Sailing into 2017

As most of you have noticed by now, I’ve been using the analogy of a ship to describe the Association and its journey. Many people refer to ATA as the “mothership” within the translation/interpreting industry. And with over 10,000 members in all 50 states and over 100 countries, ATA is the largest organization for translators and interpreters in the United States. While many other trade associations have come and gone over the years, ATA is moving full steam ahead.

As we enter 2017 and the halfway mark of my term, the clearest and most prominent change is in the Association’s financial landscape. Much of that change comes through the brave decisions of the Board to take bold action against our deficit.

For example, we restructured the model for The ATA Chronicle and took steps to make the conference more financially self-sufficient. The result is a Chronicle that is more engaging, a conference with record attendance, and a budget surplus with six figures.

Significant progress has also been made by the Public Relations Committee. Along with a larger budget, the committee has a sustainable plan of action. ATA is proactively placing articles in trade journals that target the very people who purchase translation and interpreting services, while simultaneously fielding requests from the general media.

Another milestone that was passed this year, one that was noticed by relatively few people. After many years of trying to find an efficient system for delivering a computerized certification exam in a diverse array of settings, we have found a solution that involves very little technology. Six successful exam sittings have been held over the past year that have allowed members to work on their own laptops with web access. We expect to increase that number in the coming year.

Another change has been the increasingly important role that interpreters play in ATA. A clear signal of merging the cultures of translators and interpreters can be seen in the ability of ATA’s Directory of Translators and Interpreters to now display a selected set of interpreter credentials.

Interpreters have also highlighted the role of advocacy in the translation/interpreting industry. ATA has been active to ensure that the critical role played by professional interpreters is recognized and respected. Be that in federal immigration court, in language access legislation, or in combat zones.

Fortunately, ATA’s diverse membership and its culture of assimilation and adaptation helps the Association speak to the public with a strong voice. And the public is more aware of who we are than ever.

As a result, demand for translators and interpreters is growing. The Bureau of Labor Statistics predicts a growth of 29% by 2024. ATA will be there to bring these people aboard.

ATA has also been expanding its presence online by making The ATA Chronicle available on its own website, as well as expanding our efforts on social media with a YouTube channel and a new podcast series.

None of this would be possible without our members. Because we need all of you on this ship. Your energy and enthusiasm is the fuel for ATA. That fuel is what keeps the Association moving forward—through the seas of change and the oceans of opportunity that lie ahead.

©2017 American Translators Association

Reprint Permission
Requests for permission to reprint articles should be sent to the editor of The ATA Chronicle at jeff@atanet.org.
CONTENTS
January/February 2017
Volume XLVI
Number 1

FEATURES

8
Spider Marketing: How to Get Clients to Come to You
It’s not that going out and selling yourself is never worthwhile, but it’s possible, and even quite likely, to spend lots of time and energy on it with little or no result.

12
Why Ergonomics Matters to Professional Translators
Most translators probably associate the term “ergonomics” with office chairs and keyboards. While these factors are all relevant, there is a much broader definition.

15
Feedback: Going Beyond “That Was Great”
Giving feedback is not just a matter of half-listening and then telling your practice partner, “Yeah, that was great.” Practicing with a partner or in groups involves not only giving feedback to others, but learning to accept their feedback.

17
Rika Mitrik Educates Future Clients and Bilingual Children, Wins 2016 School Outreach Contest
Knowing that she had to adapt the content of her presentation to the short attention span of three- to five-year-olds, this year’s School Outreach winner used a role-play exercise and some interactive activities to explain the difference between translation and interpreting.

19
Call for Nominations: ATA Officers and Directors
Do you know someone who would make a good potential candidate for ATA’s Board of Directors? Here’s your chance to help shape the future of the Association!

20
2016 ATA Honors and Awards Recipients
This year’s recipients are...

Cover: 2016 Lewis Galantière Award Recipient Katrina Dodson (left) with ATA Honors and Awards Committee Chair Lois Feuerle

ADVERTISING DIRECTORY
35 Central Intelligence Agency
www.cia.gov/careers
36 National Security Agency
www.NSA.gov/Careers

COLUMNS
2 From the President
4 From the President-Elect
5 ATA Social Media
5 Letters to the Editor
6 From the Executive Director
7 Outreach Report
23 Knotty Translations
25 Our World of Words
28 Business Practices
30 Interpreters Forum
31 New Certified Members
32 Resource Review

Looking for Member News and Humor and Translation? These columns and more can now be found in the Chronicle-Online edition: www.atanet.org/chronicle-online!
Onward, to ATA58!

ATA57 is in the history books. And by almost any metric, it was a huge success. We welcomed 1,822 attendees from 60 countries and offered 176 educational sessions and 16 Advanced Skills and Training Day courses, more than half of which sold out before the conference. In addition to ever-popular events like Brainstorm Networking, Buddies Welcome Newbies, and the After-Hours Café, we added a Job Fair where agencies and freelancers could exchange information. Our local host association, the mighty Northern California Translators Association, served as a welcoming presence and a great source of information throughout the conference. NCTA’s members provided insider information, including where to get a Vietnamese iced coffee when I needed a caffeine infusion!

If you weren’t with us in San Francisco, we hope that you’ve had a chance to see the conference photos on ATAs website and the highlights video on our YouTube channel.

Since the conference wrapped up, I’ve been having a lot of fun reading blog posts written by our attendees.

- English-Spanish translator Paula Arturo commented that, “ATA conferences are famous for being well-oiled machines, and ATA57 was not an exception.” Paula also noted that she loved the conference hotel and its “breathtaking atrium” (I agree!), and that every session she attended was “interesting and informative.”

- First-time attendee Mingyue Yin wrote about her experience for ATA’s Savvy Newcomer blog. Mingyue, who is working on her doctorate in translation/interpreting studies and language communication at Sichuan (China) University, wrote that she was glad to have participated in our Buddies Welcome Newbies program. Mingyue, who was paired with experienced translator/ interpreter Farah Arjang, wrote: “Farah’s advice was like a life jacket for newbies, to navigate the oceans of opportunities and insight at the conference.”

- First-time attendee Claire Cox, who traveled from the U.K. to attend the conference, wrote that she was initially “particularly keen to attend an ATA conference because of the strong scientific and technical track,” but ended up enjoying a wide variety of sessions from culinary translation to marketing. Claire summed up her experience by saying, “I’m so glad I went to San Francisco. I learnt a lot, met so many interesting colleagues, and came back with my head buzzing with new ideas.” We couldn’t ask for a better endorsement than that!

As your surveys roll in (and by the way, congratulations to Beatriz Figueiredo, the winner of a free registration to ATA58 from the overall survey drawing!), I’m excited to read about your impressions of the conference. Providing your feedback truly makes you a member of the ATA58 conference planning team, because we read, and take to heart, every single evaluation we receive.

As this year’s conference organizer, I want to give a huge thank you to the people who make our conference the must-attend event that it is. ATA President David Rumsey, who served as conference organizer for our Chicago and Miami conferences, answered every one of my (many!) questions with patience and wisdom. Our dynamo Meeting Planner Teresa Kelly makes sure that even the smallest detail is taken care of. Our Executive Director, Walter “Mooch” Bacak, coordinates the efforts of our hardworking staff, who process your registrations, answer your questions, photograph the conference, and more. Our key volunteers who make up the session proposal review team—division administrators, committee chairs, and subject matter specialists—make sure that every track in the conference schedule is packed with informative and engaging sessions. Our speakers spend countless hours developing presentations that get comments like, “I took notes throughout the entire session. This one session was worth the price of the conference alone.” And all of you, who carve out the time and money to attend the conference, make it the top event for the language industry in the U.S., if not worldwide. So, a huge *thank you* to everyone involved!

Now that we’ve all (mostly!) recovered from ATA57, the planning for ATA58 is gearing up. No, really! We’re already starting the planning process for next year’s conference, October 25–28 at the Washington Hilton, in the heart of our nation’s capital. Whether it’s your first ATA conference or your 25th, we promise it will be the best week of your professional year. See you there! ☀

NOTES

1. You can view the photo galleries by clicking on the highlight links at www.atanet.org/conf/2016.
ATA Mentoring Program
Deadline Approaching
Each year, ATA’s Mentoring Program matches 30 mentees and mentors for a one-year mentorship period (April 2017–March 2018). Mentees are selected through a competitive application process. ATA membership is required. Enrollment for the 2017 mentoring class is now open. Applications for both mentees and mentors will be accepted through March 3, 2017.

