Care Interpreting

The point I want to stress by sharing the examples above is that cultural conflicts arise frequently when interpreting during a medical encounter, and health care interpreters need to be alert and prepared so they can respond quickly when they detect a problem. Besides the necessary linguistic competence, cultural competence is of paramount importance for the job. In general, a culturally competent health care interpreter can be defined as an interpreter who is mindful of his or her own cultural biases, has adequate knowledge of the cultures of both the provider and the patient, and puts this knowledge to work by offering explanations when cultural differences and conflicts between the two parties arise in the clinical encounter. Such cultural competence can be acquired through formal training, attending seminars and professional conferences, extensive reading, and finally, speaking with other interpreters.

Without proper cultural knowledge and training in the field, health care interpreters run the risk of ignoring, misinterpreting, or mishandling situations involving cultural conflict that arise during a health care encounter. In such situations, the LEP patient might experience much psychological distress that could be avoided. The essence of medicine, however, is to care for both the physical and mental well-being of the patient. To ensure that this is achieved, health care providers need to accommodate the cultural needs of LEP patients as much as possible, and it is the interpreter’s ethical responsibility to inform the provider of such needs. According to the Code of Ethics created by the National Council on Interpreting in Health Care (NCIHC) in 2004, the “ethical obligation of interpreters is to possess enough understanding of culture and cultural practices and beliefs to be able to facilitate communication across cultural differences, seeking to minimize, and, if possible, avoid, potential misunderstanding and miscommunication based on cultural assumptions and/or stereotyping.”

Addressing the question of whose responsibility it is to be culturally competent, NCIHC states: “The answer to this question is simple: cultural competence is a value and an ethical principle that should be shared by all members of the medical team, including the interpreter. The reality, however, is that in most instances, interpreters will still be the member of the team most likely to have the
knowledge and understanding of cultural factors that impinge on the process of communication and the creation of meaning. Therefore, in keeping with the principle of fidelity to the original message and in keeping with the goal of the clinical encounter—the well-being of the patient—interpreters have the obligation to develop their understanding of the cultures of relevant others in the encounter and to bring this knowledge into their practice.”

I wish I had my current level of training when I acted as the interpreter for my friend in the first incident. (Incidentally, interpreting for family or friends is something that our professional code discourages.) If I had been aware of my role as a cultural, as well as language, interpreter, I could have saved my friend the suffering he went through. But at that time, like many other novice interpreters working in the field, I was not aware of the existence of a code of ethics for interpreters. In conclusion, health care interpreters must be culturally, as well as linguistically, qualified in order to be able to do their job efficiently and ethically. Ignorance of the cultures of the parties for whom we interpret is not an excuse. The best practice is advance preparation.

I look forward to your feedback and comments. Have you encountered any cultural situation while interpreting in the medical setting? Please share your experiences with me (haythamboles@gmail.com). We all benefit when we learn from each other.

Thanks
I want to thank Aileen Gulan for generously sharing the cultural interpreting situation she encountered in her work.

Notes
1. “When the patient’s health, well-being, or dignity is at risk, the interpreter may be justified in acting as an advocate. Advocacy is understood as an action taken on behalf of an individual that goes beyond facilitating communication, with the intention of supporting good health outcomes. Advocacy must be undertaken only after careful and thoughtful analysis of the situation and if other less intrusive actions have not resolved the problem.” From A National Code of Ethics for Interpreters in Health Care (National Council on Interpreting in Health Care Working Papers Series, 2004), 3, www.ncihc.org/ethics-and-standards-of-practice.


I must have been five or six, but I still remember vividly the day I realized I could read. I was gingerly crossing an intersection in my hometown, my father towing me by the hand, when the hazy neon light in the distance suddenly collapsed into a meaningful string of letters: “c-i-n-e-m-a.”

The feeling was transcendent. A code had been broken. A veil had been lifted. It felt like I had awakened to another physical sense, one I did not know existed. All around me words started to come out, shyly and partially at first—RESTAURAN … —then strongly: ABERTO, SIGA, PARE. They seemed to smile in relief, like they had been impatiently waiting to regain their significance after a long, dark night of oblivion.

For a month or so I had sat by my father’s battered Remington, punching keys at random in growing frustration at not being able to stitch even one meaningful word together. I was disappointed that the many lines of letters, spaces, and punctuation marks failed to communicate something when I finally whooshed the page out from under the rubbery roll. “Dad, what have I written?” I would ask in hopeful anticipation. “Nothing, son. Nothing really,” he would reply, with a benevolent smile that made his eyes squint so hard you would have to wonder whether he had gone blind for a moment.

My father would then sit by my side and briefly explain concepts like vowels, consonants, and, ultimately, syllables. He would stay just as long as necessary to inspire me to try again. “Oh, I got it, I got it!” I would say impatiently, pushing his hands out of the way to engage in another bout of typing, usually no more effective than the others and just as frustrating. Dad would then retreat until disappointment brought me back and the process could be repeated. My father knew I had to own the experience and so he would push the door ajar just enough to let some light in, never really swinging it open. Yet, through that crack, albeit narrow, there was no limit to what I could see if I ventured close enough. I guess he wanted me to understand that.

In time, letters stuck into syllables that grew into words and then sentences. And before I knew it I was standing at that busy intersection in utter amazement. I had pushed the gates with my own hands and stepped into another dimension. It was all magical and exhilarating, of course, but I remember feeling frustrated, too, at being no longer able not to read the neon signs. Despite the sudden empowerment, the child in me resented being robbed of its innocence. Colors and shapes had grown into something else. I had grown too, and now had to make sense of the world and label my own experiences.

Fast forward 10 years. I am now in my teens, trying to learn English. Dad
and I are sitting on the floor in the living room with Nat King Cole playing softly in the background. The song talks of a monkey flying on the back of a buzzard. The images are fun. The language is slangy. “Straighten up and fly right. Cool down, papa, don’t you blow your top.” My curiosity is piqued as key words are translated. Another brave new world is slowly unlocked. Seen through the prism of language, reality gains a broader, richer perspective.

