ATA 2014 Election: Candidate Statements

Time Management

Setting Up a Free Website
From the President
Caitilin Walsh
president@atanet.org

Face Time

About three years ago, a couple of fellow theater department alumni from my alma mater ran into each other and decided to form a Facebook group. What ensued was what one participant characterized as a “three-month cocktail party.” We caught up on news, exchanged witty repartee, rekindled friendships, and discovered that old rivalries had melted away with time. Predictably, our online contact gave way to several face-to-face reunions, sometimes just a couple of people, a few times more than a dozen. While we are all articulate and professional communicators, we recognize that an emoticon simply cannot convey the same depth of emotion as a real smile.

This is not news. The fact that interpreters and translators (also articulate and professional communicators) continue to flock to a multiplying number of in-person events in increasing numbers is testament to the fact that even in this interconnected industry—and world—there is nothing that beats flesh and blood contact. (Shameless plug: conference registrations for ATA’s Annual Conference in Chicago are pouring in—it will be big, so I hope you will join us!)

With this in mind, I headed to Berlin, Germany, during the summer to represent ATA at the Delegate Assembly of the Statutory Congress of FIT (Fédération Internationale des Traducteurs, or International Federation of Translators). Unlike the Open Congress, which attracted 1,600 practitioners, these two pre-conference days was a gathering of 150 people who keep translator and interpreter associations running around the globe. With different licensing and market conditions with which to contend, it is easy to focus on the differences among organizations, but the commonality of what our members do for a living gave us a broad common ground.

FIT, like many associations, struggles with the issue of relevancy in an easily interconnected world, and the FIT Council spent a great deal of time and energy “modernizing” its bylaws. This update included striking the passage “to bring together associations of translators and to promote interaction and cooperation between such associations” from the mission statement, even while we—and I use this “we” in the broadest sense, since ATA is a member of FIT—seek to identify what FIT can do for its members, both the associations and the individuals they represent. I wonder if this may be short-sighted.

For it seems to me the role of FIT—and indeed any association—is twofold. We exist to focus the voices of our members into one that can be heard clearly by heads of governments and captains of industry (as well as by the average Joe). But an organization also has the seemingly modest task of bringing people together. The power in the latter cannot be underestimated, in my opinion. Putting a human face on an institution, shaking hands with each other, sharing a meal, and eliciting a smile—all these allow us to work together to find that common ground and articulate that common voice.

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Laura Ball is a German-English translator and language trainer. She has a degree in German and linguistics from Oxford University and a master’s degree in mediaeval German from Newcastle University. Her professional qualifications include the Diploma in Translation awarded by the Chartered Institute of Linguists and a Teaching English as a Foreign Language certificate from Cambridge University. She spent three years living in Germany, where she studied philosophy and musicology in Tubingen, worked as a language assistant in Halle/Saale, and taught English and German as a business language trainer in Essen. Now based in Newcastle Upon Tyne, U.K., she offers language training services both in person and online via Skype. Contact: lauracball@hotmail.com.

Dan DeCoursey is a state and federally certified court interpreter in San Diego, as well as an ATA-certified Spanish-English translator. After working for several years as a teacher and textbook editor, he was ready to make a change, so he moved to Guadalajara, Mexico, where he earned a master’s degree in translation and interpreting from the Universidad Autonoma de Guadalajara. He has nearly a decade of experience working as an interpreter in both state and federal court, and as a freelance translator specializing in legal documents. Currently, he is a staff interpreter at the U.S. District Court for the Southern District of California. Contact: dan@decotranslations.com.

Lydia Razran Stone is a founding member of ATA’s Slavic Languages Division. She has been the editor of the division’s publication, SlavFile, for which she writes a culture and humor column, since 1995. Since retiring from translating mainly in the fields of biomedicine and social sciences, she has concentrated on literary translation, particularly poetry. Her poetic translations have been published in a number of journals. She has published three books of poetic translation, with a fourth to come out in late 2014 or early 2015. She is a frequent moderator of ATA’s Literary Division’s After Hour Café at the Annual Conference, an event devoted to the reading of literary translations. An ATA-certified Russian-English translator, she is a grader for ATA’s Russian-English certification exam. Contact: lydiastone@verizon.net.

Karen Tkaczyk is the chair of ATA’s Divisions Committee and the administrator of ATA’s Science and Technology Division. She is an ATA-certified French-English freelance translator. Her translation work is entirely focused on chemistry and its industrial applications. She has an MChem in chemistry with French from the University of Manchester, a diploma in French, and a PhD in organic chemistry from the University of Cambridge. She worked in the pharmaceutical industry in Europe and then, after relocating to the U.S. in 1999, in pharmaceuticals and cosmetics. She established her translation practice in Nevada in 2005. Contact: karen@mcmillantranslation.com.

Correction
The photo caption on page 16 of the August issue should have read: Rudolf Hoess (the first commandant of the Auschwitz concentration camp) at his deposition before The International Military Tribunal at Nuremberg, 1946.
From the President-Elect
David Rumsey
nordictranslator@gmail.com

Top Five Myths about ATA’s Annual Conference

As the summer season comes to a close and the reality of getting back to business sets in, I thought I would provide a quick reality check about many of the myths surrounding the upcoming ATA Annual Conference at the Sheraton Chicago Hotel and Towers, November 5-8, 2014.

**Myth 1: The conference is too expensive.** Besides the fact that the registration fee for ATA’s Annual Conference is much cheaper than that of conferences for other comparable associations such as the Society for Technical Communication and the American Medical Writers Association, it is important to view the conference as less of a cost and more of an investment. ATA’s Annual Conference offers over 175 different sessions on a wide variety of topics to help you improve not only your language and business skills, but your bottom line as well. In addition, it provides excellent networking opportunities with many different types of players in the industry, including translation agency owners, translation buyers/end clients, students, educators, governmental regulators, and, of course, other translators and interpreters.

**Myth 2: The conference is only for beginners.** The conference organizers work very hard to offer a wide variety of educational sessions that include a healthy balance of material designed for newcomers and seasoned professionals. To help achieve this end, each conference proposal submission is given a difficulty rating by both the speaker and the reviewers. This attention to detail results in a schedule that has been carefully crafted to include material at the beginner, intermediate, and advanced levels. Newcomers and first-time attendees have the additional opportunity to connect with experienced attendees at the Buddies Welcome Newbies event. Many seasoned “Buddies” have also reported renewed inspiration and new approaches to their profession by working with “Newbies.”

**Myth 3: The conference is only for translators.** ATA is an umbrella organization for the language services industry and its conference reflects the diversity of the industry with two dozen session categories covering a variety of languages and specializations. Since interpreting is one of the fastest growing sectors, the conference organizers strive to make sure that there are good, quality sessions addressing many topics in interpreting. There are also many general sessions related to working as a freelance contractor and to the language business as a whole. This material is pertinent to both translators and interpreters.

**Myth 4: The conference is always held in pricey hotels.** ATA is in a challenging position because our conference is too small to be held in convention centers, but we are too large for discount hotels. In addition, with the need for space for 75 exhibits and over 175 educational sessions with a wide variety of audience sizes, ATA’s Annual Conference places unusually high demands in terms of its requirements for meeting rooms and conference facilities. As a result, our needs have been best served by full-service hotels that can provide a wide variety of options. Best of all, larger, more upscale hotels often discount their full room rate for us, and, most importantly, they often provide the conference meeting room space at no charge, provided we fill a certain number of rooms. This helps us keep the registration costs down. So, staying at the conference hotel helps everyone!

**Myth 5: The conference is always too far away.** Distance is in the eye of the beholder. ATA rotates the conference location regularly between the East and West coasts and the center of the country so that it is accessible to members across the U.S. over the course of a few years. The trick is to find a location that has the right kind of hotel that can meet our needs in terms of capacity, competitive room rates, and good conference facilities. ATA’s Board of Directors reviews locations four to five years in advance. In addition to the suitability and cost of the hotel, the Board also considers factors such as the ease and cost of air travel to the location, local ambience and entertainment, places of interest, and the general appearance of the hotel before voting on a conference location.

Perhaps what best separates myth from reality is hearing from actual conference attendees. Every year hundreds of reviews are submitted for individual sessions as well as for the conference as a whole. We receive very few negative reviews of the conference, and it rates as one of the most popular programs among ATA’s membership. In fact, the number of returning attendees continues to grow. Many people describe the conference as more of a family reunion, where they can reconnect and recharge with their colleagues, resulting in a growth spurt in terms of both their skills and their business. So, mark your calendar for November 5-8, and come see the reality for yourself!
Election: This year’s election is for three directors for three-year terms. The candidate statements are included in this issue. (Please see page 9.) Proxies will be e-mailed to all voting members later this month. If you are not a voting member, please consider going through the online Active Membership Review process (www.atanet.org/membership/memb_review_online.php) by October 3, 2014. (It is quick and free!) There are no incumbents, so three new members will join the Board at its November meeting. Finally, thanks to the outgoing directors for their service to ATA: Lois Feuerle, Virginia Perez-Santalla, and Timothy Yuan.

Proposed Bylaws Revisions: In addition to the election for directors, members will vote on two proposed changes to ATA’s bylaws: 1) to institute term limits for the number of years of service for ATA Board members, and 2) to increase the number of honorary members. More information on these proposed changes can be found on page 14. Regarding honorary members, the recommendation to increase the number of honorary members is simply to reflect the growth in membership since this number was established, which was more than 30 years ago.

Honorary Members. Speaking of honorary members, here is what this recognition means. From Article III, section 2.h.: “Honorary membership may be conferred upon individuals who have distinguished themselves in the translation or interpreting professions by a vote of two-thirds of the Board of Directors. The total number of living honorary members shall not exceed 15 at any one time, and not more than two may be elected in any one year.” Here are the current honorary members: Alison Bertsche, Celia Bohannon, Lillian Clementi, Marilyn Gaddis Rose, Nicholas Hartmann, Muriel M. Jérôme-O’Keeffe, Peter Krawutschke, Ann Macfarlane, Rosemary Malia, Patricia E. Newman, and Glenn H. Nordin. We cannot thank them enough for their time and service to ATA.

The Savvy Newcomer: Congratulations to The Savvy Newcomer blog, which regularly features practical tips for those starting out (http://atasavvynewcomer.org). A year ago, Helen Eby, Jamie Hartz, and Daniela Guanipa started the blog with the support of ATA’s Board of Directors and Headquarters staff. The idea behind the blog was to provide ongoing advice for those starting out in the translation and interpreting professions. The blog is not just for those straight out of college but also for those who are investigating making the move from other professions. The Savvy Newcomer points to the importance of newcomers to the profession. In addition to the blog, newcomers to this year’s Annual Conference will find support by participating in the Buddies Welcome Newbies event. It is a great way for newcomers to find a mentor and a friendly face at the conference while giving veteran attendees the chance to give back and get rejuvenated.

Annual Conference: Now is the time to register for ATA’s 55th Annual Conference, November 5-8 in Chicago. If you are still on the fence about attending, please check out the conference site to see the valuable networking and education sessions (www.atanet.org/conf/2014). Plus, here are some actual testimonials from your colleagues on their conference highlights:

- “Feeling the pulse of the industry and meeting high-profile translators.”
- “Being inspired to learn, progress, and raise the bar of our work.”
- “Feeling like what I do is actually important.”
- “Making new contacts, seeing old friends, collaborating, and getting new ideas.”
- “Discussions of challenges and insights with others working in the same field.”
- “Amazing speakers who are generous with their time.”
- “Being re-energized to go back to work.”