Interested? Don’t wait! This will be your only opportunity to enroll in 2017. Look for the application form and additional details by visiting www.atanet.org/careers/mentoring.php.

FEATURED FACEBOOK POST

American Translators Association
December 18

December 18 is World Arabic Language Day
World Arabic Language Day is a call to promote the cultural and linguistic diversity of the world as a crucial element in the cultural wealth of humanity. Learn more: http://bit.ly/LanguageDay2016

TOP TWEET

Chicken and mashed potato: euphemisms for swear words across Europe  @OxfordWords
DECEMBER 14 / @ATANET

LETTERS TO THE EDITOR

ONLINE TRAINING RESOURCES FOR TRANSLATORS
As always, I devoured my print edition of The ATA Chronicle! The Resource Review was particularly interesting, as I’m a strong believer in continuing professional development.

In addition to the online training options listed, there is another resource worth mentioning: academia-webinars.de. I’ve participated in a number of their webinars and they were all outstanding. Though the website originally offered webinars only in German, offerings in English will be available in 2017.

Heike Holthaus  Mikado, MI

CHANGES TO CERTIFICATION EXAM
I read with great interest of the recent changes taking place to ATA’s certification exam.

According to the article, all three exam passages will be “general text” in 2017. Previously, this has meant the translation of newspaper articles. Although such translations are often assigned in university language classes, in my language pair (Japanese>English), the translation of newspaper articles/magazines for publication accounts—according to industry surveys—for less than 2% of the market.

I’ve worked as a full-time translator for about 23 years, and material similar to the “general text” on the ATA exams has only appeared in about 0.04% of the jobs I’ve done. I can understand why a university language professor might think that “general text” translation is a good idea, but not why an organization of professional translators working in the real world would think so.

The choice of “general text” versus “specialized text” should be based on what real translators deal with every day, not on some vague “intent” of the exam makers that has zero relationship to the marketplace. Let’s have an ATA test that more accurately indicates translation ability in the real world.

Steven W. Johnston  Tokyo, Japan

RESPONSE FROM DAVID STEPHENSON,
ATA CERTIFICATION COMMITTEE CHAIR
The marketplace for translation is as varied as the marketplace for writing itself—from technical specifications to medical reports to legal statutes to literature. In view of this diversity, ATA’s Certification Program has decided to prioritize the testing of general skills that are common to most or all forms of translation. We believe that these core skills—source language comprehension, target language proficiency, transfer skills, and adherence to instructions—can be evaluated fairly and reliably using texts of any subject matter.

When choosing exam passages, graders—all of whom are professional translators and most of whom have no academic affiliation—are mindful of appropriate translation challenges for their language pair, and every passage is screened carefully to ensure that it contains a variety of these challenges. Passages come from many sources—not just newspapers, but a variety of documents, reports, etc., in the public domain.

David Stephenson

OUR WORLD OF WORDS
As a former classics professor and now a freelance translator (German>English), I enjoyed and read with interest Tony Beckwith’s interview with Radd Ehrmann, classical philologist, in the November/December issue. I have found that my background in classics has been of immense help to my translation work. At heart all of us translators are philologists, “lovers of words.”

Hermann Schibli  Manchester, NH
Board Meeting Highlights

T he ATA Board of Directors met November 5–6, 2016 in conjunction with the Annual Conference in San Francisco. Here are some highlights from the meeting:

- **Welcome**: President David Rumsey welcomed the new Board of Directors. Jane Maier was elected secretary for one year to complete Rudy Heller’s term. (Jane was a director and then volunteered to serve as secretary prior to this election.) Three directors were also elected for three-year terms: Evelyn Yang Garland (re-elected), Cristina Helmerichs (serving a second term after a four-year hiatus), and Karen Tkaczyk. They join President David Rumsey, President-elect Corinne McKay, Treasurer Ted Wozniak, and Directors Chris Durban, Melinda Gonzalez-Hibner, Geoff Koby, Frieda Ruppaner-Lind, Madalena Sánchez Zampaulo, and Faiza Sultan.

- **Certification**: The Board was briefed by Certification Committee Chair David Stephenson on changes to the Certification Program, such as increasing the number of keyboarded exam sittings for 2017, changing the exam passages to general subject matter content (as opposed to one general passage, one scientific/medical, and one business/legal), and looking to add additional language combinations. The Board and Stephenson then discussed exam prep programs, like the ones held at the conference, with a look to expanding them.

- **Membership**: The Board reviewed and discussed the Membership Committee’s report and plans. The Membership Committee, chaired by Tess Whitty, is working with Headquarters and the Chapters Committee to reach out to non-ATA members at the chapter level. The Committee is also looking to recruit more student members.

- **Appointments**: The Board approved the appointments of Jost Zetzsche as chair of the Translation and Interpreting Resources Committee, Caitlin Walsh as the ATA Representative to the Joint National Committee for Languages, and Paula Arturo as a member of ATA’s Ethics Committee.

- **American Foundation for Translation and Interpretation**: The Board approved the appointment of the AFTI Board of Directors: Marian Greenfield (president), Caitlin Walsh (vice-president), Melinda Gonzalez-Hibner (director), Geoff Koby (director), and Glenn Nordin (director). In addition, David Rumsey, as ATA president, is a director on the AFTI Board. The ATA Board must approve at least 60% of the appointments to the AFTI Board. AFTI, the charitable supporting organization for ATA, provides scholarships. AFTI also funded the Annual Conference speaker in 2015 and 2016. There are plans for the foundation to get more involved in translation and interpreting research in the future.

The Board meeting summary is posted online. The minutes will be posted once they are approved at the next Board meeting. Past meeting summaries and minutes are also posted online at www.atanet.org/membership/minutes.php. The next Board meeting is set for January 21–22, 2017 in Los Angeles. As always, the meeting is open to all members, and members are encouraged to attend.

Be Sure to Renew

Membership renewals have been mailed. It’s easy to renew online, if you prefer. Just go to www.atanet.org/membership/renew.php. Thank you for your support and membership in 2016. We look forward to serving you in 2017!
ATA at the California Federation of Interpreters 2016 Conference

The 2016 California Federation of Interpreters (CFI) Conference was held on October 7–9 in Los Angeles, California. CFI is a large and highly visible court interpreter association in California. It’s actually both a professional organization and a union. CFI negotiates with the California state courts on behalf of its members, many of whom are staff interpreters, and advocates for per diem interpreters. According to its website (www.calinterpreters.org), CFI’s mission includes:

- Uniting interpreters who believe strongly that the recognition and advancement of the profession can only be achieved by providing quality oral interpreting, sign language, and written translations.
- Uniting interpreters who know that their role is vital to the justice system. Reliable and impartial interpreting and translation are important to ensure due process of the law and adequate representation by counsel for linguistic minorities and the hearing impaired.
- Advancing and upholding the profession of court interpreting and translating.
- Promoting high standards of proficiency by developing and implementing continuing education activities and supporting those of other interpreter/translator organizations.
- Promoting professional ethics and compliance with all laws, including antitrust laws.
- Representing the collective professional and legal interests of interpreters before the court and any local or state entity.

In recent years, ATA has been a visible presence at CFI conferences by sponsoring an ATA representative/featured speaker. This year, that honor fell to me. I delivered two 90-minute presentations—one on Saturday, the other on Sunday.

My first presentation, “Applying the Rules of Professional Conduct,” stressed that while court interpreting is, generally speaking, a solitary pursuit, our actions never take place in a vacuum. Our collective behavior must reflect a shared code of professional conduct. During this interactive session, individual experiences and knowledge served to enrich group discussion as attendees analyzed the why’s and how’s of ethical professional practice for court interpreters.

My talk on Sunday, “Professional Ethics: Another Perspective,” addressed aspects of ethics and professional responsibility that are not often covered in presentations for court interpreters: Are interpreter ethics situational? How are the codes of practice for court, medical, and conference interpreters similar or different? Why? Are all aspects of professional responsibility covered by our codes of ethics? The presentation focused on the effects of individual protocol, as well as how business and professional decisions effect one’s peers and the profession as a whole.

Both presentations were well attended, and I took the opportunity to speak about solidarity among professional associations as a means to promote and improve upon our profession as a whole. Attendees welcomed the non-sectarian approach to professional ethics, as well as the broader perspectives achieved by comparing and contrasting various codes of professional practice.