I am now on my daily commute to Geneva, many years later, listening to a French song on my iPod. The tune is one I have heard a thousand times. Against the backdrop of the snow-capped Alps, the train whizzes past well-trimmed vineyards on the banks of Lake Leman. The Mont Blanc looms into view and I let my mind wander. I indulge for a second and drift into silent appreciation of this precious moment. I tilt my head back, take a deep breath, and soak it all in. As I lie there half-awake, marveling at the scenic ride, the lyrics take meaning for the first time. It strikes me hard.

What was once gibberish now resonates in perfectly meaningful French, in a beautiful love song. Another threshold has been crossed into a warm, welcoming universe of opulent mountains, placid waters, and never-ending love. My newly acquired tongue takes me back to my instincts. Through the revolving doors of language I have come full circle. I am again the kid I once was, standing halfway on that pedestrian crossing. Colors morph back into feelings rather than words. I open my eyes with a jolt, look around, and see everything anew.

Edith Piaf had been telling me all along: through the lenses of love and bliss, life takes on beautiful rosy hues. I can see clearly now. My innocence is restored. I smile wide and squint my eyes so hard you would think me blind for a moment. Yet through that crack, albeit narrow, for the first time again in years … je vois la vie en rose.¹

Notes
1. To hear Caroline Alex singing La Vie en Rose, please visit my blog, Field Notes, at www.ewandro.com.

ATA’s Online Directories
Six Tips to Help You Make Contact

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

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

Make those updates online at www.atanet.org/onlinedirectories/update_profile.php
I admit that it has been a long time since I studied a new language, and I am a bit apprehensive about doing so. My twin sister Dagmar is currently studying Greek in the hopes of perhaps adding it as a working language. She has asked me repeatedly to study with her, but faced with a new alphabet and the prospect of studying entirely new grammatical rules, I ran for the hills. Dag, on the other hand, persevered and conquered, and can now form basic sentences.

I am quite happy with my three working languages, but deep down I was itching to learn a new language. I just did not know how to go about it or where to find the time, and I was not particularly passionate about any specific language. And then something happened: I went to Brazil.

Earlier this year, I was invited to speak at the V Conferência Brasileira de Tradutores do ProZ in Recife in northeastern Brazil. The charming and highly efficient local organizers, Julia Chaad and Nina Calvancanti, told me that I would be able to present in English. After accepting their invitation, I thought of the language trick my dad, who has done business in Brazil for 30 years, played on me years ago. He once, even as I butchered their gorgeous Brazilian Portuguese, said it was not terrible, which made me feel fabulous. Souza De Sampaio said it was not terrible, which made me feel fabulous. I am no expert on the academic side of language acquisition, but I know it is good to have native speakers by your side. While I was in Denver earlier this summer, I had lunch with my dear friend Cris Silva, who taught me how to say one sentence that I could use during my speech at the conference. I asked her to record it on my smartphone and then listened to it over and over again. I was quite nervous when I had to recite it, but I received a round of applause from the very supportive audience.

Try not to be too embarrassed. I am just as mortified as the next person when it comes to butchering pronunciation. However, the only way to learn is to go for it, and I happily performed “Let’s have Judy pronounce this!” for my new Brazilian friends. The results were mostly hilarious. It is also healthy to laugh at yourself.

Surround yourself with native speakers. I am not an expert on the academic side of language acquisition, but I knew it was good to have native speakers by your side. While I was in Denver earlier this summer, I had lunch with my dear friend Cris Silva, who taught me how to say one sentence that I could use during my speech at the conference. I asked her to record it on my smartphone and then listened to it over and over again. I was quite nervous when I had to recite it, but I received a round of applause from the very supportive audience.

Think total immersion. You have all heard this at one point or another: to really learn a language, you have to immerse yourself in it. My interactions at the conference went beyond the usual tourist-services provider interaction. Cris Silva, who was also speaking at the conference, invited me to come along to meet some of her Brazilian friends. I struggled, but I understood a lot. I am in the lucky position of speaking Spanish, and as Portuguese is another Romance language, I found myself understanding most written material pretty well. The spoken word is another matter, but on the first day, I actually pseudo-interpreted some things for my hubby. My new friends Bianca Bold and Manuela Souza De Sampaio said it was not terrible, which made me feel fabulous.

When in doubt, stick to what you know. I was not on a quest to learn Portuguese in any formal way. Rather, I wanted to see if I could get by with my Spanish and my ability to deduct meaning from nonverbal signals. Many times, I would resort to “Portuñol” (a mixture of Spanish and Portuguese), and when all else failed, I spoke Spanish. The person would usually answer in Portuguese, which I mostly understood.

Challenge yourself. The lovely conference provided a very talented simultaneous interpreter, Helena Wergles, for me, who was tasked—backed up by a group of other very promising interpreters—with helping me bridge the language barrier, as most of the sessions were in Portuguese. They did a fantastic job, but once in a while I would take off my headset and truly, truly listen, and it was amazing how much I did understand (context and PowerPoint slides help).

The lovely conference provided a very talented simultaneous interpreter, Helena Wergles, for me, who was tasked—backed up by a group of other very promising interpreters—with helping me bridge the language barrier, as most of the sessions were in Portuguese. They did a fantastic job, but once in a while I would take off my headset and truly, truly listen, and it was amazing how much I did understand (context and PowerPoint slides help).

End of my Brazilian stay came too quickly and I left energized by the fantastic conference, my unexpected language immersion results, and the lovely people who never laughed at me once, even as I butcheted their gorgeous Brazilian Portuguese language. I am a very long way away from even tackling the idea of adding another working language, but when I do, I have no doubt which one it will be: Brazilian Portuguese.

The end of my Brazilian stay came too quickly and I left energized by the fantastic conference, my unexpected language immersion results, and the lovely people who never laughed at me once, even as I butcheted their gorgeous Brazilian Portuguese language. I am a very long way away from even tackling the idea of adding another working language, but when I do, I have no doubt which one it will be: Brazilian Portuguese.