Please register today. See you in Chicago!
ATA 55th Annual Conference

November 5 - 8, 2014
Chicago, Illinois

Register & Save

Register by October 3 to save 20%
To see the savings and register today, visit www.atanet.org/conf/2014/register.htm.

Book Your Room

Sheraton Chicago Hotel & Towers
$234 Single | Double (exclusive of tax)
Rates are available until October 13, or as space allows, and include complimentary in-room Internet.
Book online at www.atanet.org/conf/2014/hotel.htm or call +1-800-233-4100 and ask for the “ATA 2014 Annual Conference” rate.

Stay & Win!
Win one free night courtesy of ATA! Five winners will be selected! Visit www.atanet.org/conf/2014/win.htm.

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**Program Highlights**
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ATA 2014 Election: Candidate Statements

ATA will hold its regularly scheduled election at the upcoming 2014 ATA Annual Conference in Chicago, Illinois, to elect three directors for three-year terms.

Director (three-year term)
Anne Connor
Anbrec@cs.com

It is a great honor to be nominated to run for a position on ATA’s Board of Directors.

I started out as an in-house interpreter and translator in the export and medical fields after graduating from Temple University in 1982. After launching my freelance translation career in 1991, I immediately joined both ATA and the Delaware Valley Translators Association (DVTA). Elected to DVTA’s board of directors in 1994, I served as the liaison to the Greater Philadelphia Chamber of Commerce and helped plan DVTA’s workshops and social events. Along with other board members, I lobbied to get enough signatures from our membership to have DVTA—the first chapter chartered by ATA in 1961—regain the chapter status that it somehow lost over the years. (This finally occurred in 2004.)

In 2005, I spearheaded DVTA’s efforts to have a professional website created, complete with an online membership directory and a portal for receiving event payments and membership dues. Revamped in 2011, the website now includes a corporate members’ page, a blog, and Facebook and Twitter links. I continue to serve DVTA on its Membership, Programming, and Website Committees.

From early 2006 until the end of 2011, I served as DVTA’s president. During my presidential tenure, our recognition and membership in the Philadelphia region increased by 19%, and we incorporated as a 501(c)(6) Business League. As the current DVTA secretary, I field phone and e-mail inquiries both from potential clients for our members and those looking to join our association.

In 2009, I worked with board members from the New York Circle of Translators and the National Capital Area Translators Association to organize the third East Coast Regional Conference. The conference, which was held at LaSalle University in Philadelphia from June 12-14, was a great success, drawing participants from the entire Northeast region and beyond.

In addition to my DVTA activities, I belong to ATA’s Italian, Medical, and Spanish Divisions. I am a member of the Medical Division’s Leadership Council and have served on the Nominating Committee of the Spanish Division.

Although I still work as a sole proprietor under the name of Anbrec Translations with my language services provider clients, I incorporated as Virgo Maria Translations, LLC in 2013 for my direct client translation work.

I have always enjoyed helping students choose the appropriate classes for a career as a professional linguist, and have done several school outreach presentations over the years. If elected to ATA’s Board, I hope to help with school and client outreach, since we are such a large and vibrant group, and would look to leverage support from ATA Headquarters to promote such efforts further. Having served on the board of a local ATA chapter for 20 years, I would bring to ATA’s Board my ability to collaborate on and follow through with ideas and projects, my lifelong passion for the fields of translation and interpreting, my extensive experience in organizing professional development events, and my zeal for advancing the recognition of our profession worldwide.

Director (three-year term)
Chris Durban
chris.durban@gmail.com

It’s a pleasure and honor to run as a candidate for ATA’s Board of Directors, because I think some of the skills I bring to the table might be usefully combined with those already on tap within our Association.

I’ve spent most of my adult life outside of the U.S., working as a freelance French→English translator in Paris and specializing in corporate and financial communications.

From the start, I’ve been an enthusiastic supporter of professional associations. The reason is simple: in an industry as fragmented as translation, they’re essential. At their best, associations circulate information, promote best practices, raise awareness of what translators and interpreters do, lobby on behalf of our professions, and generally raise the bar. I’ve thus been a member of ATA for many years, am a fellow of the Institute of Translation and Interpreting (U.K.), and have served as a regional delegate and director, then president, of the Société française des traducteurs (SFT) in France.

If elected, I would like to focus on three areas:
1) Finance: Translators are literate but not always numerate. Yet without sound finances, our Association’s scope for action will always be limited (in some cases severely limited). I support fully the efforts of ATA Treasurer Ted Wozniak and would like to work with him to strengthen ATA’s finances.

2) Public Relations: “The voice of interpreters and translators” must be heard—by clients seeking reliable solutions, of course, but also in the interest of our members and their livelihoods, to ensure that the role of expert human translators is not sold short by aggressive vendors pitching low-cost, purely tech-driven visions of “translation.”

I’ve helped to promote professional translators and interpreters in the past and have written documents that have shaped the debate, including *Translation, Getting it Right* and its companion piece *Interpreting, Getting it Right*, now distributed in 15 languages around the world. I am also a co-author of ATA’s Client Outreach Kit, which empowers ATA members to make their own presentations to local businesses. I’ve provided content and commentary to the national and international media for their coverage of our industry, and have made business users aware of translators’ expertise at sector-specific events. If elected, I would be delighted to work with ATA’s reborn Public Relations Committee on these and other fronts.

3) Raising the Bar: It is only natural that ATA help new translators get off to a sound start. But given the blistering pace of change across all markets, *all* of us will have to up our game. Talking alone won’t get us there; public hand-wringing even less. I’ve written and presented extensively on concrete ways ahead for individuals and groups. I’ve also organized and co-organized events to hone specialized skills, including Translate in the Catskills (writing) and SFT’s biennial Summer School for Financial Translators, held in conjunction with the Paris and Brussels stock exchanges. There are many more areas where advanced training will not only equip mid-level translators to capture new markets at more attractive rates, but also generate revenue for ATA (see Point 1). I want to help make these happen and make ATA a part of them.

Like many an interpreter, I came into the profession by pure chance. Fortunately, I began my career surrounded by highly qualified colleagues who valued training, ethics, and high professional standards—and who led me directly to ATA. From the beginning of my career, ATA validated my understanding of interpreting and translation as serious professional and academic endeavors. Likewise, its efficient leadership and long-term perspective framed my expectations for professional organizations.

My nomination to run for the Board of Directors, then, is an absolute honor. The prospect of serving interpreters and translators on such a large stage is both humbling and energizing, and I am up for the challenge! I offer more than 10 years of leadership experience in professional organizations at the local and national levels, a pragmatic bent, and the ability to collaborate across fields of specialization. As an interpreter, I think that I bring a perspective that our members want, need, and deserve, particularly as we continue to encourage the full and active participation of interpreters in ATA.

My service to the profession began as a founding member of the Colorado Association of Professional Interpreters (CAPI) in 2003. I served CAPI as co-chair and, later, as director. From 2004 to 2008, I served on the board of the Society for the Study of Translation and Interpretation, a national organization. Currently, I serve on the board of the National Association of Judiciary Interpreters and Translators and on the Language Interpreting Subcommittee of ASTM International, which is working on a new *Standard Guide for Language Interpretation Services*. I also serve ATA as a member of the Interpretation Policy Advisory Committee and the Active Membership Review Committee. As you can imagine, I have organized trainings, written letters, recruited members and allies, made presentations, attended many meetings, and advocated on behalf of the profession from all angles.

In terms of my professional experience, I am a state and federally certified court interpreter, and I am qualified as a seminar level interpreter by the U.S. Department of State. I work in court, conference and com-
community settings, and I train court interpreters across the United States. From 2004 to 2006, I directed the Court Interpreter Program for the Colorado State Courts.

I feel strongly about the role that ATA has played and must continue to play to bolster and promote the work of interpreters and translators. In addition to the practical benefits that ATA delivers so well, we must keep abreast of new challenges and developments in the field. New technologies mean that interpreting and translation services are being delivered in novel and sometimes less than ideal ways. Interpreters and translators working in languages other than Spanish still have precious few opportunities for language-specific training. And the evolution and professionalization of community and medical interpreting have brought new practitioners and issues to the fore.

ATA is uniquely poised to represent translation and interpreting professionals working in all sectors. I believe that my experience, knowledge of the field, and passion for our profession would be a positive contribution to ATA’s Board. I hope you agree.

It is an honor to be a candidate for ATA’s Board of Directors. As a full-time professor of translation studies and a part-time freelancer, as well as the chair of ATA’s Certification Committee, I can contribute a variety of experience.

My first ATA conference was in 1994 in Austin, where I got to know ATA as an organization in which volunteers consistently make a real difference in promoting our profession. Over the past 20 years, I have worked full-time training translators and researching translation pedagogy, assessment, and quality, while working part-time as a freelance legal, business, and financial translator. I have presented at high schools, created an ATA webinar on translation careers, worked in the conference exhibit hall, presented at the conference (including “Orientation to the Certification Exam”), written articles for The ATA Chronicle and ATA’s German Language Division, and helped ATA make a presentation to the U.S. Interagency Language Roundtable. I also organized the first conference of the American Translation and Interpreting Studies Association, a research organization with a conference and a scholarly journal, and served eight years as its president as we developed the organization’s programs.

Back in 1994, my colleagues told me that in the translation profession, ATA was the place to be and that certification was important. After passing the certification exam, I started freelancing, since I did not find it responsible to train translators without knowing the industry. Later, my interest in certification led me to become a German>English grader and learn the tools and techniques of ATA grading. When the position of secretary of the Certification Committee became available, I volunteered. It was exciting to be at the focus of certification testing in the U.S., and my background in translation research and practice provided ideas for continuous improvement. I was surprised and honored when, after only two years on the Certification Committee, I was invited to become its chair. Since then, it has been stimulating to lead ATA’s Certification Program and its hard-working graders. One major project has been working with Alan Melby to implement the keyboarded certification exam, where we are currently working on developing a way to provide limited Internet access for exam candidates. This will make the certification exam more closely reflect the true working conditions of the professional translator in the 21st century!

If elected, I will still focus on translator education and certification. But I see Board membership as representing the interests of all ATA members. We must advocate for the entire range of professional translation and interpreting activity across the spectrum, including high-quality working conditions, the deadlines/splitting documents issue, a rate survey, and public relations. Also, since divisions and chapters are an important “home” for many of us, part of the Board’s role is supporting their activities, including appropriate regional conferences. Finally, with my background in financial translation and membership on other boards, I understand finance, and it is one of the Board’s highest duties to handle the Association’s funds with great care.

I would be honored to serve on ATA’s Board and look forward to contributing my organizational experience, attention to detail, and enthusiasm to its work.
It is such an incredible honor to have been nominated to run for a position on ATA’s Board of Directors.

Having started my career as a contract interpreter, I spent the majority of my time interpreting in medical settings. Soon after, I worked as a project manager and translator specializing in life sciences. I opened my business in 2010, and have had the pleasure of working with many exceptionally skilled professionals, many of whom I met through ATA. Until I became more involved in the Association, I never realized how much a professional organization would mean to me in my everyday work.

In 2011, I began serving the first of two terms as the administrator of ATA’s Medical Division (MD), which has proven to be one of the most rewarding experiences in my career. Now serving my second term, I am pleased to see the progress we have made in the division. This year, I have worked diligently with MD Assistant Administrator Antonio Guerra and the Interpreters Division on a new medical interpreter information initiative, in which we intend to provide medical interpreters with the opportunity to share in a forum to support one another in the profession. We also see this initiative serving as a guide for new buyers of interpreting services and individuals who are considering a career in medical interpreting. As I mentioned, I began my career as a medical interpreter. Therefore, I understand the concerns of medical interpreters who desire to feel more support and representation in ATA. With the new initiative, the goal is to provide interpreters with a channel through which their voices can be heard, inspired by ATA’s tagline “The Voice of Interpreters and Translators.”