My presentations were just a small part of the overall conference agenda. The program also offered academic presentations reporting on empirical research currently being done on remote interpreting in mediation/police settings, skills-oriented presentations for the three traditional interpreting modalities used in the courts, as well as new developments in hybrid modalities. Attendees could also choose from a variety of specialized subject area presentations relevant to court interpreters, including a plenary session on the current implementation of video-remote interpreting in the California courts.

My presence was fruitful on more than one front. ATA was visible as an involved and committed actor in the interpreting world. I gained a deeper understanding of issues that are near and dear to interpreting professionals on a regional and national scale, as California courts often offer a glimpse into the future, given they serve the largest number of limited-English-speaking individuals in the nation in a wide variety of languages. Finally, I was asked by ATA and non-ATA members alike to convey heartfelt thanks to ATA for supporting the conference.

I highly recommend that ATA continue to send a speaker to represent ATA at future CFI conferences.

Melinda Gonzalez-Hibner is an ATA director and the chair of ATA’s Interpretation Policy Advisory Committee. She is a state and federally certified court interpreter (English<>Spanish). Her interpreting career has been diverse, covering conference, court, and community assignments at all levels. In 2004, she became the first full-time administrator of the Court Interpreter Program for the Colorado Judicial Department. Currently, she works as a staff interpreter for the U.S. District Court of New Mexico. In addition to her state and federal certifications, she is qualified as an interpreter by the U.S. Department of State. She is a founding member and past co-chair of the Colorado Association of Professional Interpreters and a past director of the National Association of Judiciary Interpreters and Translators. She holds a BA from the University of Texas and an MSc from the London School of Economics. Contact: melindagonzalezhibner@gmail.com.
Spider Marketing: How to Get Clients to Come to You

When it comes to practicing spider marketing, your web needs to have many strands.

At the Mediterranean Editors and Translators Meeting (METM) in 2015, I was inspired by a presentation by a very experienced translator, Graham Cross, a freelance technical and legal translator and former chair of the Institute of Translation and Interpreting in the U.K. Graham was talking about churn, the marketing concept that dictates how many of our clients end up disappearing for one reason or another. His basic point was that, due to this seemingly inevitable factor, investing a large amount of time and money in marketing is a waste because, even if you do find new clients, it’s highly unlikely that they will earn you enough to repay the effort.

This attracted my interest because it was certainly my experience that a great deal of time and effort can be wasted on marketing. That year, for example, I had been to a big trade fair in an attempt to sell my services. I had brochures printed and went around meeting people and handing them out all over the place. Some of the responses were quite encouraging, but the effort didn’t win me any new customers. I had also been to a networking event for entrepreneurs in a bar in Barcelona. I prepared myself, got up on a stool, and presented my business for two minutes, which is the format for these meetings. The reaction was very good and it was a fantastic exercise in getting out of my comfort zone, as I’ve never considered myself a public speaker. But once again, it was an absolute failure in terms of winning new customers.

*I believe the most important thing is to try to connect with your customers with a message that says a bit more than “Here I am, I’m very good at my job.”*

My point isn’t that going out and selling yourself is never worthwhile. I’m sure the way I went about things in those two examples can be dissected and the reasons for my failure laid bare. What I’m saying is that it’s possible, and even quite likely, to spend lots of time and energy on marketing with little or no result.

But back to Graham Cross. He was asked the very reasonable question: “If marketing is a waste of time, then how do you find clients?” He replied by explaining the two theories of capturing clients: the “Tiger” and the “Spider.” The Tiger represented going out and hunting for clients, with the risk that you might chase a juicy deer and end up with a rabbit or a rat. But he identified with the spider, waiting for the clients to come to him.

The following provides some thoughts on how to “weave” a marketing web to attract clients. It’s based on a presentation I gave last year at the METM16 conference in Tarragona, Spain.

**NETWORKS**

So, how does being a spider work? Well, on this one I’m not with Graham in terms of shying away from technology—he was such a technophobe that he dictated all his translations and had them typed up by a secretary to avoid having to use a computer. This is the 21st century, after all, and we have all sorts of electronic means within our grasp to help us reach potential clients.

First, there are the social networks. I’m not going to spend too much time on this...
because we all know about Facebook, Twitter, LinkedIn, Google+, and so on. All I will say about them is that, in my opinion, it doesn’t really matter which ones you use as long as you’re there somewhere. For example, I can be found on Facebook, but, until very recently, not on Twitter. This has been a personal choice. I know many people who use Twitter very successfully. I simply have limited time to spend looking at and dealing with social media and have chosen to ignore Twitter for the moment.

All the networks have their peculiarities. Lately, Facebook seems to be trying to discourage business pages; LinkedIn, as always, seems to be full of potential but never quite lives up to it; and Google+ seems to be dying on its feet. You can post across several social networks using Buffer or Hootsuite, but my advice is to make sure, above all, that the content you post is good and worthwhile.

I started looking at who my own clients were and where I’d found them.

Have I won clients through social networks? Yes, and one or two good ones, but to be honest not that many. A good spider’s web needs to have other strands. One of those, of course, is the online profile. There are many kinds of online profiles on sites like ProZ and others, and some of these may be worth having, particularly if you’re not ready to take the step of having your own website. They can attract offers of work, although often the conditions will be so poor they won’t be worth considering.

To my mind there really isn’t any substitute for having your own website, although I have to confess that mine hasn’t brought me huge numbers of clients. As much as anything, I see it as an electronic business card where I can direct potential clients to find more information, and I know for a fact that my site has helped convince clients to entrust their translations to me. I believe the most important thing is to try to connect with your customers with a message that says a bit more than “Here I am, I’m very good at my job.” Mine, for example, makes the point that if you hire me, as a freelance rather than an agency, you know exactly who is doing your translations. You will no doubt either have found or will find a message of your own.

So, here are my website tips. First, as I have said, connect with your customers. That would include making sure you have your site in their language(s). Then use a professional designer. There are plenty of programs that allow you to do it yourself, but I don’t see how we can, in one breath, ask people to use professional translators and, in the next, say we’re going to build our own websites. But even when you use a professional, make the style your own. There are lots of possibilities, but your site should be original and reflect your personality or the personality you want to put across.

Tying in with that is the content: make sure it’s well written and don’t try to artificially fill it with keywords. Now, keywords are related to search engine optimization (SEO), which means getting your site to appear high up when someone searches with Google or another search engine. As I’m not an expert on the subject, I asked a more knowledgeable colleague what she thought, and I was greatly encouraged because many of her tips turned out to be very similar to mine. That means Google is now set up so it actually rewards things it ought to be rewarding. But she also had some other advice I thought I’d share.

**SELLING**

First, she made the very important point that you should concentrate on the experience visitors have on your page, and, following on from this, stated that conversions matter more than clicks. In other words, it’s all very well getting people to your page, but it’s no good if they don’t buy your services.

My colleague also said it’s important to consider all elements of SEO and use Google Analytics to make sure it’s working. In terms of finding out more information on SEO, she recommended visiting https://moz.com/learn/seo, reading *Search Engine Optimization for Dummies*, or simply googling “SEO basics.”

Moving on, there are also translators who have blogs. Blogs can be used for selling, although I’ll be the first to admit that mine actually isn’t. It’s written in English and talks about translation. If I was really going to use it for selling, I’d write it in my source languages and concentrate on subjects of interest to clients. At the moment that’s a future project, although I have the capability to do it, as my website is multilingual. Strangely, my English-language blog has actually helped me win some clients. I know this because they have mentioned that they picked me because of my writing style, which only goes to show that you can’t always predict the results of what you do online.

**BUT WHERE DO THE CLIENTS COME FROM?**

Everything I’ve mentioned so far accounts for what you might consider to be the main strands of a spider marketer’s web. Nowhere, though, have I given examples of anything that has attracted lots of new clients. To explain why, let’s go back for the last time to Graham Cross. At the conclusion of his presentation, he was asked another good question: “Where are my clients going to come from?” to which he replied “The people sitting next to you: your colleagues.” This set me thinking. The marketing initiatives I had launched had largely failed. I had what I considered to be a good website, but it wasn’t bringing in lots of customers, and yet I considered myself reasonably successful, with plenty of work. So, I did something I had never done before and started looking at who my own clients were and where I found them.