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.
Here is a little story that encouraged me last week. It is no secret that I write a technical newsletter for translation professionals. Aside from describing ways to make computing for translators a little easier, I regularly write reviews on translation-related products and their specific features.

In my last newsletter, I wrote about the offline capabilities of a translation environment tool called XTM Cloud. As you can guess from its name, XTM Cloud is a cloud-based tool. This means that translation memories, termbases, and the actual translation projects are all hosted on remote servers rather than on users’ computers, and the actual translation and project management all takes place in a web browser. Like any of its direct competitors, XTM Cloud developers also had to consider the possibility that at some point their translators might not have Internet access. So they developed an Excel-based process that delivers the translation project with all of the necessary resources to any translator forced to work offline. So far, so good.

I looked at that offline feature and really liked it, but I did mention three features in my review that I did not like as I performed my tests. Following the review’s publication, the first of those less than satisfactory features was changed overnight. The other two, which required some more complex programming, were transformed within three days.

This is the power of constructive criticism, and I think it is something that we do not use nearly enough. You see, comparatively speaking, the world of translation is small. And the companies that supply the technology we use are not very large either. Even the biggest ones are infinitesimally small in comparison to truly large corporations. The benefit for us—the users of their products—is that they are typically very approachable and can act with great agility.

It is true that companies like SDL, Kilgray, Wordfast, and Atril have their own priorities that sometimes prevent them from responding immediately to every request, but I do think—in fact, I know—that reasonably argued and implementable requests about the design of their tools have a very high likelihood of being introduced.

I mentioned this story on my Twitter feed, and someone responded that the quick fix turnaround must have been due to the influence of my large number of newsletter subscribers. Maybe, but you have an even more powerful force behind you. Ten thousand subscribers might sound like a lot, but there are far more translators engaged in social networks. That is your crowd of influential backers. Use them wisely to make your case for why you want certain changes and improvements, and our tools will be the better for it.
ATA Professional Liability Insurance Program

Administered by Hays Companies

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

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

To apply, visit http://ata.haysaffinity.com or call (866) 310-4297
Immediate, no-obligation automated quotes furnished to most applicants!
Upcoming Events

January 9–12, 2014
Modern Language Association
129th MLA Annual Convention
Chicago, IL
www.mla.org/convention

January 16-19, 2014
International Medical
Interpreters Association
Annual Conference
“Medical Interpreter Education:
The Gateway to the Future!”
Houston, TX
www.imiaweb.org/conferences

February 10-12, 2014
Israel Translators Association
ITA International Conference
Herzliya, Israel
www.ita.org.il/index.php

March 23-26, 2014
InterpretAmerica and the
Globalization and Localization Association
“think! Interpreting” Conference
Istanbul, Turkey
www.interpretamerica.com/index.php/events/think-interpreting

April 3-5, 2014
American Translation &
Interpreting Studies Association
7th Biennial Conference
“Where Theory and Practice Meet”
New York, NY
www.atisa.org

April 5, 2014
Carolina Association of
Translators and Interpreters
Annual Conference
Spartanburg, SC
www.catiweb.org

May 3, 2014
New England Translators
Association
18th Annual Conference
www.netaweb.org/cms2

May 16-18, 2014
National Association of Judiciary
Interpreters and Translators
35th Annual Conference
Las Vegas, NV
www.najit.org

May 18-21, 2014
Society for Technical
Communication
STC Summit
Phoenix, Arizona
http://summit.stc.org

May 18-21, 2014
Association of Language
Companies
Annual Conference
Palms Springs, CA
www.alcus.org/education/conference.cfm

June 6-7, 2014
National Council on Interpreting
in Health Care
8th Annual Membership Meeting
“Enhancing Partnerships to
Advance Language Access”
Charleston, SC
www.ncihc.org

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

for a more comprehensive look at upcoming events.
Food for Interpreting

“Ladies and gentlemen of the jury. It is currently 1:00 p.m., and we are going to break for lunch. Please be back in your seats promptly at 2:00 p.m. so we may continue hearing this witness’s testimony. Remember not to discuss any details concerning the case with anyone. This court is now in recess.”

After the judge’s words, the race is on because there is no time to walk to a neighboring restaurant, do battle with the lunch crowd, order, eat, and walk back. The only choice is to buy something from the vending machines at the courthouse, gulp it down, answer pending messages and e-mail, and make it back to the courtroom.

This is definitely not the best option but we do the best we can: buy a ham and cheese sandwich, a bag of chips, a soda, and a donut for the late afternoon blues that we can have with coffee to give us some energy later. This is a situation I daresay many interpreters encounter rather often, which may be compounded by getting home in the evening, exhausted after a long day, and pulling out a frozen “healthy” meal to save time and allow us to rest up for the following day. We will certainly go for a quick meal if we have to prepare for the next day’s testimony.

Although grabbing a quick bite might seem like the only option sometimes, you might want to think again before putting that dollar into the vending machine. In this short and trite but telling example, I have prepared a listing of some of the worst foods we consume in the U.S. on a regular basis:

**Processed Foods (Sandwich):** Researchers have found that the risk of heart disease is 42% higher among people who eat processed meats regularly.1

**Soda:** Nearly half of surveyed Americans drink over two glasses of soda a day. An average can of soda contains 10 teaspoons of sugar, mostly in the form of high fructose corn syrup, which represents many health risks aside from an increase in obesity. This is not good news for a country where more than one third of the population suffers from obesity.2

**Potato Chips:** In addition to causing you to tip the scales, the regular consumption of potato chips will cause a spike in blood pressure3 from the high sodium content and a rise in cholesterol due to the trans fats from deep frying and saturated fat. Some researchers also say that the carcinogen acrylamide, which is created during the deep frying process, puts you at a higher risk for cancer.4

**Donuts:** These treats are a compendium of trans fat, sugar, and refined flour, with a high fat content and around 300 empty calories.5 This is what you get from consuming one to calm a sweet tooth and purportedly increase your energy level.