Having joined ATA’s Public Relations Committee in 2012, and recently having stepped up as the committee chair, I have had the opportunity to volunteer on various projects to continue working toward outreach that will inform new translation and interpreting clients about working with professional translators and interpreters. This outreach will benefit the members of our fine organization directly, as well as bring more public awareness to our professions and industry.

I believe that being part of a professional organization means contributing to it, getting to know colleagues, and collaborating with them in order to continue to move our industry and professions forward. I have felt energized and inspired to contribute my time, as evidenced by my track record, and I have much more to offer. If elected to serve on ATA’s Board of Directors, I plan to continue my work in support of giving interpreters a stronger voice. I also intend to work with members and leadership to find opportunities for further networking, continued education, and cooperation that span beyond the week of ATA’s Annual Conference and focus on issues our members face at a regional level. This can be achieved in the form of mini conferences or virtual meetings.

I look forward to the endless number of possibilities we have to work together and to continuing that work with you.

I am a full-time freelance translator working in Romance languages, and I hold ATA certification in Spanish, French, and Portuguese into English. I am proud to say that I have been an ATA member since 1988, the year I graduated from the University of Pittsburgh and began working in this industry. I welcome this opportunity to contribute to the profession from which I have gained not only my livelihood, but also many interesting, wonderful, and enriching friendships. So, I am honored to accept the nomination to be added to the slate of candidates for ATA’s Board of Directors.

I bring to the table my experience from one previous term on ATA’s Board and service for three years on ATA’s Nominating Committee, as well as experience with community and local nonprofit organizations. If I am elected to the Board, I have five specific areas to which I hope to contribute:

1) Sound Fiscal Management: I support the efforts of recent Boards to exercise good financial management and to secure the financial stability of our Association. By keeping dues and conference registration fees reasonable, we can ensure ATA’s health and ability to serve future generations of translation and interpreting professionals.

2) Client Outreach/Public Relations: As the premier association for translators and interpreters in the U.S., I will propose the creation of an ATA Speakers Bureau patterned on the success of our School Outreach Program. By
equipping ATA members across the country with presentations on varied topics that are relevant to decision-makers in the business world, ATA can facilitate client education by reaching out to chambers of commerce, technology organizations, world trade centers, and similar groups. This initiative would help to promote the use of professional translators and interpreters and dispel misperceptions about our industry. These efforts can have the added benefit of expanding membership as well.

3) Continued Inclusion and Expansion of Opportunities for Interpreters: Interpreters and the work they do are an integral part of ATA. I support continued outreach to the community of interpreters and collaboration with interpreter organizations such as the National Association of Judiciary Interpreters and Translators.

4) Leadership Development: I support the dissemination of leadership best practices from the national organization to our regional chapters. The best way to develop good leadership and volunteerism within ATA is to foster it at the local level. Formalizing this by providing effective leadership training will help to develop the health and vitality of chapters as well as the entire Association.

5) Education: The common thread that unites all translators and interpreters is a voracious appetite for knowledge. By providing ongoing continuing education opportunities (in the form of webinars and other virtual events as well as conferences and seminars), we raise the level of our professionalism and credibility with decision-makers from outside of our profession.

I look forward to receiving your input on these and other relevant topics and to seeing many of you in Chicago at our 55th Annual Conference!

First, I am honored to run as a candidate for ATA’s Board of Directors.

By way of introduction, I was born and raised in Amsterdam. I immigrated to the U.S. and received my MA in telecommunications from Michigan State University. I went on to a 20-year career in public radio—as a development director, then as a public radio station manager, and as executive director of a regional public radio organization.

As a teenager in The Netherlands, with an education in Dutch, English, French, German, Latin, and Ancient Greek, I always dreamed of becoming a translator and interpreter (at the UN, no less, but little did I know then that the UN only has six official languages—and Dutch was certainly not one of them!). Well, I am not at the UN, but I had the opportunity to work full-time at a patent law firm office for four months in 2004 translating Dutch documents. I was totally hooked and soon thereafter joined ATA. Since then, I have developed a full-time translation practice (Dutch, Flemish, and Afrikaans), specializing in legal and life sciences, with occasional interpreting work for federal agencies, Washington, DC law firms, and various translation agencies.

Shortly after joining ATA, I became involved with the National Capital Area Translators Association (NCATA), an ATA chapter. For the past four years, I have served as NCATA president. This is a role that has been incredibly rewarding. NCATA’s board has delivered valuable services to its members in the Washington, DC area, including a great website and online directory (www.ncata.org), weekly e-mail blasts about job and educational opportunities, cultural events, and monthly member meet-ups around the DC area.

Like ATA, NCATA loses members every year. But thanks to our board’s collective efforts, we always hit our membership target by the end of the year. NCATA has promoted ATA at every opportunity, and this is just one of the many things I hope all ATA chapters, affiliates, and divisions will continue to do.

Among other priorities for ATA, I would like to see some redirection of the Association’s financial resources to once again make public relations/advocacy a high priority.

Our industry is undergoing transformation. We also have to stay on top of the needs of the younger colleagues coming after us. Their needs and expectations are quite different from those of us who are a tad older.

ATA needs to be more of a player when the translation and interpreting industry has the opportunity to have a seat at the table—locally, regionally, nationally, and internationally, and in the press.

ATA delivers many valuable membership services, but it could do a better job as an aggressive industry advocate and spokesperson. We need to be more than “the invisibles.” Setting priorities—especially financial ones—is the most challenging issue any membership organization faces constantly. But no membership organization can afford to get stuck in a trap of “this is how we have always done it.”

I hope you will give me an opportunity to serve our ATA.
Proposed Changes to the Bylaws
to be Presented to the Membership for Voting in November 2014

The Board approved putting forward two proposed bylaws revisions for approval by the membership. The proposed revisions are: 1) to increase the number of honorary members, and 2) to institute term limits for the number of years of service for ATA Board members. In the copy below, material proposed to be deleted is struck through; material proposed to be added is underlined. ATA’s bylaws may be altered, amended, or repealed by a two-thirds vote of the voting members.

ARTICLE III
Membership

Section 2 – Eligibility

h. Honorary: Honorary membership may be conferred upon individuals who have distinguished themselves in the translation or interpreting professions by a vote of two-thirds of the Board of Directors. The total number of living Honorary members shall not exceed fifteen twenty at any one time, and not more than two may be elected in any one year.

Comment:
The number of allowable Honorary members has not changed in several years. This suggestion was made by the Board several years ago, but the previous Board did not feel that this change justified the time and expense of being placed on the ballot by itself without other proposed bylaws changes. Now that we have another proposed revision, we are including it for consideration.

ARTICLE IV
Board of Directors

Section 1 – Number and Term

The property, affairs, business and concerns of the Association shall be managed by a Board of Directors consisting of the elected officers of the Association and nine Directors elected by the membership. These elected officers and elected Directors shall be referred to as “members of the Board of Directors” except where otherwise indicated for reasons of specificity. All such members of the Board of Directors must be Active members of the Association. The Directors shall serve overlapping three-year terms or until their successors are elected, with three directorships falling vacant every year. Directors shall be eligible for reelection, except that no Director may serve more than two consecutive full terms. After serving a total of 12 years in any capacity, no individual shall be eligible for election to the Board of Directors in any capacity for a period of six years. Past Presidents of the Association shall have the right to speak at Board meetings without the right to vote.

Comment:
In order to prevent ATA’s Board from relying on a few key members and to promote participation by a wide variety of ATA members, the Board is proposing a cap on the length of service on the Board. This will leave the current term limits for Officers and the petition system intact, however it will limit the number of years of service to 12. Twelve years of service will allow a member to serve:

• 6 years as a Director + 2 years as either Secretary or Treasurer + 4 years as President-elect/President or

• 6 years as a Director + 4 years as Secretary (or Treasurer) + 4 years as Treasurer (or Secretary).
Looking to Expand Your Portfolio of Direct Clients?  
ATA’s Client Outreach Kit Can Help!

Reaching the direct client market requires a different marketing strategy. You have to go to them instead of waiting for them to come to you. ATA’s Client Outreach Kit will give you the tools you need to attract direct clients by positioning yourself as a resource for translation buyers and users.

What is the Client Outreach Kit?
The core of the kit is a fully customizable PowerPoint presentation that you can use when speaking to potential clients—at chamber of commerce meetings, trade association events, professional seminars, brown-bag lunches at local law firms, or any other venue that would draw the kind of client you are looking for.

The kit also includes a set of practical, stand-alone Skills Modules to help you make the most of the core PowerPoint presentation. Topics include writing and delivering an elevator speech, developing effective public speaking habits, getting invited to speak, writing your own introduction, and handling question-and-answer sessions effectively.

The Client Outreach Kit can be downloaded free of charge by ATA members. To learn more, go to www.atanet.org/client_outreach.
As sole traders or small business owners, one of our key concerns is to grow our business and develop client relationships. In general, any business aiming to do this has to be sustainable, not just in the short term but over the long term as well. This involves ensuring that its assets are sustainable. Specifically, as a translator, your single biggest asset is you. So, sustaining your business is all about sustaining yourself.

It seems intuitive that when we work in a smarter, more relaxed way, we enjoy what we do more of the time and do not get to the point of being overwhelmed or unmotivated—we sustain ourselves naturally. Taking time out from work to go for coffee, go swimming at lunch time, or even to go shopping all form a viable, indeed necessary and integral, part of running, maintaining, and sustaining your business.

Perhaps remembering this key factor will help if you find yourself thinking that work is somehow more morally acceptable than pleasure and that taking time off to do something fun is a tad self-indulgent. In fact, taking time off to do something fun is rarely self-indulgent. It is an important part of doing business. Being organized about time management so that you can balance work with “down time” for relaxation will
help you enjoy what you do and keep you out of crisis mode.

There is, however, one caveat to this, without which nothing written here will help. We all need to know ourselves well and understand our personality type and learning preferences to improve our efficiency and develop a calm lifestyle. What works best for those who enjoy intense focus and working on one thing at a time will not work best for those who enjoy multi-tasking and juggling. What works for those who enjoy a daily routine involving fixed office hours and a fixed location will not work for those who work 12 hours one day and three the next, moving from their desk, to the patio, to the coffee shop, and back again.

We need to provide a realistic assessment of our own style, which includes asking if we have developed habits over the years that may not suit our natural tendencies. If we continue to fight what feels right, it is more likely that we will struggle more often and fall into unsustainable habits. What follows are some ideas for managing your time in a productive way. We hope that there will be enough here to suit many different personal preferences.

**Use Down Time Wisely**

One of the most important components of managing time is allowing for time to recharge and refocus. We all enjoy doing different activities to relax. Some of us need more time to relax, others less. Some of us may benefit from taking regular breaks and others may prefer to work intuitively and take breaks on a more haphazard basis. Regardless of our attitudes toward taking breaks, it is equally important to spend our time off wisely. In other words, how you spend your break is as important as taking it in the first place. It is not enough, for example, to use your five- or 10-minute break to move from your desk to your sofa to read the paper. This does not involve enough of a contrast to working to give your brain the rest and variety it needs.

Based on experience and talking to other translators, the types of activities that you can do during a break to make it most effective typically involve something that a) gets you out of the house, b) makes you focus actively on something other than work, c) occupies your attention entirely, d) is physically active, and e) is something that you perceive as pleasurable.