First, I was amazed to discover that 85% of my clients had come to me, rather than me going to them looking for work. (It turns out I really am a spider.) Then I was surprised at how many direct clients I have—they make up 36% of the total, followed by colleagues at 31%, and agencies in third place at 29%. This year’s figures would show a different proportion, with
RELATIONSHIPS WITH COLLEAGUES
Looking a bit more deeply I realized that a lot of the direct clients had also come via colleagues. Taking this into account, colleagues were clearly my most important source of work, just as Graham Cross had predicted. So, what is it that makes our colleagues such good clients? One reason is, as I’ve suggested, that they often bring us into contact with direct clients. More importantly, they bring us into contact with direct clients at a time when those clients need translations. Maybe if we had run into that same client at some event they would have taken our business card, but would probably have lost or forgotten about it by the time they needed work done. But if we’re introduced by a colleague it’s because that end client needs a translation now. If we do our job well, we have a good chance of keeping the client. Not only that, but if our colleague has a relationship with the client, it probably means that the client is a low risk in terms of non-payments, which is something else that could otherwise be difficult to discover on our own.

Even if the colleague doesn’t put us in direct contact with the end client and decides to act as an intermediary, the rate we can obtain is often better than an agency rate. This is because, generally, our colleagues are not motivated by profit when passing translations on to us. What they are usually concerned about is solving a problem for their client. Sometimes they don’t even make money on these jobs. They just want to help the client by getting them a good translation with as little fuss as possible. Their profit will come from the translations they regularly do for the same client.

This is one reason why colleagues make up such a large proportion of my clients nowadays. My rates are becoming too high for many agencies to pay, but colleagues can still afford me for their clients, provided they are not concerned about making too much money from the job. Colleagues who work in this way are also generally reliable payers. I have some who pay within a day of receiving the invoice. Why do they do this? It’s obvious, really. They know exactly what it’s like having to wait for payment themselves.

So, where can we find these colleagues who are going to bring us all this work? It’s possible to find them online, of course, but I’ve found the best source to be translators’ associations. A survey of my own clients clearly showed where a large proportion (31%) come from: my membership in the Association of Professional Translators and Interpreters of Catalonia (APTI). Why? Well, it’s because most of its members work in precisely the opposite language combination as me. Colleagues working in the same language combination as me will only send work when they are rushed. However, when colleagues working in the opposite language combination are asked to translate into English, they will generally refer work to a colleague rather than risk their professional reputations. So, they look for someone who they think can do the translation well. The trick is to be the person they think of when they’re looking.

Our colleagues often bring us into contact with direct clients at a time when those clients need translations.

EVENTS
There are various ways of being that person. You should, first, appear in the association’s directory, such as ATA’s Directory of Translators and Interpreters. You can also, for example, participate in the association’s online discussion lists and forums so that people get to know your name. Then you can attend the association’s social events and get to know other members. For example, I make a point of going to the APTIC Christmas party and chatting with people I know and people I don’t know. You might think this is a trivial point, but when I went to my first party several years ago, I was sitting at a table with three other people. I still work for those colleagues and they are still recommending me to other potential clients. I should stress that I have done none of these things consciously, or at best with a vague desire for “networking,” but I can vouch for the fact that these techniques really do work.

Another way you can make the most of associations (and this is more the spider venturing out of its web occasionally) is by chasing after jobs advertised to members. I would advise you to do this as often as you can, provided it’s a job you can do well. But when you take on these assignments, be quick. With this sort of job offer it’s definitely the early spider that catches the fly. It isn’t necessarily the job that’s advertised that you’re interested in, though, it’s more the long-term connection with the client concerned, often a direct client. The job isn’t always what it seems, anyway, as demonstrated by this example.

Last year, I saw quite an interesting job advertised on the APTIC e-mail list. I wrote expressing my interest—it was a 3,000-word French translation related to history, which is one of my specialty areas. After speaking to the client, it turned out that what really had to be translated was an exhibition catalogue amounting to almost 100,000 words of Catalan and French. It was one of my biggest and best jobs of the year.

Of course, once you’ve managed to get orders for work from colleagues or other clients, you need to keep those clients and, just as importantly, find ways of getting them to recommend you to others. I discovered that 11% of my clients came through this kind of recommendation, and I wouldn’t be surprised if a good number of the 44% of clients whose origin I don’t know or can’t remember also came in this way. So, how can this be done?

DATING
I started writing down some tips, based on my own ideas and conversations with some of my colleagues and clients, and I can only apologize for the fact that the headings below sound a lot like the kind of dating advice you might receive from your mother.
Be different. Sometimes it helps if you can offer something different—an unusual language combination or specialty area, for example. Mine is French>English translation, which isn’t an unusual combination except in Spain, but has opened many doors for me.

Be yourself. Remember not to work outside your specialty areas. You won’t impress if you mess up a translation for which you’re not really suited.

Be available. Sometimes you need to make an extra effort to secure this type of client, working the odd evening or weekend, especially at the start. You can set boundaries later, but you want the client to come back.

Concentrate on the experience visitors have on your page—remember, conversions matter more than clicks.

Be good. I can’t stress this one enough. Be the best translator you can be, taking advantage of all possible forms of self-improvement, including attending conferences. And it’s not just me saying that. For example, ATA Board Director Chris Durban, who many of you will have heard of as someone who has, in the past, stressed the need for translators to adopt business-like attitudes, left the following comment on my blog last year: “I would dearly like to hear more support for the hottest tip I know of for translators looking to build their business. Ready? Here we go: become a better translator.”

Be on time. Deadlines matter, but it’s amazing how many translators don’t realize this. How do I know? Because some clients have been astonished simply at the fact that I always deliver on time. To me, as a former journalist, it’s second nature. Make sure it’s second nature to you as well.

Be nice. This can take whatever form you like, but it puts your relationship on another level. In my case, I just try to be friendly and make my e-mails a little more personal, especially if the other person takes the lead. Others make homemade holiday gifts. One thing I do is to think about who might become a potential client in the future. Project managers, for example, often leave agencies and set up on their own. If you find out one is leaving, write her a message wishing her luck. Next week she may need a translator into English.

Be reciprocal. Pass on work you can’t do to colleagues. It helps make them think of you when they need something done.

Follow these principles and I can’t promise you’ll find Mr. or Miss Right, but you should satisfy your colleagues and clients and win more recommendations, which is the point of the exercise.

TAKE AWAY

So, I would say the above pretty much explains what it takes to be a successful spider. It’s a strategy that perhaps won’t take you to the very top of the profession. After all, a spider is unlikely to catch big game. What it will do is provide you with a good base to build on with clients who will pay you reasonably well and reliably, and who will help you break out of the agency market. And that’s something well worth considering.

Simon Berrill is a translator with 15 years of experience. He works from Spanish, Catalan, and French into English for agencies, universities, and private customers, largely in Spain but also in the U.K., France, Germany, Belgium, Italy, and other countries. His specialties include journalism, history, tourism, business, sports, food and wine, and art and music. He worked as a journalist in England for many years. He is a member of the Chartered Institute of Linguists, Catalan Association of Professional Translators and Interpreters, and Mediterranean Editors and Translators. You can find his blog at www.sjbtranslations.com/blog. Contact: simonberrill@sjbtranslations.com.
Why Ergonomics Matters to Professional Translators

A research project studying the workplace of freelance, institution-based, and company-based staff translators highlights the connection between ergonomic conditions and productivity, health, and job satisfaction.

Why ergonomics? Most translators probably associate the term “ergonomics” with office chairs, keyboards, and computer mice. These factors are all relevant, but the definition put forth by the International Ergonomics Association (IEA) is much broader:

**Ergonomics (or human factors) is the scientific discipline concerned with the understanding of interactions among humans and other elements of a system, and the profession that applies theory, principles, data, and methods to design in order to optimize human well being and overall system performance.**

The IEA differentiates physical ergonomics (i.e., concerning bodily safety and comfort) from cognitive (i.e., affecting concentration and mental processing) and organizational ergonomics (i.e., related to policies and work processes). Although the three areas overlap, they all matter to professional translators, who spend long hours sitting at computers carrying out challenging cognitive work while juggling deadlines and the expectations of their organizations and clients, who demand high-quality work.