**Frozen Meals:** Such meals do not usually contain enough calories or vegetables, which have lost much of their nutritive value by being frozen. The meals have a high sodium content that make them dangerous to health, often exceeding 25% of the daily recommended allowance for same.6

Many of the foods discussed here have a high sugar content. For example, an article I read recently gave me a better understanding of the drowsiness that sugar creates and what that entails.4 Another substantial portion of the food we consume has a high sodium content that causes high blood pressure, heart attacks, and strokes. For more information on how these effects are produced, the Harvard School of Public Health provides a good overview.7

As interpreters, we need to be at the top of our game because we never know what the next assignment will require, and our brains need to be able to collect our resources swiftly and deliver them as soon as it receives a signal to act. We cannot afford to be lethargic on the job. Moreover, we are often involved in stressful circumstances that raise our blood pressure, so we must try to eliminate foods that will increase our blood pressure further. Our level of energy and state of health depend to a great extent on the food we ingest.

To help us out with this task, the American Heart Association provides an excellent guide to what comprises a healthy diet and how to understand the nutrition labels on food.10 These labels are extremely helpful in formulating what we include in our meal plans. To minimize health risks, you will need to strategize what you are going to eat in advance so you will not be caught off guard by circumstances and have other options.

Let me know if you have any other suggestions for healthy eating in difficult circumstances.

**Notes**

The following language services providers have been named among the 5,000 fastest growing private companies in the U.S. by Inc. magazine. The Inc. 5000 list represents companies that have had significant revenue growth over three consecutive years, are independent and privately held, and are based in the United States.

1. Stop Translation USA  
Los Angeles, CA

Global Language Solutions  
Irvine, CA

Propio Language Services, LLC  
Overland Park, KS

Certified Languages International  
Portland, OR

Language Services Associates  
Horsham, PA

ProTranslating  
Miami, FL

CETRA, Inc.  
Elkins Park, PA

Language Training Center  
Indianapolis, IN

TransPerfect Translations International, Ltd.  
New York, NY

Dynamic Language Center  
Seattle, WA

Lingualinx Language Solutions, Inc.  
Cohoes, NY

Universal Language Service  
Bellevue, WA

Geneva Worldwide, Inc.  
New York, NY

Para-Plus Translations, Inc.  
Barrington, NJ

U.S. Translation Company  
Salt Lake City, UT

Interpreters Forum Continued


Débora C. de D’Eramo has a whole treasure chest of excellent resources for technical and scientific translators that she has kindly agreed to share. There are links to online terminology databases, glossaries, dictionaries, and more. Débora is an English–Spanish translation specialist with a freelance practice focused on life science, technology, and business. She has more than 10 years of experience in the field and has worked on pharmaceuticals, health care, and scientific projects. You can find her website at www.accuwords.com.

Terminology Databases

Agricultural Information Management Standards – Frequently Asked Questions Multilingual Terminology Database
http://aims.fao.org/website/AGROVOC-Thesaurus/sub
(Contains over 30,000 terms in 22 languages.)

Electropedia
www.electropedia.org
(A multilingual electrical and electronic terminology database with over 20,000 terms.)

International Council on Combustion Engines Lexicon
http://tinyurl.com/mjl6dpm
(A multilingual lexicon of technical terms used in the internal combustion engine and gas turbine industries.)

METEOTERM
www.wmo.int/pages/prog/lsp/meteoterm_wmo_en.html
(A multilingual database of specialized weather and climate terminology from the World Meteorological Organization in Arabic, Chinese, English, French, Russian, and Spanish.)

ML Lexicon
(A multilingual database of forensic science terms from the European Network of Forensic Science Institutes.)

TEPA, The Finnish Terminology Centre TSK’s Term Bank
(Contains English, Finnish, and Swedish terms.)

Glossaries

Agency for Toxic Substances and Disease (ATSDR) Registry Glossary of Environmental Health Terms
www.atsdr.cdc.gov/glossary.html
(A bilingual English/Spanish site. The glossary defines words used by ATSDR in communications with the public. It is not a complete glossary of environmental health terms.)

Bioinformatics Glossary (English)
(This appendix provides a list of commonly used bioinformatics terminology for quick reference.)

Danish Wind Industry Association Glossary of Wind Energy Terms
www.windpowerwiki.dk/index.php/Glossary
(This site contains Danish, French, German, and Spanish translations of specialized terms.)

European Union Multilingual Glossary on Nanotechnologies

Glossary of Astronomical Terms
http://ned.ipac.caltech.edu/level5/Glossary/frames.html
(An English monolingual site.)

Glossary of Biotechnology Terms – Government of Canada BioPortal
http://archive.is/oRQ2
(A bilingual English/French site.)

Glosario de términos estadísticos en inglés y español
www.tribunamedica.com/glosario.htm

International Statistical Institute Glossary of Statistical Terms
http://isi.cbs.nl/glossary/index.htm
(A multilingual site of statistical terms.)

Rainwater Press Publishing Primer
www.rainwater.com/glossary.html
(An English glossary of terms for the electronic publishing, graphic arts, and printing industries.)

Dictionaries and Thesauri

Automotive and Heavy Equipment Dictionary
www.100autoguide.com/dictionary/contents.htm
(This site is in English, Spanish, and Portuguese.)

Bioology Online Dictionary
http://tinyurl.com/499j4dl
(An English monolingual editable dictionary with over 60,000 entries.)

EnDic, Environmental Dictionary of the Finnish Meteorological Institute
(This site contains environmental terms in Estonian, English, Finnish, French, German, Swedish, Latvian, Lithuanian, and Russian. The dictionary also includes the Meteorological Dictionary MetDic.)
Congratulations! The following people have successfully passed ATA’s certification exam:

**Engineering, and mechanical engineering.**

<table>
<thead>
<tr>
<th>French into English</th>
<th>Portuguese into English</th>
<th>French into English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samuel J. Henderson</td>
<td>Cristina Silva</td>
<td>Leonardo Duran</td>
</tr>
<tr>
<td>Gary, IN</td>
<td>Denver, CO</td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>Jason D. Miller</td>
<td></td>
<td>Julie L. Wilchins</td>
</tr>
<tr>
<td>Bagnolet, France</td>
<td></td>
<td>Seattle, WA</td>
</tr>
</tbody>
</table>

**Illustrated Professional Dictionary of Horology of the Federation of the Swiss Watch Industry**

www.fhs.ch/berner/?l=en
(This site contains terms in French, English, German, and Spanish.)