Some specific examples include taking a regular break during work to meditate or have a deep brain rest,1 or to intersperse work periods with cleaning the house. Various leisure activities that other translators have found helpful include attending Tai Chi, yoga, or martial arts classes, going for coffee or a massage, visiting children’s assemblies and classroom events, teaching, or trying some kind of sports activity. However, if you find that cleaning the house or going for a walk just does not occupy your brain enough, go cycling instead or set yourself a series of “housework challenges” while cleaning.

It would seem logical that an activity that meets all of the criteria above will be most effective, whereas activities that only meet one or two will be less effective. At certain points during the day it may only be necessary to take a short break that fulfills just one criterion. There is also nothing to stop you from doing two separate activities that fulfill different criteria in order to be just as effective. Longer breaks, however, such as leisure time spent during the weekends, on days off, or in the evening should meet more of the criteria. That way you can be sure of using the leisure time effectively as well as enjoyably, and you will most likely return to work feeling truly refreshed and ready for a new challenge.

**Block Out Your Day**

For those of us who prefer a structured approach, time-block techniques such as the Pomodoro2 and many others may be very effective. The idea behind the Pomodoro Technique is to work with time, instead of struggling against it. Essential to this technique is the notion that taking short, scheduled breaks while working eliminates the “running on fumes” feeling you get when you have pushed yourself too hard. The basic requirement for the Pomodoro technique is to set a timer for 25 minutes for any given task. At the end of each 25-minute block, you then give yourself a five-minute break. By timing yourself you will be able to discover how long it takes you to complete a given task. This will help you assess a project’s timeline more accurately and use your time more effectively.

For example, under the 30-minute block scenario for an eight-hour day (25 minutes on, five off), people may have one 25-minute block for e-mail and communication in the morning and another in the afternoon, a physical activity block or a “pick-up-the-children/call-my-mother” block (whatever the case may be), and designate the remainder of the blocks for translation work. It does not matter what the blocks are used for, but they need to be planned and structured for any given day. Forty-five or 60-minute blocks may work better for some. This method will probably work well for people who are deadline-driven, since deadlines come nonstop every time the timer goes off. The five-minute breaks can then be used as desired (e.g., making a cup of tea, setting up appointments, fitting in some yoga stretches).
Schedule a “Lost Day”

As mentioned throughout this article, part of achieving success and sustaining it is scheduling time off. All of us who work from home know how family life can be taken over by work. For example, some freelancers routinely schedule weekends off. Whether for traditional reasons or just logistical ones, taking one entire day off every week can be a powerful refresher.

Another tack is to plan for ineffective days when “life” gets in the way of a schedule. For instance, when accepting a project that will take more than 10 working days, consider mentally scheduling a “lost” day into the timeline. Allowing time in your schedule to accommodate interruptions is sensible and prevents unplanned cancellations, night work, and possible quality drops. It also sustains you. Another tactic along the same line would be to plan deliberately to translate fewer words per day than you would normally expect to produce (say, 10% per day) and then schedule work based on that.

Use E-mail Filters

E-mail overload is another particular hurdle in terms of time management. We are probably all familiar with the scenario of spending an hour or two dealing with e-mail instead of carrying out billable work. Part of the solution to this issue for many of us is learning to use rules or filters, which are available as part of most e-mail systems. For those using Gmail and Outlook 2010, the links at the end of this article detail the specifics for setting up these filters. Using rules can help prioritize important e-mail from other potentially interesting but unimportant messages. The latter could include anything from online forums (here, you can use daily digests to minimize interruptions), newsletters, and other subscriptions to local activities where the message does not need to be handled immediately. Perhaps e-mail coming to your personal and professional addresses should go to separate inboxes. It can be a good idea to ensure that both inboxes are nearly empty by the end of each workday. Other folders can be reviewed less frequently, perhaps when you need a break from things that have been scheduled for the day. The general principle of “zero inbox” and even “zero unread messages” is one to which many people who are in calm control of their professional and personal lives aspire.

Manage Time According to How You Live

Finally, managing your tasks and projects in a way that suits your approach to life will help you fit everything in and find time for both work and play. Some freelancers live a calm one-project-in, one-project-out kind of life, but that is not the norm. When things get hectic and we have five or six projects on the go for several clients, we need lists with deadlines to prioritize tasks. Otherwise, the time will come when we forget a project completely or remember incorrectly when something is due.

If you can maintain it consistently, using a white board or Excel spreadsheet to record work can be a useful visual reminder of tasks to be completed. Microsoft Outlook can also be used for task management. It is as simple as dragging a purchase order to the taskbar, adding a start or due date, along with an urgency level. E-mail can also be dragged to the calendar bar as an alternative if they generate tasks that have to be done at a certain time (e.g., jobs to be completed immediately upon receipt of a file). Items that repeat can be set to recur in the calendar. If you do not use Outlook, some translation tools offer project management features that can be equally useful. Any number of other project and customer management software programs are available for small businesses for those who want to invest.

In terms of actually achieving things, one effective method is to get all small and/or easy tasks out of the way so that you are not distracted and can concentrate on larger tasks that need reflection or focus. That said, time management systems often recommend getting big tasks out of the way first and then using what time is left to handle small items. You should read around on the subject to see what you feel is most realistic.

It’s All about Sustainability

We are in this business for the long term, so we need to plan to be sustainable. Burnout happens. Do not let yourself be the next example. Think about what you need to sustain yourself and plan to make it happen.

Notes


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Susan Starling
German-English translator
Sarasota, FL

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I like memoQ because the tool reflects the people behind it: straightforward yet ingeniously creative, and truly committed to making their users’ lives easier.

Susan Starling
German-English translator
Sarasota, FL
Web and e-mail hosting prices have hit rock bottom. Some providers offer web hosting for as little as $120 per year and e-mail services for your domain name for around $60 per year. If this still sounds too expensive, how about a free website? Google Sites (https://sites.google.com) allows anyone with a Google account to create a free website, and unlike other free website providers, Google Sites does not post any ads to your site. The only potential cost would be domain registration, which is around $12 per year. Furthermore, you can use Gmail for your domain e-mail address (such as info@yourdomain.com) for $50 per year. Before 2012, this service was also free for up to 10 users, so those Google calls “legacy” users are receiving an especially good deal, although these customers do not have access to many of the features that paying customers do, such as 24/7 support and 30 GB of free storage with Google Drive. A free 30-day trial is also available for new customers.

As with most things that are free, there are some catches. For instance, if you use Google Sites, most of your viewers will know that you are skimping. The phrase “powered by Google Sites” will appear at the bottom of each page, albeit in very small print, and web search results will indicate that your site is hosted by Google Sites. Also, the site templates are pretty simple, so do not expect a professional design.

The biggest advantage, of course, is that Google sites are free. Furthermore, paying $50 a year to use Gmail for your domain e-mail has several advantages. For example, you can use Gmail’s convenient webmail.

If your clients are particularly concerned about confidentiality, make sure you read the fine print.
service as well as smartphone and tablet apps, no ads appear in the e-mail interface for Google Apps accounts, and you have access to other popular features such as Google Drive and Calendar. However, make sure you set up two-step verification (more on this below) to avoid the embarrassment of having all of your business contacts receiving “Oprah’s Weight Loss Secret!!” spam from you.

What about Security?

What about the important issues of security and user confidentiality? If someone hacks your Google account, then the hacker has access to your site settings, too, so it would be especially important to set up additional security measures such as two-step verification. Two-step verification adds a second step to the sign-in process. In addition to providing your username and password, you will need to enter a verification code that is sent to your phone. Once you list a device as “trusted,” you will no longer need to enter a verification code.1

If your clients are particularly concerned about confidentiality, make sure you read the fine print. Although Google Apps accounts offer enhanced security features that are not included with a free Gmail account, Google Apps services are still subject to Google’s privacy policy, which allows Google to collect certain user information.2 Google’s privacy policy came under intense scrutiny last year after details emerged regarding its cooperation in mass surveillance conducted by the National Security Agency.3 Perhaps to protect its battered reputation, Google recently announced that a free encryption tool, a Chrome extension called “End-to-End,” is in development.4 Also, Google recently partnered with ZixCorp, an encryption services provider that offers a built-in encryption app to Google Apps users for $35 a year per user.5 In a nutshell, Google Apps accounts are probably more secure than free Gmail accounts, and e-mail encryption is available, but Google still reserves the right to store certain user data, even for Google Apps accounts. If this is something that would scare away your clients, you should probably avoid using Google for your e-mail.

Creating a Google Apps for Business Account

The easiest way to have Google host both your website and e-mail is to create a Google Apps for Business’ account and purchase a domain through a Google partner such as GoDaddy or eNom during the sign-up process. Google will then verify domain ownership automatically and set up your e-mail services for you. If you already purchased your domain directly with a domain provider, then after creating your Google Apps account you will need to verify domain ownership with Google before setting up your e-mail. If you only want a free website and no e-mail services, you can use a personal Google account (such as a personal Gmail account) to create a free website with Google Sites, although the steps will be slightly different than those for Google Apps.

If someone hacks your Google account, then the hacker has access to your site settings, too, so it would be especially important to set up additional security measures such as two-step verification.

If you purchased your domain when you signed up for Google Apps, you can skip this step. If you already purchased your domain directly from a domain provider, then you need to verify with Google that you own this domain name. When you first sign up for a Google Apps account, you can use the Google Apps setup wizard6 to verify your domain. If Google detects your domain provider, simply click Verify, and you are done! If necessary, you can also manually enter a TXT (text) record with your domain provider. A
**How to Set Up a Free Website (and Inexpensive E-mail) with Google Continued**

TXT record provides text information to sources outside your domain. The text can be either human- or machine-readable and can be used for a variety of purposes.

Google has a video that walks you through how to verify your Google Apps domain. Follow the steps in the video to obtain your Google Apps security token. Copy this security token, open another browser tab, and log into your GoDaddy account. Please note that the GoDaddy Account Manager has changed slightly since this video was produced, so here is how you access your TXT records:

1) Click Domains and then click Launch next to the domain you want to verify.

2) Click the DNS Zone File tab and click Add Record.

3) Under Record Type, select TXT (Text).

4) Under Host, type @.

5) Under TXT Value, paste the Google Apps security token. (See Figure 1.)

6) Click Finish.

The record you added should now appear under the TXT (Text) heading. It might take Google a few hours to verify your domain. Return to the Google Admin console and under the Alternate Methods tab, click Verify.

**Create Your Website**

Creating a website is relatively simple. Just follow these steps:

1) Go to the Google Sites home page and log into your Google Apps account.

2) Click Create. (See Figure 2.)

3) Give your site a name and make a note of the default web address (e.g.,

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**Figure 1. Add a TXT record to verify domain ownership.**

![Add Zone Record](image1)

**Figure 2. Create a site with Google Sites.**

![Google Sites](image2)

**Figure 3. Hide links in the system footer.**

![Customize System Footer](image3)
http://sites.google.com/a/yourdomain.com/sitename). Then you can choose a site template and theme.

After you create your site, I suggest removing certain default links from the sidebar and system footer navigation, such as Sitemap, Sign In, Recent Site Activity, and Print page.

To do this, follow these steps:

1) Click the Gear icon in the menu drop-down arrow and then click Edit Site Layout.

2) Hover the cursor over the sidebar and click the X by any link you want to remove.

3) Scroll down to the footer. The Edit system footer should appear.

4) Click on the footer and select the links you wish to hide. (See Figure 3 on page 22.)

If you remove the Sign In link, you can access your site’s settings at the Google Sites home page.

Map Your Site to Your Own Domain

You can map your site to your own domain so that when viewers type www.yourdomain.com in a browser, they will be directed to your site. Remember that they must type the “www” prefix. This process is two-fold: adding a CNAME record with your domain provider, and then adding a web address with Google Sites. It is important to remember that this process does not replace your default Google Sites address. Both the default address and www.yourdomain.com will be active. Here are the steps to map your site with GoDaddy.