The complexity of their tasks has been accentuated within the past few years with an increasing reliance on language technology such as computer-assisted translation (CAT) tools. Since most of the ergonomic advice about office work is quite general and based on other professions, we decided to find out about the ergonomics of translation with the help of professional translators.²

**WORKPLACE ERGONOMICS**

In a recently completed project in Switzerland, translators were visited at their workplaces by a team of occupational therapy and translation studies researchers. The team observed translators as they worked and assessed various aspects of the work environment, such as the furniture, workstation layout, and computer peripherals, as well as ambient noise, lighting, room temperature, and humidity. They wanted to determine whether any of these might represent risk factors for health and influence translators’ work performance and well being.³

A greater appreciation of the importance of ergonomic equipment, technology, settings, and systems should contribute to translators and companies designing more efficient and user-oriented workplaces, tools, and workflows.

The size of the work surfaces in most cases were considered ergonomically appropriate (i.e., 50 x 30 inches), but some of the surfaces could cause glare, were cold to the touch, or wobbled slightly, and many were not at the right height for the translator sitting or standing at them. Although many of the translators had reasonably good office chairs, they were not making optimal use of them. For example, most didn’t know how to adjust their chairs to allow their thighs to be in a horizontal or slightly downward sloping position. They also didn’t realize how important it was to adjust the height of the backrest to support their lumbar zone properly and for their feet to be flat on the ground. This lack of awareness might explain why translators with relatively poor ergonomic workplaces reported significantly more problems with their knees than those with ergonomic workplaces.
The non-ergonomic picture was similar with respect to the workstation layout. In most cases, the position of the computer screen forced translators to bend their necks to look up or to the side. Only one translator had her keyboard flat on the surface directly in front of her. Most translators positioned the screen too far away and had to stretch their arms to type or bend their wrists because they had their keyboard at an awkward angle. Half the translators didn’t have the documents they were using positioned between the keyboard and the computer screen, as recommended, but instead had them at the side or between themselves and the keyboard. In light of these results, it’s not surprising that the most frequent health complaints reported concerned the eyes (e.g., eyestrain or other eye disorders), the shoulder, and the neck, especially among those with relatively poor physical ergonomics.

Ergonomics also touches on cognitive aspects.

One-quarter of the workplaces visited were much noisier than recommended (i.e., registering over 65 dB), and many were warmer than what is generally considered a comfortable room temperature (i.e., over 73° Fahrenheit). On a more positive note, all of the workplaces visited were draft-free and most had comfortable relative humidity (i.e., 30–65%). Lighting was flicker-free, but could not be dimmed at most of the workplaces. Glare was also a problem at several desks and computer screens.

ERGONOMICS OF PROFESSIONAL TRANSLATION

The results of an international online survey with respondents from almost 50 countries basically confirm that the findings mentioned above are not limited to translators in Switzerland. The number of respondents (1,850) also allows for interesting comparisons between freelance, institution-based (e.g., those working for the EU Commission), and company-based translators.

Compared to the other two groups, freelancers are much less likely to have a dedicated workstation, a large enough working surface, or an adjustable chair, and are more likely to use a laptop without any peripherals. This probably leads to health issues because of poor posture. Freelancers are also the most likely of the three groups to report neck pain and stiffness. Since many freelancers probably work in a room by themselves, they should exploit their freedom and take regular breaks and change position more often to avoid physical strain.

Despite having more ergonomic workplaces with respect to furniture and equipment, institutional- and company-based translators are almost as likely as freelancers to identify their chair as the workplace feature most in need of ergonomic improvement (see Figure 1 above). Institutional- and company-based staff translators differ from freelancers with respect to how much control they have over their environment. Even institutional translators, who are much more likely to have private offices than company-based translators, complain that they cannot control the temperature, airflow, lighting, or ambient noise at their workplaces (see the bottom of Figure 1). This lack of control can affect not only comfort and job satisfaction, but also concentration levels and even health.

ERGONOMICS OF TRANSLATION TECHNOLOGY

As mentioned above, ergonomics also touches on cognitive aspects. Physical and organizational constraints will no doubt have an impact on cognition, as will the technology translators use. CAT tools have been around for many years, but there is some evidence from our research, and from that of others, that translators are not always entirely satisfied with the tools they use, though they generally find them helpful.

From our survey results, it’s clear that not all translators use CAT tools (about 70% of freelancers, and about 80% of institutional- and company-based translators report doing so). However, half the freelancers and institutional translators surveyed who use CAT tools keep the default settings instead of exploiting the possibilities that exist to customize the tools to suit their own ergonomic needs. This might be because customization is too complicated. The reason that company-based translators are more likely to change the default settings might be that they have special training or technical support. In addition, well over half of the translators surveyed report that there are aspects about their CAT tools that irritate them, suggesting that there is much room for improvement in terms of the ergonomics of current translation technology. In particular, they complain about the complexity of user interfaces and forced segmentation of text.

As machine translation (MT) becomes more dominant in some sectors of the translation profession, new cognitive challenges have emerged. For instance, post-editing has been introduced as a relatively new task for some translators. MT
is now regularly mixed in with translation memory, blurring the boundaries between it and MT. In addition, new developments such as “interactive MT” or “adaptive MT” are changing the nature of the task. It’s regularly assumed that these innovations are disruptive and increase the cognitive load of the translation task in general. However, research studies are starting to show that this is not necessarily the case.

A recent focus-group study carried out by us involving 70 translators from the European Commission’s Directorate General for Translation demonstrated that translators can have both negative and positive attitudes toward MT. On the positive side, translators mentioned that when the MT engine is good and the text type appropriate, it can act as a stimulus for them during the translation process.

There is much room for improvement in terms of the ergonomics of current translation technology.

**Recommendations**

A greater appreciation of the importance of ergonomic equipment, technology, settings, and systems should contribute to translators and companies designing more efficient and user-oriented workplaces, tools, and workflows. We believe this will not only decrease the health risks associated with what has always been a desk-bound activity; it will also optimize the ergonomics of increasingly technology-driven workplaces. In turn, this will allow translators to do what they do best instead of wasting time and energy dealing with non-ergonomic conditions, interfaces, and tools.

Based on our research, we can make the following recommendations:

- Optimize the conditions of your workplace as much possible rather than simply adapting to them and risking long-term health problems (see the additional resources at the end or consult an ergonomist).
- Take breaks frequently and change your posture regularly.
- Consider alternative modes of working (e.g., speech as input instead of text, standing while working).
- Take the time to customize the translation technology you use to fit your needs.
- Insist on good ergonomics in your own organization and from your software suppliers.
- Increase awareness of ergonomics through professional development in your networks.

The degree of interest that our work has received from professional translators all over the world tells us that they recognize that ergonomics matters and want it to be improved at their workplaces. We hope that our research and this article contribute to heightening awareness of this important issue.

**Notes**

2. We would like to thank the translators and their employers for letting us into their workplaces and acknowledge the support of our teams and the funding agencies that made this research possible. For more information, visit the ErgoTrans project website at www.zhaw.ch/linguistics/ergotrans.

**Additional Resources**

International Ergonomics Association

ErgoCheck: An Ergonomic Work Environment
(Swiss Federal Coordination Commission for Occupational Safety)

Office Ergonomics Fact Sheets (Canadian Center for Occupational Health and Safety)
www.ccobs.ca/oshanswers/ergonomics/office

Office Ergonomics: Simple Solutions for Comfort and Safety (SAIF Corporation)

Sharon O’Brien is a senior lecturer in translation studies in the School of Applied Language and Intercultural Studies at Dublin City University (DCU) in Ireland. She has been teaching and researching translation studies since 2000, and has a particular interest in the human factors pertaining to translation technology. She is a funded researcher in the ADAPT Research Center, which is supported by Science Foundation Ireland. She has also been the director of the Centre for Translation and Textual Studies at DCU for over three years. Contact: sharon.obrien@dcu.ie.

Maureen Ehrensberger-Dow is a professor of translation studies in the Institute of Translation and Interpreting at the Zurich University of Applied Sciences in Switzerland. Originally a monolingual Canadian trained as a linguist, she moved to Switzerland in 1985 and has been involved in translation ever since she learned German. Her research interests include professional translation processes, ergonomics, human-computer interactions, workplace practice, and translation training. She led the interdisciplinary research project Cognitive and Physical Ergonomics of Translation (ErgoTrans), a follow-up to the Capturing Translation Processes project. She also co-led an interdisciplinary project on language barriers in homecare nursing. Contact: ehre@zhaw.ch.
Feedback: Going Beyond “That Was Great”

Giving and receiving feedback during interpreting practice is great when you know how! It’s all about building relationships with the interpreters we’re going to give feedback to, and who will give feedback to us.