**Bonuses Sites**

**How Does a Transistor Work?** (video)

**TinEye, Reverse Image Search Tool**
http://tineye.com

---

**New Certified Members**

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

- **French into English**
  - Samuel J. Henderson
  - Gary, IN
  - Jason D. Miller
  - Bagnolet, France

- **Portuguese into English**
  - Cristina Silva
  - Denver, CO

- **French into English**
  - Leonardo Duran
  - Philadelphia, PA
  - Julie L. Wilchins
  - Seattle, WA

---

Many of ATA’s announcements, including division newsletters, webinar schedules, and conference updates, are sent to members by e-mail. To be sure that these messages don’t end up in your spam folder, take a minute now to add ata-hq@atanet.org to your “safe senders” list.
Jean-Daniel Katz’s *Dictionnaire juridique, politique, économique & financier anglais, américain – français suivi d’un abrégé français-anglais* is an outstanding reference that is extremely useful for linguists, translators, and interpreters working in the areas of law, business, finance, and politics. As stated in the introduction, it includes many up-to-date words, locutions, and expressions belonging to the fields of intellectual property, bioethics, environment, sexuality, sports, media, crime, the Internet, and computing.

**Content and Coverage**

At 704 pages, the dictionary contains close to 35,000 entries. It is divided into the main English-French section and an abridged (108 pages) French-English glossary that contains more succinct definitions. In terms of the book’s construction, I do have a small gripe about the covers: they are frail and can tear easily.

The author, an experienced conference interpreter and translator, deliberately chose to provide concise equivalents of the English term for each entry, all numbered according to the fields to which they can be applied. The definitions are “to the point,” which is a blessing when one is pressed for time. Being specialized myself in roughly the same fields covered by this dictionary, I have to say that it is a delight to be able to find and confirm high-quality equivalents for an English term or expression across various fields. The following five entries illustrate this:

**Default:** Défaut de paiement; non-paiement; défaillance; cessation de paiement; pf. Déconfture. 2. Défaut; inexécution; manquement [à ses obligations]. 3. (Jur.) non comparation. 4. [arbitrage] défaut.

**Partnership:** Partenariat; association; alliance. 2. (Jur.) société en nom collectif; société en commandite simple; société de personnes.

**Sanitize (to):** (Méd.) assainir; aseptiser; désinfecter. 2. (Presse) charcuter; caviarder [un article]. 3. (Pol.) expurger; atténuer; aseptiser.

**Claimant:** (Jur.) demandeur/demanderesse; requérant; plaignant. 2. (Pol.) prétendant [au trône]. 3. Créancier. 4. (Ass.) victime d’un sinistre.

**Custody:** Garde [de biens et avoirs]; conservation; pf. Dépôt. 2. Garde des enfants. (Jur., Police) détention préventive (ou provisoire); garde à vue. 4. (Stups.) garde d’un stock de stupéfiants.

The dictionary also offers a wide array of definitions in varied language registers. For some entries, in addition to providing a translation in the same register, the author includes colloquial or slang expressions. For example:

**Abscond (to):** (Jur.) s’évader; fuir; se soustraire à la justice; arg. s’arracher; se faire la belle.

**Doldrums (to be in the …):** Être en plein marasme/en pleine crise économique. 2. fam. Avoir le cafard; être dans le trente-sixième dessous.

An entry that exemplifies the versatility of the solutions offered is an “English” term that is actually an expression inherited from French:

**Crème de la crème:** (ÉU) le beau monde; l’élite; le gratin; le nec plus ultra; le dessus du panier.

The dictionary also includes in-depth coverage of criminal and drug-related terminology. For example:
Designer drugs: (Stups.) drogues “sur mesure” ou de confection [drogues de synthèse].

Most of the definitions are top-notch and avoid errors found in other dictionaries, including:

Avoidance of taxes: (Fisc.) optimisation fiscale; évitement fiscal [il ne s’agit pas d’évasion fiscale mais d’éviter de payer trop d’impôts]. Numerous dictionaries or glossaries fail to reflect the difference between “tax avoidance” and “tax evasion.”

Skullduggery: Manœuvres louches; combines; tripotages; fam. magouilles.

Environmental stewardship: (Env.) gestion avisée (ou rationnelle) de l’environnement.

Such entries attest to the quality of this dictionary. They are either hard to find elsewhere and/or offer ingenious solutions. There are a few mistranslations, however, as well as entries where a crucial meaning was not conveyed. Some examples:

All bets are off: (Pol.) les paris ne tiennent plus; tous les paris sont annulés. The translations seem literal and do not include one of the most common meanings for the expression, “anything can happen.”

Backfire (to): Faire long feu [au propre comme au figuré]. Here, only the meaning of “failing/falling through/fizzling out” is reflected, but not the one most commonly intended: namely, bringing an unwanted effect, being counterproductive, or having the opposite effect of the one intended.

Backup staff: (Org., Entr.) personnel d’encadrement. I believe personnel d’encadrement is not the usual intended meaning of “backup staff,” except perhaps in sports. In the business field, d’encadrement is more akin to the idea of “managerial/supervisory,” not “backup,” in English.

Balk (to): Contrecarrer; contrarier; frustrer; entraver; déjouer. The French words would seem to correspond to the idea of “to foil/to thwart” rather than “to balk.”

Treasury shares: (Fin.) actions du Trésor. I believe this translation is incorrect. “Treasury” has a capital initial only because it is the first word of the entry. In this entry, “treasury” is not intended to mean the government or national entity that manages and administers the borrowing programs, cash resources, and investment and debt activities of government, which would be translated into French as Trésor. Instead, “treasury” (lowercase if not starting a sentence) is being used here as a term pertaining to corporate finance. The term “treasury shares” means, as confirmed by Investopedia: “the portion of shares that a company keeps in their own treasury. Treasury stock may have come from a repurchase or buyback from shareholders, or it may have never been issued to the public in the first place.” Among the generally accepted translations of “treasury shares,” one could choose or explore the following solutions, according to the context: actions autodétenues, actions rachetées, or actions autorisées mais non encore émises.