1) Log into your GoDaddy Account Manager.

2) Click Domains and then click Launch next to the domain you want to map.

3) Click the DNS Zone File tab and then click Add Record.

4) In the Add Zone Record dialog box, click the arrow under Record Type and select CNAME (Alias).

5) Under Host, type www, and under Points to Type, ghs.googlehosted. com. (See Figure 4.)

6) Click Finish.

The final step involves adding a custom web address to your Google Sites settings. To do this, follow these steps:
1) Log into the Google Sites home page.

2) Click your site to open it and then click the Gear icon menu drop-down arrow.

3) Click Manage Site, scroll down to Web Address Mapping, and click Map This Site.

4) Under Site Location, the default web address should already appear.

5) Under Web Address, type www.yourdomain.com. (See Figure 5 on page 23.)

6) Click Add Mapping.

These changes might take a few hours to propagate out to the Internet. Once the process is finished, when your viewers type www.yourdomain.com, they will be redirected to Google Sites, which will in turn find your site.

Point Your Domain’s Mail Exchange (MX) Records to Google Mail Servers

If you already purchased your domain through Google Apps, then you can skip this step. If not, here are the steps to configure your MX records with GoDaddy.

1) Log into your GoDaddy Account Manager.

2) Click Domains and then click Launch next to the domain you want to map.

3) Click the DNS Zone File tab and then click Add Record.

4) In the Add Zone Record dialog box, click the arrow under Record Type and select MX (Mail Exchanger).

5) Use the MX values in Figure 6 on page 25 to create an MX record for each of Google’s five servers. Figure 7 on page 25 shows how to create the first MX record. Click Add Another and create the remaining four records.
As with your website, these e-mail settings might take several hours to become active.

**Need Help?**
If you are starting to think you are in over your head, remember that Google Apps offers 24/7 support for its users. Also, refer to the helpful links listed in the box on page 24. There is one caveat, however. As noted earlier, the GoDaddy Account Manager has changed slightly since these articles or videos were produced, so use the instructions in this article to access the appropriate records. Once you get started, you will probably find that Google has made it pretty easy for novices to set up e-mail and websites. All they ask in return is this: do not be evil. And, of course, $50 a year for hosting your e-mail.

**Notes**


The Man Who Brought Russian Classics to the Juvenile Detention Center: An Interview with Andy Kaufman

By Lydia Razran Stone

Russian literature can become a vehicle for positive personal transformation and social change for an unusually wide range of readers.

Andrew Kaufman, an expert on Leo Tolstoy who teaches at the University of Virginia (UVA), has conceived and runs a remarkably successful program in which his UVA students, after studying translations of the classics of Russian literature, facilitate discussion groups with residents of the Beaumont Juvenile Correctional Center on the “accursed questions” addressed in those works (e.g., the meaning of life and other metaphysical spiritual questions), focusing on their relevance to the young inmates’ lives. (Yes, the residents are also asked to read these works, and, to all appearances, generally do so.) After an article featuring the “Books Behind Bars: Life, Literature, and Leadership” program was published in The Washington Post, Andy was deluged by requests for interviews with publications of considerably higher circulation than SlavFile. As a mark of our gratitude for his agreeing to talk to us, we have promised to try to ask questions less likely to be put by interviewers with a more general focus. Readers seeking more information about his ideas and program may find it in The Washington Post and National Public Radio interviews. A reading list with study questions for this course is available online. To learn more about Dr. Kaufman and his “Books Behind Bars” program, please visit www.greatbooksbehindbars.org. You can also visit his website: www.AndrewDKaufman.com.

We gather that this program is in high demand from UVA students and detention center residents and that measured results look very promising. What, in your experience with teaching Russian literature, led you to believe that this would be the case?

This class actually came about as a result of my long-time interest in teaching Russian literature to my UVA students in a way that would allow them to connect more deeply with the material. I wanted to make the humanities relevant to them. At one point during this journey, I happened to be invited to lead a class in a prison about The Death of Ivan Ilyich. It was a transformative experience for me, as a teacher and a reader. I saw Tolstoy’s novella in a new light after that experience. My appreciation was enriched precisely because I was encountering the work in an unfa-
miliar environment with an unfamiliar group of people. I likened this to the literary technique of ostranenie—making the familiar appear unfamiliar—as a means of getting readers to attend to what is being described.

I began to think about what would happen if I created a course in which my students were put into a similarly unfamiliar environment and asked to discuss Russian literature with people who come from very different backgrounds. Might they, too, have similar revelations about the literature? And so, that is how my course, “Books Behind Bars: Life, Literature, and Leadership,” at UVA was born. I was not sure four years ago what impact this course would have on university students and the incarcerated youth. Now that I see the impact it has, in fact, been having, I remain convinced that Russian literature can become a vehicle for positive personal transformation and social change for an unusually wide range of readers.

Given the general opinion in the U.S. (not to mention the Russian Federation) that the 19th-century classics are far too ponderous and difficult to appeal to even academically successful young people, did you encounter significant resistance from authorities to putting this program into effect, not to mention funding it? How did you overcome this resistance?

Absolutely I encountered resistance. “Russian literature?” asked the then-superintendent of the Beaumont Juvenile Correctional Center when I first pitched the idea to him. “What in the world will our residents get out of it?” But he also was a fairly entrepreneurial guy and decided to take a risk. Having seen the result of a one-day pilot, in which both residents and staff came away energized and intellectually stimulated, he invited me back for the full semester pilot. And then I was invited back again, and then again. We have just completed our fourth year of offering the course, and our third year of offering it at Beaumont Juvenile Correctional Center.

The actual factors that may contribute to your popularity and positive outcome with the residents are legion:

1) A distraction from the undoubtedly monotonous life in the center.
2) A feeling of accomplishment for being able to tackle a subject considered difficult and abstruse by the world in general.
3) Respectful treatment and the opportunity to interact with successful (“role model”) peers.
4) The opportunity to discuss and consider alternate takes on real-life questions in a non-judgmental setting.
5) The attraction of the superficial “story line” in the works read.
6) Learning from the various perspectives on the “accursed questions” presented in the works.

Was there significant initial class antagonism on the part of the detention center residents to the student discussion leaders, given the elite reputation of UVA? How was this overcome?

Both groups of students brought their stereotypes about the other. Although they did not admit it to themselves, UVA students had many assumptions about “juvenile delinquents”—rough, unintelligent, mean—and the Beaumont residents had their ideas about UVA students—elitist, stuck-up, distant. Both stereotypes were quickly shattered, as my students discovered the residents to be thoughtful, intelligent, respectful, and creative, and the residents saw that my students treated them as peers with something of value to contribute to conversations about literature and life. It was through the power of their growing bonds and authentic conversations with one another that the stereotypes fell away.

Regarding Russian literature, I do think the depth of the works, the “accursed questions” they raise, and their foreignness all play an important role in the power of the conversations they generate. Would contemporary urban literature work in the same way? I doubt it, because it is not a stretch. It is a mirror, and these incarcerated youth need opportunities to develop new paradigms and understandings of life, not reinforce the ones they already know.

And as for offering this program to teenagers on the outside, I do not have an answer. We will experiment with that. In the meantime, my hunch is that, yes, it will work. Perhaps differently, but it will work. Why do I think so? Just imagine a teenager—any teenager—who is offered an educational opportunity that contains all of the elements you just listed. They do not get such opportunities very often, even in school. My guess is that it would make an impression and have an impact.
Reading level and familiarity with cultural context do make a difference. It would be disingenuous to assume that all of the residents were comparable in this respect to your UVA students. How do you deal with bringing them up to speed?

That is one of our biggest challenges. A handful—about a third—of the residents are already avid readers. Some have even read Russian novels on the side in their spare time. But the majority are at about a ninth-grade reading level. That is not too high for somebody reading The Death of Ivan Ilyich or Ward No. 6. But it is also not impossible. We make sure that their teachers and librarians at the facility work with them during the week before the residents meet my students. The purpose of these meetings is to assist the residents with basic issues of vocabulary and comprehension.

My students do not always try to “cover” the whole work, but rather try to “uncover” it by focusing on short passages that contain broader themes in the work. By means of such close readings, the residents learn to better appreciate literature as literature, and they are afforded the opportunity to talk about some of the deeper layers of meaning in the work without necessarily having fully mastered the whole thing.

Finally, we try to bring in as much cultural background material about Russia as possible. The residents find this interesting, and it adds a dimension to the fiction with which they can connect. They love to hear Russian spoken and see it written on the page, so much so that at least one of them picked up a copy of Russian for Dummies, of which I am co-author, from the facility library and taught himself to count in Russian!

If the student discussion leaders play a significant role in interpreting works to residents, do you make any effort to make sure the students are all on the same page? (All Slavists have encountered “quirky” interpretations, even among the highly educated.)

My students do not play a significant role in guiding the residents’ interpretation of the works. And they do not “teach.” Their job is to facilitate discussion and creative activities that help the residents develop their own interpretations and connections to the works. My students challenge the residents if they disagree with something they have said, and the residents challenge my students. This is a true community of learners who grapple with texts that are foreign to both of them.

I offer my guidance during the preparation phase of the course, telling students how other scholars have interpreted various works and how I interpreted them, but I leave it at that. Students must develop their own interpretations or, if they are still uncertain, be able to articulate that uncertainty. Only in this way do conversations with the residents remain authentic, rather than staged and “teacherly.” My students learn quickly that no single person or class of people has ultimate authority in the face of such questions. Everybody is engaged as equals in a process of shared inquiry and mutual discovery about literature. And indeed, mutual discovery is what this class is all about.

I notice that there are some of Tolstoy’s simplified didactic works on your reading list. Do you notice a difference in the intensity of resident response to these as compared to the more difficult works?

Yes, the simple fact of the matter is that parable-like works such as Tolstoy’s short story “How Much Land Does a Man Need?” are easier for them to relate to right away than the more complicated ones like Ward No. 6. But part of my students’ task is to point out that “How Much Land?” is indeed a message-driven work, and to challenge the residents to question whether that message is correct.

Slavists know that there are Dostoevsky people and Tolstoy people. Do you find the student and/or resident response to these two writers is significantly different?

I have come to question that division, although I used to believe in it and cited it. It would indeed be interesting to track in a more empirical fashion whether there is some consistency in their reactions to Tolstoy and Dostoevsky. But through my observation I have not found any. Some students who loved the first part of Crime and Punishment (the one novel we read in a previous iter-
changes the city to New York and the
that does so successfully. It removes
version of Dostoevsky. “Or vice versa.
Ivan Ilyich. In order to confirm the
accuracy of the Tolstoy-Dostoevsky
dialectic, and whether it applies to
this population, it would be essential
to understand what exactly readers
are responding to in each writer, and
what a reader means when he or
she says, “I like Tolstoy, but not
Dostoevsky.” Or vice versa.

How do you select what you read? Does
response to a particular reading influence
selection of subsequent ones? I notice that
the passage in The Brothers Karamazov
where Ivan “gives back his ticket” is not on
your list. Have you considered and rejected
it? Why?

We did read the first part of Crime
and Punishment, and I did not like the
fact that we did not continue. We
simply would not have had time to
read the novel in its entirety, but I
wanted them to have a taste of it.
That discussion raised a number of
fascinating topics of conversation,
but it felt unfinished. I resolved after
that to only read works that we can
finish in their entirety. That is more
satisfying for everybody. However,
this summer I am beginning a
“Books Behind Bars” reading group,
which is an extension of the aca-
demic program during the academic
year, and in this summer program
we will spend about seven weeks
reading Crime and Punishment in its
entirety. If that goes well, then I will
move to War and Peace.