Interpreting practice and feedback are important. One of my graduate school professors wrote a blog post about peer assessment that inspired me to write the following about my own experiences with giving and receiving feedback.1

Interpreting practice with a partner or in groups involves giving feedback to others, and in turn learning to accept their feedback. It requires a lot of work from everyone involved. It’s not just a matter of half-listening and then telling your practice partner, “Yeah, that was great.”

A few years ago, I practiced alone and with a partner to prep for my state court exams. Last year, I prepped the staff interpreters at my hospital’s language services department for their national certification exams. I also spent six months prepping with my graduate school cohort for our conference interpreting exit exams.

I passed my state court exams, and the staff interpreters passed their national certification exams. I also passed my graduate school exit exams. From these experiences, here’s what I’ve learned about feedback in interpreting practice and how to make the best use of your time.

SET GOALS
Set your own goals for how you want to get better. How do you know what your goals are? By practicing and listening to yourself and getting feedback from those who listen to you! I set my goals based on self-assessment (listening to recordings of myself interpreting) and the feedback I get from classmates and instructors. It takes a large volume of interpreting practice to see patterns and to learn what your real issues are.

For example, from listening to recordings I’ve noticed that I have trouble expressing myself in a natural way. (I sound like I’m speaking English with Spanish syntax!) Or maybe I have trouble keeping up with the speaker, and that’s reflected in really long pauses or pausing in the middle of sentences. Or maybe I have trouble because I say the exact opposite of what the speaker means. Maybe I just didn’t understand half the speech.

We all have challenges interpreting at times, and there’s not enough room here to list all the challenges I’ve had, and currently have, with interpreting. Whatever the issues, the most important question to ask when you notice something about your rendition that’s not quite right is “Why?”

When you practice with a partner, give him or her your goals at the outset so you can get specific feedback. Expect your goals to change over time. If you’re just starting out with something really tough, it’s okay if your goal is to just keep going and not give up.

START WITH SELF-ASSESSMENT
When you practice with a partner, let the person doing the interpreting take the lead on the assessment. Since your partner has most likely already set his or her practice goals, ask “How do you think you met your objectives?” Then you can go from there and give your feedback.

How do you give feedback? I like to make two columns in my notebook: a smiley column and a not-smiley column (see photo above). This allows me to organize comments while my partner is interpreting. For example, if my partner says her goal is to reduce the number of false cognates, I’ll write down the false cognates in the not-smiley column and the really well-phrased, natural sounding language in the smiley column. That way I can balance the critique with what my partner did really well.
everyone is comfortable with practice and feedback. As I mentioned previously, when you practice with others, let them know what you need. They will appreciate it! And if they don’t tell you what they need when it’s your turn to provide feedback, ask! Have a conversation about it. We often get so focused on the practice session that we can forget about actually getting to know the person with whom we’re practicing. It’s important to build relationships with interpreters we’re going to give feedback to, and who will give feedback to us.

RECEIVING FEEDBACK
Remember that when you ask people for feedback, they’re agreeing to make an effort toward improving your interpreting practice. They’re taking time to listen to you, make notes, and explain what went well and what didn’t, and maybe offer suggestions for improvement. When someone gives you feedback that doesn’t make sense, ask more questions. But I wouldn’t recommend making a habit of challenging their comments outright in a defensive “I’m right, you’re wrong” way.

DIFFERENT PERSPECTIVES ARE IMPORTANT
Your practice partners can be anyone. They should be anyone. For example, I interpret from Spanish into English, and vice versa. I work with partners who speak both those languages on different levels. Also people who don’t speak Spanish, but speak Portuguese and/or French, and they provide different feedback. Also people who understand English, but don’t speak a Romance language. All of their feedback is important. Even someone who is monolingual can give you really important feedback on things such as your delivery and the logical flow of what you’re saying.

KNOW WHEN TO BACK OFF
If your usually calm practice partner seems grumpy or unusually defensive, maybe you should offer to call it a day, or go easy on the feedback. The same goes for you. If you’re just not feeling it, call it a day. As I said before, sometimes the feedback you receive can feel like a wave of criticism.

GIVE GENERAL AND SPECIFIC FEEDBACK
Providing your partner with an overall assessment of his or her interpretation will prove very helpful. For example, you might say, “I could follow your logic throughout.” “You finished all your sentences.” or “Your voice sounds calm.” These are all general comments, but they’re important. Especially over time during subsequent practice sessions, your partner will most likely receive the same general comments related to certain aspects of the interpretation. Such comments serve to reinforce both strengths and weaknesses.

Specific feedback is important as well. Again, this requires specific goals. If your partner’s goals aren’t clear, ask questions so you can give specific feedback. For example, if I set a vague goal like “I want to sound natural,” I appreciate it when I’m pushed to define what it means to “sound natural.” (Does this have to do with the tone of my delivery, or perhaps the phrasing and syntax?) You can’t give or get specific feedback unless the practice goals are specific.

ASK FOR WHAT YOU NEED
Interpreting practice is not easy, but that doesn’t mean we should expect anyone to hold our hands through it and stroke our egos just so we can feel good. What it means is recognizing what your needs are as an interpreter trainee. We need the feedback, but sometimes it can feel like too much information or like a wave of criticism. Sometimes it can make you think, “Do I ever do anything right?”

I’ve been there before, sometimes for extended periods of time, and it’s exhausting. If you’re going through the Do-I-Ever-Do-Anything-Right phase, let your practice partners know. Let them know what your goals are and that you appreciate their critical ears, but that you need them to tell you just one thing you did well during the interpretation.

TAKE THE FIRST STEP
Since the start of my second year of graduate school, I’ve had the chance to practice with some new interpreting partners during the past six months. This has helped reinforce that everyone is different and that not

NOTES

Elizabeth Essary has over a decade of experience as an interpreter in many different settings. She has a Master of Conference Interpreting from the Glendon School of Translation at York University in Toronto. In 2012, she received her national Certified Healthcare Interpreter™ certification (Spanish) through the Certification Commission for Healthcare Interpreters (CCHI), and in 2013 she was certified through the Indiana Supreme Court Interpreter Certification Program. She’s an accredited trainer through the CCHI Continuing Education Accreditation Program, and in 2013 served as an item writer and subject matter expert for CCHI’s written exam. From 2011 to 2015, in her work as language services supervisor at Indiana University Health Academic Health Center, she educated hospital staff on working effectively with interpreters and oversaw the bilingual staff approval program. She also developed a series of workshops to prepare staff interpreters for national certification. She is currently serving her second term on the board of the National Council on Interpreting in Healthcare. You can find here blog at https://thatinterpreter.com. Contact: lizessay819@gmail.com.
Rika Mitrik Educates Future Clients and Bilingual Children, Wins 2016 School Outreach Contest

This year’s ATA School Outreach Contest winner showed her audience how language professionals can save the day!

Rika Mitrik, a Japanese–English interpreter and ATA-certified English–Japanese translator, is the winner of this year’s School Outreach Contest. She won a free registration to ATA’s 57th Annual Conference in San Francisco, California, for a colorful photo taken during her visit to the WEE Center in Rockville, Maryland, where she spoke to preschoolers in the Japanese program about her profession.

EDUCATING FUTURE CLIENTS

Rika first heard about ATA’s School Outreach Program in 2008 at the National Capital Area Translators Association New Year’s brunch and decided to give her first presentation at her oldest daughter’s elementary school. “I thought it was a good idea to educate our future clients while they were young,” she says.

She started preparing for her presentation by practicing on her niece and nephew and quickly discovered that their attention span was 15 to 20 minutes. With this in mind, she created a short role-play exercise for her daughter’s second grade class that included herself, her daughter, and the teacher. The setting was a parent-teacher conference. Rika pretended to be a mom who just arrived in the U.S. from Japan, her daughter played an interpreter, and they discussed math homework with the teacher.

Rika explained that her daughter was only able to play the interpreter’s role in the exercise because Rika had been speaking only in Japanese to her daughters ever since they were babies and encouraging them to answer in Japanese. She wanted the students to understand that being bilingual is a good start, but that it takes a lot of training to convert an idea from one language to another in order to help people who speak different languages communicate better.