Time is of the essence: Le temps presse; l’heure n’est plus aux atermoiements; il convient d’agir vite; une décision rapide s’impose. In this entry, I was surprised to find that the legal meaning was not reflected. While the options presented are suitable and handy for general situations, the specific meaning relating to contracts is missing—the idea that performance by one party at the time specified in the contract, or within the period specified in the contract, is essential in order to enable that party to require performance from the other party.

The dictionary also contains a few typos, but they do not affect the fundamental quality of this work. For example:

Anabolic steroids: (Stups. Dopage) substances anabolisantes.

There are also arguably numerous fillers, such as:

Barbed wire: (Mil., Police) fil de fer barbelé.

Bilingual (adj.): Bilingue.

The two terms above are too obvious or general for this specialized work. However, some other entries that would at first seem to be fillers do offer some in-depth input, such as the following note about a potential spelling pitfall:

Newborn baby: Nouveau-né (f. fille nouveau-née; plur. nouveau-nés).

While it is laudable that the dictionary includes U.K. and American terminology, it would be helpful that whenever a term is exclusively/mostly British or American, that this be consistently indicated. For example, for the following term it would have been a plus to read that this term is mostly British.
Bent (adj.): (Adm., Police) malhonnête; fam. vénal; vendu; arg. ripoux.

I was at times disappointed about the absence of certain terms in this work. Here are a few examples of thorny terms that are missing in action (some of them are not found in most other dictionaries either), and which would be precious to all of us in the translation/interpreting trenches:

- “At-will,” as in “At-will employment”
- “Boilerplate”
- “Buy-side” and “Sell-side”
- “Hucksterism”
- “Worker’s compensation”
- “Deed poll”
- “Generality”
- “Finder’s fee”
- “Flow-down clause”
- “Skill”
- “Specific performance”
- “Accidental death or dismemberment”
- “Complaint brief”

The French>English section is short, so the chances of finding a researched term are slim. However, this section still manages to include valuable definitions that are seldom found in other resources. For example: Droit de regard: Control; power of review; say; right of inspection.

Overall Evaluation
Jean-Daniel Katz’s Dictionnaire juridique, politique, économique & financier is an impressive resource that efficiently provides in-depth coverage of English terms and locutions across several fields, focusing on business, law, and politics. While dictionaries covering business/finance and business law abound, few also encompass criminal law and politics. The large number of relevant and specialized entries, coupled with the richness and conciseness of the definitions and solutions provided, make for an unparalleled tool. The dictionary could still be perfected by removing a nontrivial number of filler words and replacing those with additional challenging terms and high-octane definitions.

Removing the secondary French>English section altogether could be an improvement, as it does not yield enough search results and does not seem to reach “critical mass.” This would allow the author to build on the core strengths of this resource: being an effective, actionable, and comprehensive English-French dictionary that has been designed specifically with translators and interpreters in mind.

Jean-Hugo Drouillet, an ATA-certified English-Spanish translator, has been a freelance linguist for over 10 years. He has a degree in business administration and a professional background in financial analysis, as well as extensive training in legal terminology. A native speaker of French and Spanish, he specializes in the translation of business and legal documents, mostly in the English-French and English-Spanish combinations. He is also a state-certified English-Spanish court interpreter. Contact: jhdtchad@yahoo.com.
Preschoolers have not yet learned the presumed fact that languages are taught in classrooms. If they have a linguistic need, they ask for it to be filled on the spot, anywhere. The Translation Inquirer was in the food store earlier this week when a preschooler asked her grandmother, “What does suffocation mean?” She had been playing with a thin plastic bag and her grandmother must have warned her of the dangers involved. One has to wonder whether this mini-English lesson will stick with her. Given her age, I think it will.

New Queries

(Dutch>French [English] 11-13.1) Fishing boats are the context for this query from a nationality that ought to know plenty about boating: Rolsoffen zorgen voor minder bodemeroering, ontsnappingsvensters in de netten voor minder bijvangst. The translator was not comfortable with the sentence because the first word was a stumper. English is acceptable as an answer, although the original query did not involve English.

(Dutch>Russian [English] 11-13.2) Acoustics of interior structures, and the measurement of them, are at the heart of this query, where a single word, shown in bold, is the problem: Het akoestisch onderzoek richt zich, voor wegen die niet op de geluidsfondkaart staan. Try it, even in English, if you can.

(French>German [English] 11-13.3) Leisure-time shoes are the subject of this query. The translator was not able to get over offre brune in the following: Centraliser l’ensemble de nos produits cuirs pour avoir une meilleure lecture de notre offre. Se dédouaner de la neige. Avoir une offre brune comme le fait l’ensemble des autres marques. What is it? English will also do.

(German>Russian [English] 11-13.4) What are PBC-Reaktionswerte in microbiology? The text that needed to go into Russian included the following: erniedrige PBC-Reaktionswerte, bei weiter ansteigender oxidativer Belastung rückläufige Reaktion. English is acceptable as an answer, although the original query did not involve English.

(Hungarian>English 11-13.5) In the world of agricultural engineering, what is vonódott szár? To make it a little less brutal, consider this phrase: Amennyire ki tudtam hámozni, a vonó-dott szár éretlen és/vagy nedves.

(Italian>English 11-13.6) It turns out that two Italian scientists, Eugenio Barsanti and Felice Matteucci, were involved to a considerable extent in the development of the internal combustion engine. The phrase motore gravi atmosferico ad azione differita is accompanied by more contextual material than we could possibly want, so I hope I have picked correctly by citing this: In ragione di questo arrivarono alla scelta del motore gravi atmosferico ad azione differita che aviva a quel tempo alter caratteristiche di funzionamento e di rendimento. The translator states that it is only fair to say that the technology described is a far cry from what is in use today.