How do you select the translation you use?
Do you ever ask participants to discuss
merits of different translations? Have you
ever considered an exercise in which par-
ticipants modify a translation into their own
colloquial language?

Interesting question. I do not
tamper with existing translations,
although I am aware of one abridged
version of Crime and Punishment
that does so successfully. It removes
chunks of “unnecessary” text and
changes the city to New York and the
characters’ names as well as some of
the language to make it more con-
temporary. I thought it was well done
for what it was and even considered
using this version with the residents.
In the end, I decided that the resi-
dents’ experience of stretching them-
selves beyond their literary comfort
zone is more important than making
their reading job easier.

As far as which translations, I
choose ones that privilege readability
over accuracy. I know that might
sound like heresy to some. But
the truth is, when dealing with
such excellent translators as Aylmer
Maude and Constance Garnett,
Richard Pevear, and Larissa
Volokhonsky, etc., you are not really
losing all that much in terms of accu-
ricy. That is, the translators are not
making whopping mistakes that
change the whole sense of a scene
or the work, but you are gaining
immensely if residents are not so put
off by a translation that they drop the
book altogether. The reward far out-
weighs the risks in my view.

It is hard for some of us older people not to
have the impending Russian Revolution in
mind when we read 19th-century Russian
literature. Does this come up, or are your
students too young for this to be relevant for
them?

This theme does not come up too
much, and I would like to do a better
job of setting these works in their his-
torical context. For example, both
UVA students and residents are con-
fused when they learn, say, about
Tolstoy’s rejection of capitalism,
because they always assumed that
Russia was a feudal economy. I try to
explain the subtleties, but this is some-
thing that often bogs down the conver-
sation rather than propels it forward.
When we discuss Aleksandr
Solzhenitsyn’s novella “Matryona’s
Home,” the subjects of the revolution
and World War II do come up, since
they are specifically mentioned in the
text. Many of the residents are
already familiar with the Russian
Revolution and the advent of social-
ism, even if they do not know all of
the details. As a result, they sense the
contradiction between the socialist
ideal and what Solzhenitsyn portrays
as the reality of life in the Soviet
Union. I help give them some con-
text and language to develop these
ideas, and in so doing, offer them the
chance to talk about different kinds
of social systems.

When we discuss Nikolai Gogol’s
short story “The Overcoat,” I tell
them about Peter the Great’s Table of
Ranks, and the residents immediately
connect it to the rigid bureaucratic
hierarchy of the prison system in
which they occupy the lowest rank.
But the conversation is more of a
social exploration, not a historical
one.

Given that this program is being run in
Virginia, you may well have some
participants who are either the descendants
of slaves or of slave owners. Does this issue
ever arise in connection with mention of
serfdom and peasants, or are passages more
focused on more universal accursed
questions?

I had a resident who came from a
farm in Virginia, and he helped the
rest of us understand the details of
farming in “How Much Land Does a
Man Need?”. The idea of slavery has
not come up, although residents are
quite sensitive to how social strati-
fication works in our country and
therefore have a lot to say about this
matter in all of the readings.

It would seem to me difficult for believers
adhering to a particular religious doc-
trine to consider the “accursed

This is a true community of learners who grapple with
texts that are foreign to them.
questions” raised in these works without reference to this doctrine. One might assume that a significant number of the participants in your programs have this perspective. Does this come up? Does it cause problems, and how do you deal with them?

Many of the residents tend to be very religious—a larger proportion of them, in fact, than my students. And while they often see connections between the ideals of the Russian greats and religious ideals, they are also usually able to separate the two concepts. Their religious upbringing is what helps them to recognize easily some of the themes about compassion and morality in the works we read, and it also causes them great distress, for these discussions make them painfully aware of the difference between how they have lived their lives and how their religion taught them to live.

On the one hand, Russian literature appears to be opening a number of wounds for these kids. But, as Dostoevsky and others understood so well, with the opening of wounds comes the possibility of healing. I think this accounts, in part, for the powerful impact Russian literature has had in helping the residents squarely face the big questions of how they have lived their lives.

Notes


3. A reading list and study questions for “Books Behind Bars” can be found at www.scribd.com/doc/154548098/Andy-s-Reading-List.
It is tough to imagine a world without our friend and colleague Shuckran. For many of us, she was a role model—as a translator, a teacher, a co-worker, and a human being. And most will agree that no one at the U.S. Department of State’s Office of Language Services (LS) has ever had more zest for life than Shuckran, who forever strove to unite us around the lunch table or on any dance floor she could find.

Shuckran El-Abd was born on December 15, 1938, in the Egyptian city of Mansourah, the “Pearl of the Nile Delta,” during the reign of King Farouk I. Shuckran grew up trilingual in Arabic, Turkish, and English in an Egypt that had transitioned abruptly from monarchy to republic. She also studied French and German. After graduating from the American College for Girls in Cairo, she majored in English language and literature at Cairo University. A masterful test grader, Shuckran liked to recall her own university finals—a grueling multi-day exam on the works of William Shakespeare, which she said was the hardest test she ever took. Somehow we all know she aced it!

After college, Shuckran married Amin Kamal, and together they raised three children: Ahmed, Hassan, and Mona. In 1969, during the period where it was illegal for professionals to leave Egypt, Shuckran and Amin took great personal risk to move their young family to the U.S. They settled in Raleigh, North Carolina, where Amin was a professor of engineering at North Carolina State University and Shuckran continued her studies. Shuckran received an MA in English from North Carolina State University and a PhD in English from the University of North Carolina at Chapel Hill. During those early years in the U.S., she also taught English.

The Kamal family moved to Knoxville, Tennessee, when Amin accepted a job with the Tennessee Valley Authority. Shuckran became the first executive director of the Knoxville Women’s Center, where she worked to help disadvantaged women achieve their potential in their careers. When Amin was transferred to Chattanooga, Tennessee, Shuckran continued her mentoring work through Chattanooga State Community College.

Shuckran started freelance translating in the early 1970s, first part-time, then full-time, working for a variety of clients, including the Foreign Broadcast Information Service of the U.S. government. She joined ATA in 1978, eventually becoming the pioneering chair of the Association’s then-Accreditation Committee. Shuckran joined LS in 1983 as a contractor, first as an interpreter and then as a translator. She won plaudits from President George H. W. Bush for her work for LS during the First Gulf War. In 1988, she accepted an offer to become the first staff Arabic translator at LS.

It is no overstatement to say that her arrival revolutionized Arabic translation at LS, an effort previously handled by contractors or by very busy staff interpreters. Shuckran worked painstakingly to develop a roster of reliable Arabic translators, teaching many workshops at LS, Georgetown University, and the University of Maryland. She also personally mentored visiting LS contractors and interns. And she was demanding, with “translation methodology” as her mantra. Her method was to understand the source text inside and out, recodify it in the target language, and then make sure the resulting target text was smooth and clear and reflected the source text completely.

An individual of seemingly inexhaustible energy, she worked for years at LS as a one-woman into-and-out-of-Arabic translating marvel. Rare is the translator who can work into and out of the native language. Shuckran’s lifelong passion for English stood her in good stead, and she was one of those wonders of nature who could write with a native hand a language other than her mother tongue.

Shuckran retired last summer from LS, in the midst of a heroic fight against cancer. In a 2002 commendation, Brigitte Lent, her supervisor at the time, wrote: “although the translation requests may come ever so thick and hard, Mrs. Kamal squares her shoulders and soldiers on.” And Shuckran showed the same tenacity in every area of her life. Even after she was diagnosed with pancreatic cancer in October 2010, she defied the odds. She continued to work, dance, practice yoga, make new friends, and inspire all those she met.
This month marks the fifth anniversary of this column. I cannot believe it was five years ago, in September 2009, that I first saw this column in print and nervously awaited feedback from colleagues. The feedback came, and it was lovely, so I kept on going. Writing this column for all translators and interpreters in the U.S. and abroad who are interested in it has been a huge pleasure. It is incredibly rewarding when colleagues come up to me at a conference and tell me that this humble column is the first thing they read when their magazine arrives in the mail. It is also great to hear that I have answered some questions that others have had, that I have given some useful advice, and that I have made others laugh and nod when reading the column.

In celebration of the fifth anniversary, I would like to announce that I do not plan on retiring this column anytime soon. While it is quite a bit of work, it is so rewarding that I do not see a reason to stop writing. Now, I would like to give you some of the inside scoop about this column. As always, some of this is to be taken with a grain of salt.

• I am not financing my retirement with this column. Although that would be fantastic, I am not getting rich, and just like every contributor to this magazine, I am a proud volunteer. Money cannot buy the satisfaction I get from knowing that I have made a difference in some colleagues’ careers. This is more than enough compensation for me.

• Writing compelling content that is worth being included in a print magazine is more difficult than it looks. Just like everyone else, I struggle to fit nonprofit work into my schedule, but it does, miraculously, work out every month. I have turned in columns while on the road in Chile, Argentina, Scotland, Austria, and everywhere in between. I strive for content with some substance that is still fresh and interesting.

• Where do the ideas come from? Many times, colleagues ask me where I find the content for this column. It is easy: ideas are all around us. Once you have committed to writing a monthly column, you keep your eyes and ears open at all times to find good content. I am jotting down new ideas for this column constantly, either in my leather-bound mini-journal that a colleague sent me from Spain or using an app on my Android. It rarely happens that the deadline looms and I have nothing to talk about. Perhaps I will retire the column when that happens.

• I really enjoy working with my editors. My collaboration with Jeff Sanfacon, the editor of this magazine, seems effortless, and I really appreciate his insight and input. My twin sister Dagmar also reads all of my columns first, and sometimes she kindly informs me that what I have written is not good enough, so I go back to the drawing board. Writers are only as good as their editors, and I have two of the best.

• E-mails are always welcome. I very much enjoy hearing from readers, and I save many messages for a rainy day because they make me happy. It is really nice to receive a few lines from colleagues who enjoy this column and who have found the information useful. I particularly enjoy hearing from those who have applied some of the advice and obtained the desired result.

• The overwhelming majority of messages I receive about this column are highly positive, but once in a while someone will dis-
I recently asked myself why so many translators who are deeply engaged with translation technology do not continue their technological exploration and interest once they reach a certain level of expertise.

Just so you know, no one has ever accused me of being too subtle. So, just to make sure that we are all on the same page, the example I will be using here is intended as a caricature, or a description in which, according to Merriam-Webster, “certain striking characteristics are exaggerated in order to create a comic or grotesque effect.”

In that spirit, imagine the life of a typical successful, “technically adept” translator. Our composite translator probably reached this point in life through one of two paths. Following one path, they receive a translation degree and—depending on the era and location—attain a certain level of technological proficiency through instruction (which will reflect the allegiances of the corresponding professor and school). Once they have launched out “into the wild,” they apply what they have learned and continue to refine their use of technology to their particular needs and circumstances. When they have reached a level of competence with which they feel comfortable, they consider themselves well equipped and stop looking for improvement.

On the other route, the self-trained translator looks for technology solutions by searching the web, newsgroups, and translator portals and by going to conferences or talking to colleagues. They find a first set of technology that they settle on, though in the early years they continue to change or tweak it as they learn more about the industry. Once they have assembled a suite of tools that work for them, however, they feel well equipped and stop looking for improvement.

You will not have missed the commonality between the two: in the “end” they feel well equipped and see no room for further improvement.