A BILINGUAL AUDIENCE: THE STORY OF THE WINNING PHOTO

Last year, Rika was asked to present what she does for a living at her youngest daughter’s preschool. She immediately knew that the students would be the perfect audience for another School Outreach presentation, since the WEE Center offers a biweekly morning program in Japanese called Panda Class. The students in this program are all raised in an English/Japanese bilingual home environment or are Japanese children who are living in the U.S. temporarily.

Knowing that she had to adapt the content to the short attention span of three- to five-year-olds, Rika again used a role-play exercise along with some interactive activities to explain the difference between translation and interpreting. She explained translation by reading a popular Japanese picture book called Guri and Gura to the children and an English-speaking teacher from another class. The children could understand the Japanese version, but the teacher couldn’t, leaving her puzzled and lost. Rika then pulled out the English version of the book, pretended to translate the book on the spot (into English) for the teacher, and saved the day. The children were relieved to see that the teacher could understand the book with Rika’s help.

To explain interpreting, Rika recreated the parent-teacher conference role-play from her first School Outreach presentation mentioned earlier. This time Rika played the interpreter, the Japanese teacher played a mom who couldn’t speak English, and the English-speaking teacher held the conference.
RIKA MITRIK WINS 2015–2016 SCHOOL OUTREACH CONTEST continued

Need Some Tips for Your School Outreach Presentation?

No problem! Just visit ATA's online School Outreach Resource Center. Our goal is to give you quick, convenient access to material you can use in making presentations about the translation and interpreting professions. The material is organized by grade level. Each level includes What to Say, How to Say It, Extra Credit, and Presentations.

- Tips on speaking to elementary school students
- Tips on speaking to middle school students
- Tips on speaking to high school students
- Tips on speaking to college/graduate students


The last part of Rika's presentation included an interactive activity. To demonstrate translation, she drew a cat on the whiteboard and asked the students to translate the image into words. Some five-year-olds were able to write “cat” in both English and Japanese. She then demonstrated interpreting by asking a younger child to thank the teacher for helping with the presentation by interpreting “thank you” from Japanese into English.

Rika says that the best moment of her presentation was seeing that her young audience was excited to participate. “When I asked questions, they all wanted to answer. They were so eager to learn.” The school has since asked Rika to come back to repeat the presentation with another class.

THE EARLY YEARS

Rika grew up in Hiroshima, Japan, and moved to the U.S. to attend college. Completing a degree in political science and a paralegal certificate program in her second language gave her a good start for a future career in translation. After finishing her studies, she started working at a law firm in Washington, DC, and did some translation work there. However, the demand at the law firm was mostly from Japanese into English, which she found more challenging than translating into her native language. “The litigation involving Japanese companies tends to produce a lot of documents in Japanese, which require translation into English for American lawyers,” she explains.

After a few freelancing assignments on the side, she joined a localization company, where the demand for translation was from English into other languages. She worked as an in-house translator and learned the basics of the language industry through experiences such as reviewing freelancers' translations, going to interpreting assignments, testing localized software, providing voiceovers for video production, and conducting layout checks.

“It was an exciting work environment with many multilingual colleagues; however, the company suffered from financial difficulties after the information technology bubble burst in 2001, which is when I became a freelancer,” Rika says. “Having studied and worked in the legal industry also helped me to start translating legal contracts and interpreting for depositions after I became a freelancer.”

RAISING THE NEXT BILINGUAL GENERATION

Rika has been living in Gaithersburg, Maryland, for 16 years. She has three daughters (ages 5, 10, and 16) and has invested a large part of her life educating them to be bilingual. Besides speaking to them in Japanese, she enrolled them in Saturday Japanese school starting around age three. She says that she was lucky to have found the weekday Panda Class for her youngest child as well.

“I spend many hours during the week helping them with their Japanese homework so that they can keep up with their studies,” she says. “I take them to my parents’ house to spend every summer in Japan, putting them in daycare or public schools in my hometown.” This summer, Rika took her oldest daughter to open college campus events in Tokyo, and they found an engineering degree program that her daughter is considering applying to in a few years.

GET INVOLVED IN THE SCHOOL OUTREACH EFFORT

When asked how she felt about winning the School Outreach Contest, Rika says she was thrilled to have received free registration to ATA’s Annual Conference, especially since she was already planning on attending. Rika's successful visits to her children’s schools brought her an educational event of her own at the conference.

Now it’s your turn to join our efforts! The 2017–2018 School Outreach Contest is now open and the winner will receive free registration to ATA’s 58th Annual Conference in Washington, DC, October 25–28, 2017. The deadline for submissions is July 18, 2017. The winner will be contacted no later than August 20, 2016. (Please note that you must be a member of ATA or an ATA-affiliated organization to enter.) For more information, visit www.atanet.org/ata_school/school_outreach_contest.php.

Tell Us Your Story!

If you visit schools to speak to students about translation and interpreting, we would love to hear from you—whether or not you decide to submit a photo to the contest. E-mail School Outreach Coordinator Meghan McCallum at meghanymccallum@gmail.com with a description of when and where you presented and let us know about your memorable experience.
Call for Nominations: ATA Officers and Directors

The 2017 Nominating and Leadership Development Committee is pleased to announce the call for nominations from ATA’s membership to fill the positions of president-elect, secretary, and treasurer (each a two-year term), as well as three directors’ positions (each a three-year term). Elections will be held at the Annual Meeting of Voting Members on Thursday, October 26, 2017, in Washington, DC.

Under ATA’s Bylaws, all Active members of ATA are eligible to run for elected office. Active members are those who have passed an ATA certification exam or who are established as having achieved professional status through an Active Membership Review (see the box below for more information on this process). Active members must be citizens or permanent residents of the U.S. Other member categories are not eligible to serve as officers or directors. However, any member may submit a nomination. Members of the Nominating and Leadership Development Committee are not eligible to run for elected office.

2017 NOMINATING FORM ONLINE

Members may make a nomination using the relevant forms online (www.atanet.org/elections.php). Nominations should be submitted as early as possible so that the Nominating and Leadership Development Committee can fully consider proposed candidates. The deadline is March 1, 2017. Submit the form at the elections page referenced above, or e-mail, mail, or fax the completed form to:

Dorothee Racette
Chair, ATA Nominating and Leadership Development Committee
American Translators Association
225 Reinekers Lane, Suite 590
Alexandria, VA 22314 USA
Fax: +1-703-683-6122
E-mail: Walter@atanet.org

If you plan to put names forward for nomination, please contact the potential nominees first, explaining your intention and the fact that a nomination does not guarantee a formal invitation to run for office. If a nomination is not put forward by the Nominating and Leadership Development Committee to ATA’s Board of Directors, an individual may still petition to be added to the slate of candidates by submitting the nomination in writing along with the signatures of at least 60 voting members endorsing the nomination. The petitions must be received by the Nominating and Leadership Development Committee no later than 30 calendar days after first publication by the Board of Directors of the names of the candidates proposed by the committee.

All ATA officers and directors serve on a volunteer basis: please do not nominate colleagues who express serious concerns about service, or who have conflicting priorities.

BECOME AN ATA VOTING MEMBER!

Apply for Active Membership Review

Who is eligible to become a Voting member? ATA Associate members who can demonstrate that they are professionally engaged in translation, interpreting, or closely related fields may be eligible for Voting membership. The qualification process, called Active Membership Review, is free and online!

Why should I become a Voting member? Voting membership opens doors to your participation in the Association—take part in ATA elections, volunteer for Division and Committee roles, and increase your professional networking possibilities.

Check it out at www.atanet.org/membership/memb_review_online.php.
2016 ATA Honors and Awards Recipients

ALICIA GORDON AWARD FOR WORD ARTISTRY IN TRANSLATION
Sue Burke
Sue Burke is the recipient of the Alicia Gordon Award for Word Artistry in Translation for her translation into English of an excerpt from Joseph de la Vega's *Confusión de confusiones*, written in Spanish in 1688.

Joseph de la Vega (1650–1692) was a successful merchant, poet, and philanthropist residing in 17th-century Amsterdam. *Confusión de confusiones*, the oldest book ever written on the stock exchange business, is his most famous work. Although not a descriptive account of the process of stock trading, Joseph presented the history of speculation in stocks and acquainted the reader with the sophisticated financial instruments used. The dialogue format allowed the reader to understand the perspectives of the various market participants and the intricacies of speculation and trading. Joseph also came up with four basic rules of the share market that are still relevant today.