(English>Russian 11-13.8) The responsibilities of a drilling supervisor at an oil well site include this: Проконтролировать наличие Акта выноса местоположения скважины на местность. What sort of operation is taking place?

(Spanish>English 11-13.9) This abbreviation query comes from a text on magnetic resonance imaging: Encuesta servicio radiología, resonancia magnética y TAC HQV. Explain the latter, if you can!

(Spanish>English 11-13.10) How would you deal with situación de cumplimiento in legal documents? Here is what the document says: b. Se encuentra en situación de cumplimiento por concepto de pago de aportes al Sisterna de Protección Social.

Responses to Old Queries

(English>Polish 8-13.4) (stiffer mapping of shock absorbers) Piotr Graff unlocks the word “mapping” by explaining that these devices map, so to speak, the road bumps into actions by springs or gas cylinders, reducing the amplitude of their movement.

(English>Italian 8-13.3) (enrolling in a protocol) Corinne Leloup believes that in the context of clinical trials, the use of “enrolling” is just fine. Domique Carton would render it as “...with the protocol of the study in which a subject is enrolled.” Cathy Flick (welcome back, Cathy, after a long absence from this column!) surmises that it is not too strange to refer casually to a clinical trial as the protocol that defines it, since all trial procedures must be done in accordance with that protocol, having its own name and number. When in doubt, she says, just be clear.

(English>Spanish 8-13.9) (protocol of the study) Jdecker@uplink.net
ments. Rejecting the spurious word “mapping” in his translation, Piotr offers twardze amortyzatory as a good Polish equivalent. Leonid Gornik calls “mapping” a bad use or jargon in this context. It simply means plotting a characteristic. To write plainly, the author meant that the shock absorbers were to be made stiffer.

(Ionian>English 7-13.4) (valle salmastra): Manuela Francavilla points out that salmastro means “brackish,” and the area referred to is the estuary of the Po River, where the river’s fresh waters encounter those of the Adriatic Sea.

(Ionian>English 7-13.5) (orafo incasatore): This is a goldsmith who specializes in mounting gems in a piece of jewelry. Especially in Tuscany, says Manuela Francavilla, schools exist where goldsmiths can learn this particular skill.

(Norwegian>English 7-13.6) (Veggis og bris med lime): Håvard Nørjordet suspects that bris should be capitalized, being a brand name for a large producer of mineral water in Norway. Veggis might be a vegetarian dish of some kind, like a veggie burger. A reasonable English rendering might be “a veggie burger and lime-flavored Bris.”

(Portuguese>English 7-13.9) (de se desdobrar em muitos em torno de outros) Julia Aidar suspects that this is a literal translation from another language, and as such does not make sense. Or it is a very obscure Portuguese saying.

(Russian>English 8-13.9) (пластобитные смазки): The term, according to Leonid Gornik, means a bitumen composition modified by adding atactic polypropylene; in other words, a polymer and bitumen composition.

(Spanish>English 7-13.10) (valores mobiliarios) For Julia Aidar, these are just “securities,” which is a solution that makes a lot of sense in the passage. Mayra Melendez agrees with the rendering of “securities.”

This is one of the small number of months when the Translation Inquirer has the feeling that the column has ideal balance in its coverage. That, of course, is thanks to the contributors who were generous with their time and expertise. Happy Thanksgiving to all!

E-mail queries and responses by the first of each month to jdecker@uplink.net (subject line: The Translation Inquirer). Generous assistance from Per Dohler, proofreader, is gratefully acknowledged.

---

Make Your ATA Membership Count

Opportunity. Market your services worldwide in ATA’s online Directory of Translation and Interpreting Services.

Networking. Connect with experienced translators, interpreters, and agencies who share your interests and issues.

Knowledge. Expand your skills with professional opportunities online and throughout the U.S.

Information. Get news and know-how, from terminology to software to business practices ... and more.

Services. Take advantage of members-only discounted business services, including small business and professional liability insurance plans.

Visibility. Support an advocacy working for greater public awareness of the translation and interpreting professions.

For detailed information, visit — www.atanet.org/aboutus/overview_ata.php
Humor and Translation

Mark Herman

Fractured Facts and False Friends

Fractured facts are a translator’s bane. All footnotes to the contrary notwithstanding, it is the translator who will be blamed for mistakes in the original. Here are some choice sentences and paragraphs, collected over the years by Arthur Graham from the writings of his students and used here by permission. Hopefully, they will never have to be translated.

Four of the statements are about composers:

- **Chaikovsky:** “His family moved to Moscow (formerly St. Petersburg) in 1848.”
- **Mahler:** “By the age of 4 Mahler could reproduce on the piano and the accordion.”
- **Mozart:** “At age 6 Mozart studied violin and harpsichord and was soon inept at both.”
- **Wagner:** “It was also during this time that he began work on his famous magnum opus: Der King des Nibelungen.”

There is also one about a librettist:

Gilbert [of Gilbert and Sullivan], the elder of the two, lived a few years longer, and died of a heart attack while saving a drowning girl. He was never quite the same.

And one about a Mozart opera:

As the curtain opens [in The Marriage of Figaro], we find Figaro measuring Susanna and the room for the bed.

Winston Churchill might be surprised to learn that, “During the years of 1911-1915, [he] served as First Lord of the Ambulatory.”

Also during the 20th century, “Einstein baffled us with his outstanding expertise.”

In the 19th century, it is a miracle that any woman survived:

But first prize, in Arthur Graham’s opinion, goes to this statement about the sculptor Rodin: “… the male organs [of a Rodin figure of a nude] brought controversy because of its realness. People said he created a mold from real male organs, but he insured everyone that he did the work by hand.”

Another bane of translators are so-called “false friends,” words prone to mistranslation because they seem to be, but are not, cognates of words in another language. Here are four false cognates from four different languages, each mistranslated at least once into English by Arthur Graham himself, in his capacity as “an amateur reader of foreign languages as well as a former professional opera singer”:

**Spanish:** Though *equus* is “horse” in Latin, the two X’s on the label of the beer container should let people know that *Dos Equis* does not mean “Two Horses.”