For many years, it has been easy to share a wide variety of opinions in topic-oriented discussion forums, going all the way back to the LANTRA-L list and CompuServe’s Foreign Language Education Forum (FLEFO). Today, it is actually hard not to express ideas through all-pervasive blogs (and responses to blog posts), Facebook, Twitter, LinkedIn, and others. For our “successful and technically adept” translator, it is even harder to abstain. After all, good translators also have above-average writing skills and know how to express themselves very effectively. When they describe persuasively the technology they use as one of the cornerstones of their success, they realize quickly that it earns them admiration and a leadership position among their peers.

They embrace gradual change in the technology they are already using because they are able to integrate it quickly into their expertise portfolio, thus retaining their position as one of the public champions of “their” technology. But the more fundamental paradigm changes—where the existing technology is replaced completely with something new—are more difficult. Really difficult, in fact. These threaten to challenge their hard-earned status and identity as a community leader, and might even imperil the important business opportunities that arise from that identity.

So what do they do? They use their status to rail against the new technology, converting the perceived identity threat into a platform that allows them to predict doom for the community as a whole. Since they do indeed have considerable influence, especially among less experienced translators, their rallying cry becomes the rallying cry of many, with the result that the natural and ever-ongoing development of technology gets stuck.

Remember, this is a caricature. Still, if we are honest, do we not recognize a kernel of truth in the midst of all this...
of my hyperbole? And since I am calling for honesty, I am very specifically not excluding myself from the same guilt.

What can be done to avoid these knee-jerk responses that have the potential to stagnate technologically an entire generation of translators? I can think of three things.

First, we need to de-politicize the situation. The *Oxford Dictionary* defines “politics” as “activities aimed at improving someone’s status or increasing power within an organization.” If even some of my exaggerated illustration is true, we are dealing with politics rather than arguments based only on fact. Once we recognize the difference between politics and fact, discussions about the future of translation technology should become much more productive.

Second, we might need a change of values. Expertise should be rewarded, but only if it does not promote stagnation. By its very essence, technology undergoes constant development. Those intrepid translators who master today’s technology while continuously exploring new possibilities—embracing some and rejecting others—should be rewarded with the most prestige in the community.

Finally, and perhaps most importantly and practically, I would love to see developers of technology reach out to the language community—and language community leaders in particular—to make them part of the development process. Not only will this raise the likelihood of creating a successful product that benefits the community, but it will develop technology champions in the process.

**Note**

1. To avoid committing to a gender-based pronoun for my composite translator, I have chosen to use the grammatically unfortunate but gender-neutral third-person plural throughout.

agree with me, which I also welcome. My opinion is just one of many, and there might be many better ideas and approaches than mine. It is a column, not a court order, so you can always feel free to ignore whatever I write and do exactly the opposite. Keep me posted!

Finally, it is time to thank you, the reader, for keeping this column around as long as you have. Thanks for your support and enthusiasm. Here is to many more years of *The Entrepreneurial Linguist* column—if you will have me.
That’s Not What I Wrote!
How to Handle Edits to Your Translations

(Posted by Marion Rhodes and Jim McMillan on the blog of the Colorado Translators Association, an ATA chapter, http://cta-web.org.)

Whether you are working for translation agencies or collaborating with a colleague who reviews your translations, chances are you have been in a situation where an editor made changes to your original work. Suddenly, that text you were so proud of only a few days ago stares back at you from the screen, red lines striking through your words and new phrases replacing the translations you thought up.

We all take pride in our work, and seeing someone criticize our final product can be hard to swallow. But translators are only human. Sometimes, we make errors and edits are justified. In the best of cases, edits improve our work, teaching us how to be even better at our jobs in the process. Other times, however, you may find yourself staring at a large number of edits with which you simply do not agree, wondering how to respond to your client.

Should you stand by your original translation? Accept all changes against your better judgment and move on to another project? Offer to redo the text?

The answer depends largely on the type of edit with which you are dealing. Edits can fall into three categories: good, neutral, and bad. Here is how to handle each one.

1. Good Changes: These are edits that improve the text, correct a mistake you may have made, make the language flow better, or use better terms than you chose. In this case, you really should thank the editor for making your translation even better. At the very least, acknowledge the edits and point out instances where the text was improved.

2. Neutral Changes: These edits neither add nor subtract from the overall quality of the translation. You may read them and think, “Yeah, it’s technically correct, but no better than my choice.” Do not give these edits much thought. Simply count them, if you need to keep a tally, and provide the client with a final number of edits you consider correct, but unnecessary.

3. Bad Changes: Sometimes, an editor may introduce changes that make the text harder to read or are flat-out incorrect. If you encounter edits you would really object to as detracting from the accuracy, readability, style, or flow of the piece, stand up for your original word choice and explain why you think the editor’s changes make the text worse rather than better.

Once you have reviewed the revised translation, draft a response to your client (or the editor if you are collaborating directly). If many of the edits were in the first category of good changes and you feel that the work fell below your standards, you may consider offering your client something to make up for it, such as a discount on a future translation. If, however, you feel that most changes are in the neutral to bad categories, give a brief explanation with a few examples and stand your ground. Be professional yet firm. After all, it is your translation, whether or not it will have your name attached. In the end, you will feel better knowing that the end product is a document of which you can be proud.

One final bit of advice: be objective and impersonal in presenting your defense. Imagine it was your mother or spouse doing the editing when you draft your feedback. You never know, the edits may have been made by the person who hired you!

Information and Contacts

Internet blogs are rich sources of information for translators and interpreters. They allow users to post questions, exchange ideas, network, and read news and commentary on a specific subject. The topics featured in this column are actual blog postings concerning issues pertinent to your colleagues in the field today. For more blog listings, visit www.atanet.org/resources/blog_trekker.php.

Reminder: Beware of Scams

If it’s too good to be true, it is probably a scam. A number of e-mail and online scams have specifically targeted translators and interpreters. Stay vigilant!

ATA Members and Internet Scams
www.atanet.org/membership/internet_scams.php

National White Collar Crime Center
www.nw3c.org
The Exeter English-Russian Dictionary of Cultural Terms is a hardcover edition that is laid out in single-column pages, with the first entry header on even-numbered pages and the last entry header on odd-numbered pages. English entries are bold-faced. Russian entries are provided with accent marks, which is very helpful for non-Russian speakers. The font is clear and easy to read. The spelling is British.

Functionality and Range of Content

The blurb on the cover calls the dictionary “a unique work of reference whose aim is to provide English speakers who possess at least some knowledge of Russian with the Russian equivalents of foreign and cultural terms in widespread use.” The text goes on to introduce Roger Cockrell, the dictionary’s author, as “a senior lecturer in Russian at the University of Exeter.”

Roger Cockrell’s introduction states that the dictionary “is an interlingual and directional work of reference, designed to be of particular use to English speakers writing in, or translating into, Russian” [emphasis added]. Cockrell has cast a wide—but, as will be shown here, shallow—net: “The dictionary’s range of references is wide, embracing the social and natural sciences and the humanities.” Cockrell interprets the term “culture” in its broadest sense “to include names, titles, words, and expressions with which ‘un citoyen du monde civilisé’ might be expected to be familiar.”

What’s In and What’s Missing

The dictionary includes the following main categories of terms:

- The ancient and classic worlds
- Art
- Astronomy
- The Bible
- Culinary terms
- Foreign words and phrases
- Geographical names and terms
- Legends and myths
- Linguistic and literary terms
- Literature
- Mathematical and scientific terms
- Music and opera
- Philosophy
- Religion
- Theaters, concert halls, and museums

And this wealth of information had to be put into a mere 256 pages.

While acknowledging that “[m]any of the terms in the dictionary can be found in other dictionaries” and that “all the terms … can be found in some [author’s emphasis] work of reference or other,” Cockrell claims that “this book is the only one of its kind to bring such words and phrases together in a single volume.”

Of course, no dictionary can include all terms in the field it is trying to cover, since it is necessary to be selective. When perusing the dictionary, I tried to determine the system used for selecting the terms for inclusion, but I could not.

I am having a hard time trying to understand why entries such as AGR (advanced gas-cooled reactor), Bessemer process, black body radiation, Bose-Einstein’s statistics, Brunsstrahlung, Cassegrainian telescope, Cerenkov radiation, de Broglie wavelength, Fourier analysis, Gödel’s theorem, Schrödinger wave equation, stuka, and tesla coil are considered cultural terms “in widespread use,” and “with which ‘un citoyen du monde civilisé’ might be expected to be familiar.”

There is no consistency in entry selection. For instance, there are entries for both Oklahoma and Oklahoma City, but no entry for New York City. Another example: there is an entry for the novel Rabbit Run,
but none for the other three novels in John Updike’s *Rabbit* tetralogy. Here are a few more omissions:

- Forty-nine U.S. states are listed, except Delaware (there is only “Delaware, River”). There is an entry for the Delaware River, but none for the Colorado River and Ohio River.
- George Gershwin is included, but Ira Gershwin is not.
- There is Tom Sawyer, but no Huckleberry Finn.
- There are entries for *Chicago Tribune* and Chicago University, but no entry for the City of Chicago.
- There is Microsoft, but no IBM.
- There is Boeing, but no Airbus.
- There is Bar mitzvah, but no Bat mitzvah.

While it is impossible to include all terms in a single category, it would be reasonable to expect that all important subcategories would be represented. Not so here. For instance, a number of European and U.S. composers and writers are included, but no Russian ones are listed. Several world-renowned European orchestras such as the Berlin Philharmonic and Vienna Philharmonic are included, but I did not find entries for American ones.

Then there are inexplicable (to me at least) omissions and additions in translation:

- Athenе, Pallas is Афина (instead of Афина Паллада).
- Berkley, Bishop is translated Джордж Беркли.
- Single-word English names of Roman emperors become multiple words in Russian (e.g., Claudius, Emperor is Тиберий Клавдий Нерон Германник; Diocletian, Emperor is Гай Аврелий Валерий Диоклетиан; Hadrian, Emperor is Публі́й Е́вгений Адріан), while the term “Emperor” is not translated.

In several cases, a description is provided instead of a translation: hollandaise (and sauce hollandaise) is соус из яичных желтков и масла с лимонным соком. Sometimes, a description is added to the translation:

- *apfelstrudel* is яблочный пирог (из слоеного теста).
- Limerick is лимерик/шуточное стихотворение.
- Mozzarella is моццарела/итальянский свежий сыр.
- omertá is кодекс молчания (среди преступников).

Some translations are incomplete, providing only one of several Russian equivalents of the English term (e.g., cadre is руководящий состав, электрокардиограф is электрокардиография). Some translations are just wrong: ASEAN (Association of South East Asian Nations) is Ассоциация наций юго-восточной Азии.

Surprisingly, even some of the English terms are not always accurate. For instance, International Atomic Energy Authority instead of Agency.

A few typos also caught my eye:

- In the ASEAN example above, South East is missing a dash, and both words in юго-восточной must be capitalized (page 13).
- даров-анный (page 17).
- представ-ителей (page 50).
- Anton Dvořák – Антон Дворжак (page 60).
- насищение (page 70).
- голанские высоты (page 82).
- Modigliani, Adameo – Адамео Модильяни (page 132).
- перепетия (page 153).
- Seven Years War – семилетняя война (page 183).
- Bedřich Smetana (page 186).
- Thirty Years War – тридцатилетняя война (page 198).

**Overall Evaluation**

The Exeter English-Russian Dictionary of Cultural Terms presents an eclectic collection of terms. It can be of use, for example, if you need to find all 12 stages of the Beaufort Scale, from “calm” (штиль) to “hurricane” (ураган); the months of the French Revolutionary calendar; all of the labors of Heracles; all nine muses; or the list of the seven wonders of the world. However, I cannot recommend this dictionary for a professional translator.