**French:** To the French, the hero of Homer’s *Odyssey* is Ulysses. But the Avenue des Champs-Élysées in Paris is the Avenue of the Elysian Fields, not a street frequented by the Greek hero.

**Italian:** It is always dangerous for an opera singer to perform in a language he or she does not know. When Arthur Graham performed the character of Vasco da Gama in an Italian translation of Meyerbeer’s French opera *L’Africaine*, he believed that *tu m’appartiensi*, the final words of the aria *O paradiso*, referred to da Gama’s being separated (apart) from Africa. Therefore, Graham performed the aria with this emotion in mind. But the Italian verb *appartenere* means “to belong.”

**German:** Johannes Brahms set Heinrich Heine’s *Der Tod, das ist die kühle Nacht*. In this poem a nightingale sings, and, for 20 years, Arthur Graham mistranslated the line *sie singt von lauter Liebe*, believing *lauter* to mean “loud.” *Lauter* can indeed mean “loud,” or “aloud,” or “louder.” But here it has the unrelated meaning of “pure,” “unalloyed,” “nothing but.” Graham states, “It is with *lauter Schadenfreude* I inform you that Louis Untermeyer made the same error in translating this poem.” And it is also made on at least one website purporting to have a translation of Heine’s words.

Submit items for future columns via e-mail to mnh18@columbia.edu (that is 18, not el-8). Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.
Over the past three decades, translation has evolved from a profession practiced largely by individuals, to a cottage industry model, and finally to a formally recognized industrial sector that is project-based, heavily outsourced, and encompasses a wide range of services in addition to translation. As projects have grown in size, scope, and complexity, and as project teams have become increasingly distributed across the globe, formalized project management has emerged as a business requirement and a critical success factor for language services providers. In recognition of these developments, this volume examines the application of project management concepts, tools, and techniques to translation and localization projects. The contributors are seasoned practitioners and scholars who offer insights into the central role of project management in the language industry today and discuss best-practice approaches to translation and localization projects.


Statement of Ownership, Management, and Circulation

Date of filing: September 26, 2013
Title of Publication: The ATA Chronicle
Frequency of Issues: Monthly, except for a combined November/December issue
No. of Issues Published Annually: 11 issues
Annual Subscription Price: $65

<table>
<thead>
<tr>
<th>Extent and Nature of Circulation</th>
<th>Average No. of Copies Each Issue During Preceding 12 months</th>
<th>No. of Copies of Single Issue Published Nearest to Filing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Total No. of Copies (Net press run)</td>
<td>10,318</td>
<td>10,300</td>
</tr>
<tr>
<td>B. Paid Circulation (By Mail and Outside the Mail)</td>
<td>8,207</td>
<td>8,331</td>
</tr>
<tr>
<td>1. Mailed Outside-County Paid Subscriptions Stated on PS Form 3541</td>
<td>—0—</td>
<td>—0—</td>
</tr>
<tr>
<td>2. Mailed In-County Paid Subscriptions Stated on PS Form 3541</td>
<td>1,686</td>
<td>1,746</td>
</tr>
<tr>
<td>C. Paid Distribution Outside the Mail Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®</td>
<td>—0—</td>
<td>—0—</td>
</tr>
<tr>
<td>D. Free or Nominal Rate Distribution (By Mail and Outside the Mail)</td>
<td>9,893</td>
<td>10,077</td>
</tr>
<tr>
<td>1. Free or Nominal Rate Outside-County Copies Included on PS Form 3541</td>
<td>—0—</td>
<td>—0—</td>
</tr>
<tr>
<td>2. Free or Nominal Rate In-County Copies Included on PS Form 3541</td>
<td>—0—</td>
<td>—0—</td>
</tr>
<tr>
<td>3. Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)</td>
<td>84</td>
<td>39</td>
</tr>
<tr>
<td>4. Free or Nominal Rate Distribution Outside the Mail (Carriers or Other Means)</td>
<td>143</td>
<td>52</td>
</tr>
<tr>
<td>E. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4))</td>
<td>227</td>
<td>91</td>
</tr>
<tr>
<td>F. Total Distribution (Sum of 15c and 15e)</td>
<td>10,120</td>
<td>10,168</td>
</tr>
<tr>
<td>G. Copies Not Distributed</td>
<td>198</td>
<td>122</td>
</tr>
<tr>
<td>H. Total (Sum of 15f and g)</td>
<td>10,318</td>
<td>10,300</td>
</tr>
<tr>
<td>I. Percent Paid (15c divided by 15f times 100)</td>
<td>97.8%</td>
<td>97.8%</td>
</tr>
</tbody>
</table>

I certify that all information furnished on this form is true and complete. (Signed) Walter Bacak, Publisher and Executive Director
TIME TO PLAN!

American Translators Association
The Voice of Interpreters and Translators

55th Annual Conference

Chicago

November 5–8, 2014
A Powerful CAT Tool for Translation Management

MadCap Lingo is a translation software tool designed to assist technical writers, documentation specialists and professional translators in the translation process.

New Version 8 Features Include:

- Advanced Translation Editor
- SQLite Database Support
- Preview Documents for Word™ and PowerPoint®
- Segmentation Rules Editor
- Streamlined Termbase Editor
- Support for Multiple Translation Memory Connections
- Concordance Search
- Support for 101% Matches
- And Much More!

“Now our translator can focus on localization and not recreating the document. The efficiencies we've gained have been as dramatic as moving from a typewriter to using Microsoft® Word.”

Daniel Ng | GPRO Technologies

TRY IT FREE FOR 30 DAYS

MadCapSoftware.com/Lingo

Copyright © 2013, MadCap Software, Inc., and its licensors. All rights reserved. MadCap Software, the MadCap Software logo, and MadCap Lingo are trademarks or registered trademarks of MadCap Software, Inc., in the United States and/or other countries. Other marks are the properties of their respective owners.