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Information and Contacts

Boris Silversteyn is the secretary of ATA. He is a past chair of ATA’s Divisions and Dictionary Review Committees. He is a Russian and Ukrainian translator and interpreter specializing in science and technology, finance, business, law, and the environment. He is an ATA-certified English<>Russian translator and a grader for ATA’s English<>Russian and English<>Ukrainian certification exams. Contact: bsilversteyn@comcast.net.

Have an idea for a dictionary you would like to see reviewed? Contact Peter A. Gergay, chair of ATA’s Dictionary Review Committee, at pgergay@aol.com.
ATA Certification Exam Information

Upcoming Exams

California
San Francisco
October 4, 2014
Registration Deadline: September 19, 2014

Florida
Miami
November 1, 2014
Registration Deadline: October 17, 2014

Illinois
Chicago
2 Sittings
(AM - Paper; PM - Keyboarded)
November 8, 2014
Registration Deadline: October 24, 2014

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

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

English into Spanish
Sandra J. Aidar-McDermott
Columbia, SC

Celeste Klein Malone
Grand Rapids, MI

Monica Valencia
Gaithersburg, MD

Spanish into English
Lisa M. Rodriguez
Glen Gardner, NJ

Are You LinkedIn?

What is LinkedIn?
LinkedIn is a free 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.

Upcoming Events

October 4, 2014
Michigan Translators/Interpreters Network
5th Regional Conference
Novi, MI
www.mitin.org

October 29-November 1, 2014
Conference of Interpreter Trainers
Biennial Conference
Portland, OR
www.cit-asl.org/conf/presenters.html
1-Stop Translation USA, LLC has changed its name to 1-StopAsia (www.1stopasia.com).

Tony Beckwith played the role of British Prime Minister Neville Chamberlain in the History Channel’s three-part miniseries The World Wars (www.history.com/shows/the-world-wars).

Terena Bell, chief executive officer of In Every Language, announced that the company has relocated its headquarters from Louisville, Kentucky, to Washington, DC.

Liv Bliss was interviewed on her recent translation of Dmitry Chen’s The Pet Hawk of the House of Abbas for the July edition of the New Books in Historical Fiction series (http://newbooksinhistoricalfiction.com).

Lois Feuerle has been elected president of the Society for the Study of Translation and Interpreting.

Nataly Kelly, vice-president of marketing for Smartling, has been recognized by Direct Marketing News as a 40 Under 40 Award winner for 2014.

Lawrence Schofer’s German>English translation of Stefan Kühl’s For the Betterment of the Race: The Rise and Fall of the International Movement for Eugenics and Racial Hygiene was published by Palgrave Macmillan (www.palgrave.com).

Jost Zetzsche presented the keynote speech at the annual conference of the European Association for Machine Translation in Dubrovnik, Croatia. The European Association for Machine Translation serves those interested in machine translation and translation tools, including users, developers, and researchers.

Want to let your colleagues know about your professional activities? Send your news to Jeff Sanfaçon at jeff@atanet.org.

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caron@atanet.org
+1-703-683-6100  EXT. 3003
Renowned British mystery writer Dorothy Sayers certainly used a bewildering number of language registers in her final Lord Peter Wimsey mystery, *Busman’s Honeymoon*. In the story, which is set in rural Hertfordshire, highly educated Oxford-inflected registers rub shoulders with many grades of grammatical ability and dialect among the various characters. I know nothing of the translation history of the Wimsey series—or of Sayer’s works in general—but truly, for any literary translator working out of English, translating this book would be an unenviable task.

**New Queries**

### (English>Polish 9-14.1) “Display polyester” is a material used for backdrops, banners, flags, tension fabric systems, and interior textile dressing. It is opaque, and a dye-sublimated process is used to produce it. Having said all that, what would be good Polish for this obviously recently developed material?

### (English>Portuguese 9-14.2) To agricultural workers, the term “bund-ditch” may be not present a problem, but for the rest of us, it is very difficult to understand. Here is some context, although it is quite limited: “The fact that the Bund-Ditch will be refilled more than once.” Regrettably, this is all the context that was provided.

### (English>Portuguese 9-14.3) The four words in bold in the following blurb are the troublesome ones. Here is the sentence, which appears in a text concerning information technology: “With an amazing bit of technology inside, the XYZ helps collect WXYZK endpoint security product status instantly.”

### (English>Russian [English] 9-14.4) When labor markets are tight, the phrase that makes up this query refers to something of which we are well aware: “raiding another worker.” Here is some context: “Other miscellaneous provisions include employer liability for ‘raiding’ another worker who is still employed; and violation of the employment contract law by an ‘individual’ who is an employer’s “contractor.” Can anyone supply the Russian for the words in bold?

### (French>German [English] 9-14.5) European tax authorities conduct automatic exchanges of information, and when they do, a système de retenue à la source non libératoire comes into play. What is it? Here is where the phrase appears: *Le premier échange d’informations aura lieu en mars 2016 pour les paiements d’intérêts de l’année fiscal 2015. Par conséquent, à partir du 1er janvier 2015, le système de retenue à la source non libératoire de 35% sur les paiements d’intérêts sera aboli.*

### (German>Russian [English] 9-14.6) It is hard to imagine that the following comes from an engineering text, but here it is, with the problem word in bold: *Vom leichten Meeresfrüchte Salat und klassischer Pasta bis zum Lammcurry mit Couscous oder Felafel – die großen Formen sind wie gemacht für die Gaumenfreuden in geselliger Runde.* What is this positive quality?

### (Greek>English 9-14.7) Can anyone help with the final three words in this medical text?

### (Polish>German [English] 9-14.8) The verb *zacierać* is difficult in this text related to civil engineering: *łatwy w użyciu i zacieraniu chodzi o cement.* What does this mean?

### (Romanian>English 9-14.9) The first six words in the following sentence from an electrical engineering text are causing difficulty: *Ghidajele de rea zem de pe masă pot fi instalate in diferite pozitii, in functie de profilului materialului debitat.* Can anyone help?

### (Serbian>French [English] 9-14.10) This marks the first time this column has dealt with boilerplate from an actor’s contract. The term *tonska obrada* is the problem in the following: *u slučaju da je u fazi tonske obrade originalne (srpske) verzije filma potrebno da se izvrši nahnihro...*
Replies to Old Queries

(Danish>English 7-14.1) (KAS): Paul Norlen says the acronym in question stands for Københavns Amtssygehus (Copenhagen County Hospital). As in the original query, KAS is usually followed by the particular location, such as Gentofte or Herlev.

(English>Russian 3-14.4) (pendente lite): This is actually a Latin>Russian query. Pendente lite means “awaiting litigation,” and applies to court orders that are in effect while a matter such as a divorce is pending. Ganna Gudkova says that in cases involving divorce, such an order is often used to provide for the support of the lower-income spouse while the legal process moves ahead.

(English>Spanish 7-14.6) (day surgery): Melissa González says this is usually translated as cirugía ambulatoria, meaning “outpatient surgery.” She says this would be her default choice, especially if there is no other context to go by.

(Italian>English 7-14.11) (lo stato di forza): Leonid Gornik would render this as “it is possible to change the I/O force status.” This means that the I/O will or will not be forced to do something it is not supposed to do normally as per the software configuration.

(Spanish>English 6-14.7) (se present exception de prescription): Ellen Milton believes this means “presented exception to the statute of limitation.” Virginia Cornett, a new ATA member who has just discovered this column, says she would render this as “a motion to dismiss based on the statute of limitations was filed.”

Thanks very much to all those who participated in this month’s column. Normally the summer brings a severe drop-off in responses to queries, but not this time. A drop-off did occur, but not a severe one. Please keep it up!

Don’t Miss Out!

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.

Check Out
ATA’s Guides to Services Agreements

ATA offers two guides developed by ATA volunteers to assist interpreters and translators in reviewing and drafting contracts. These free online guides offer practical explanations and commentary for standard terms, conditions, and clauses.

Interpreting
www.atanet.org/business_practices/interpreting_agreements.php

Translation
www.atanet.org/business_practices/translation_agreements.php

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Humor and Translation
Mark Herman

What Does That Mean?

Every so often a translator will come upon a word or phrase not found in any dictionary, because it is too obscure, too dialectical, or the author just made it up. Here are three from the translations of Ronnie Apter and me.

The contemporary German poet Henning Ahrens has the following phrase in one of his poems: Fasanenhenne auf ihrem Nest / im Sommer geköpft // mit dem Mähbalken, where a forward slash indicates a line break and two forward slashes indicate a stanza break. What is a Mähbalken? It is obviously some piece of agricultural equipment capable of beheading a hen pheasant. Online dictionaries translate it as “cutter bar,” but that is too generic. There has to be a more specific term. The author could not tell us the English equivalent, but he could send us a drawing. Fortunately, we lived in a rural area at the time we were translating this poem, and so we showed the picture to our neighbor, a farmer who told us that it was obsolete equipment used by his grandfather. Our neighbor identified it as a “sickle bar,” which is part of a sickle mower, that is, a mower utilizing two sets of moving teeth set in the sickle bar, which projects sideways from a tractor.

In another poem, Ahrens writes the word Pisserbrücke, which we assumed to be a bridge that people, perhaps small boys, use to urinate into the brook below. Not so, the author informed us. In fact, the “Pisser” is a brook in Germany, unknown to anyone not living in its vicinity. The origin of the name is unclear, though it certainly has nothing to do with urination. The Pisserbrücke is simply the bridge over that brook.

Finally, a real puzzler. Prodaná nevěsta, with music by Bedřich Smetana and a libretto by Karel Sabina, is the popular Czech opera whose title is usually rendered into English as The Bartered Bride. In Act III, Scene 2, the Principal Comedian utters the words kumstus kumstórum, a phrase never to be found in any Czech dictionary. We consulted a native Czech speaker who by sheer luck also happened to be a professor of German. We were informed that the Comedian’s use of the phrase was an attempt to elevate himself and his lowly troupe to the realm of high art by means of high-falutin language. He therefore used a foreign, that is, German, word Kunst, meaning “art,” albeit incorrectly as kumst. He then made the phrase even more pompous by Latinizing it. Our English translation is “artistus artis-torum,” changing the Latinized pseudo-German into Latinized pseudo-French.

After we completed our performable translation, we looked at seven previous ones. Two of the translators, Libushka Bartusek (1934) and John M. Glowacki (no date), took the easy way out and omitted the phrase. Tony Harrison (1978) left it as Kumstus kumstorum. Paul Csonka and Ariane Theslöf (published 1968, probably translated some time before that) mistranslated the phrase as Malus malorum! The remaining three apparently did know what the phrase meant, but their translations, in our opinion, are inadequate: Artus artorum! by both Rosa Newmarch (1934) and Joan Cross and Eric Crozier (1945), and Ars Artorum! by Marian Farquhar (1956).
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.
What I like about SDL TRADOS Studio 2014

- **The ribbon** – I really like it and I also think that this will be helpful for new or basic users of Studio in particular. In previous training sessions, I found that trainees could not always find what they were looking for, whereas the new ribbon makes it much easier.
- **Automatic concordance search** – a very useful feature.
- **“One click” batch tasks** – for example, this makes analysis of a single file and single language combination much faster.
- **Performance speed** – it is noticeably quicker when creating projects.
- **Larger font in Termbase Viewer** – much better for my eyes!
- **MS Word 2007-2013 comments options** – I’m pleased to see that we can now choose whether these are extracted as translatable or Studio comments.

Gemma Cooper
Translations and Training Manager, Alexika | www.alexika.com

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