1. Never advise anyone to buy or sell shares.
2. Accept both your profits and regrets.
3. Profits in the share market are “fairytale treasures, because they can transform themselves from carbuncles into carbon, diamonds into detritus, and drops of morning dew into teardrops.”
4. If you want to become rich, you must have both money and patience.

Sue Burke is a freelance writer, editor, and Spanish>English translator. She has worked for more than 40 years as a journalist, both as a reporter and editor. She also writes poetry, essays, and fiction, especially science fiction. She has a master-level Diploma in Translation from the Chartered Institute of Linguists, and has translated a variety of works from Spanish into English. You can find out more about her writing at www.sue.burke.name. A native of Milwaukee, Wisconsin, Sue has lived in Austin, Texas, Madrid, Spain, and currently lives in Chicago with her husband.

The Alicia Gordon Award for Word Artistry in Translation was established in memory of Alicia Gordon, known for creating imaginative solutions to knotty translation problems, based on rigorous research. It is given for a translation (from French or Spanish into English, or from English into French or Spanish) in any subject. The award was established by Alicia’s sister, Dr. Jane Gordon, and the award fund is administered by the American Foundation for Translation and Interpretation.
Katrina Dodson is the recipient of the 2016 Lewis Galantière Award for her translation from Portuguese into English of Clarice Lispector’s *The Complete Stories* (New Directions, 2015).

From teenagers coming into awareness of their sexual and artistic powers, to humdrum housewives whose lives are shattered by unexpected epiphanies, to old people who don’t know what to do with themselves, Clarice’s stories (85 in all) take readers on a journey through her characters’ lives.

Clarice Lispector was born in 1920 to a Jewish family in western Ukraine. As a result of the anti-Semitic violence they endured, the family fled to Brazil in 1922, and Clarice grew up in Recife. Following the death of her mother when Clarice was nine, she moved to Rio de Janeiro with her father and two sisters, where she went on to study law. With her husband, who worked for the foreign service, she lived in Italy, Switzerland, England, and the U.S., until they separated and she returned to Rio in 1959. She died there in 1977. Since her death, Clarice has earned universal recognition as Brazil’s greatest modern writer.

Katrina Dodson’s work has appeared in *Harper’s, Granta, McSweeney’s, and Two Lines*. Her translation of *The Complete Stories* was also awarded the PEN Translation Prize and a Northern California Book Award. She has a PhD in comparative literature from the University of California, Berkeley. She has taught undergraduate courses in comparative literature and Portuguese language at the University of California, Berkeley, and is on the faculty of the Bard College Language and Thinking Program. She has studied abroad in Hanoi, Paris, and London, and spent four years in Brazil (intermittently), beginning as an English teacher in 2003 and most recently as a Fulbright-Hays Fellow (2011–2012). Her languages include English, Portuguese, French, Spanish, Vietnamese, and Latin. She is currently traveling in Brazil with a grant from the Brazilian National Library to research a new translation of the 1928 Brazilian modernist classic *Macunaíma: The Hero Without a Character*, by Mário de Andrade. New Directions will publish the translation in 2018.

The Lewis Galantière Award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English. This award honors distinguished ATA founding member Lewis Galantière (1894–1977). His translations from French drama, fiction, poetry, and scholarship enriched cultural life during the middle decades of the 20th century, and are still being read over a quarter century after his death.

Julie Tabler has been an ATA-certified French>English translator since 1997. Her specialties include academic articles and books (climate, ecology, geopolitics, linguistics, semiotics, and geology), and corporate sustainability reports. She also has four years of experience translating automotive patents for hybrid technologies. Julie was a French interpreter for Language Line Services (1999–2004) and an adjunct professor of French at Montana State University (1985–1992). She translated *Tools for Text and Image*...


*The Semiotic Challenge of Scientific Images* represents a landmark for both semiotics and the anthropology of science. It provides the first systematic semiotic investigation of how scientists use visual images: what role and impact do images have in scientific research? Scientific images are explored as experimental devices (in laboratories), as instruments of proof (in mathematical logic), as argumentation (in dissemination literature), and in their interactions with other fields, like art and aesthetics. The book presents epistemologists and language scientists with methodologies that can be used to study the relation between images and knowledge.

Maria Giulia Dondero is a research associate at the Belgian National Fund for Scientific Research and works at the University of Liège in the field of visual semiotics, specializing in scientific images and visual argumentation. She has written three books at the forefront of visual semiotics. Jacques Fontanille is a professor of semiotics at the University of Limoges. He served as advisor and chief of staff for the French Minister of Higher Education and Research from 2012–2014. He is the author of over 240 scholarly publications, including contributions in the fields of theoretical semiotics, literary semiotics, visual semiotics, rhetoric, and general linguistics.
Analysis. An Introduction to Applied Semiotics, by Professor Louis Hébert (Université du Québec à Rimouski). She has an MA in terminology and translation from Université Laval, where she studied as a Fulbright scholar, and an MA in linguistics from Indiana University in Bloomington, as well as a BA in French from the University of California, Davis. Many of her translations in semiotic theory and application can be found on Signo, the didactic website managed by Louis Hébert. (http://bit.ly/Signo-semiotics).

The S. Edmund Berger Prize for Excellence in Scientific and Technical Translation is offered by ATA and the American Foundation for Translation and Interpretation to recognize excellence in scientific and technical translation by an ATA member. The award is given annually.

HARVIE JORDAN SCHOLARSHIP

Yolanda Secos

Yolanda Secos, the newly elected assistant administrator of ATA’s Spanish Language Division (SPD), is the recipient of the 2016 Harvie Jordan Scholarship.

Yolanda served as the editor of Intercambios, SPD’s newsletter, from 2015–2016, and as chair of the division’s Social Media Committee from 2012–2016. She is currently a member of ATAs Membership Committee and the president of the Association of Translators and Interpreters in the San Diego Area.

Yolanda has worked as an English>Spanish freelance translator, editor, and proofreader specializing in education since 2006. She received her certification in translation and interpreting (English/Spanish) from the University of California, San Diego in 2008. She has a B.A. in English philology and education from the Universidad Complutense de Madrid, Spain. She also has an A.S. degree in nursing and an A.A. degree in early childhood development, both from the Colegio Besana, Madrid. She worked as a foreign language teacher in Spain and England from 1993–1999. From 1999–2006, she worked as a bilingual educator, translator, and interpreter in Texas for the Fort Worth Independent School District, as part of the Visiting Teachers from Spain program.

A native of Madrid, Spain, Yolanda lives in San Diego with her husband and two children.

Harvie Jordan was the first assistant administrator of ATA’s Spanish Language Division. He served as president of the Austin Area Translators and Interpreters Association, which he co-founded. He was also a freelance Spanish<>English translator and Spanish and English voice talent. The scholarship is given in honor of his lifetime contributions as a language professional.

2017 HONORS AND AWARDS NOW OPEN!

ATA and the American Foundation for Translation and Interpretation (AFTI) present annual and biennial awards to encourage, reward, and publicize outstanding work done by both seasoned professionals and students. Awards and scholarships for 2017 include:

- The Alexander Gode Medal, ATA’s most prestigious award, is presented to an individual or institution for outstanding service to the translating and interpreting professions. This award may be given annually. Nominations are solicited from past recipients of the Gode Medal and the membership at large.

- The Alicia Gordon Award for Word Artistry in Translation is given for a translation (from French or Spanish into English, or from English into French or Spanish) in any subject that demonstrates the highest level of creativity in solving a particularly knotty translation problem. Open to ATA members in good standing.

- The S. Edmund Berger Prize is offered to recognize excellence in scientific and technical translation by an ATA member. The award is given annually.

- The Harvie Jordan Scholarship is awarded to an ATA Spanish Language Division member in good standing to promote, encourage, and support leadership and professional development within the division. The scholarship is given annually.

- The Marian S. Greenfield Financial Translation Presentation Award is offered to recognize an outstanding presenter of a financial translation session during ATA’s Annual Conference.

- The Student Translation Award is presented to any graduate or undergraduate student, or group of students, for a literary or sci-tech translation or translation-related project. The award is given annually.

- The Ungar German Translation Award is awarded for a distinguished literary translation from German into English published in the United States. The award is bestowed biennially in odd-numbered years.

For complete entry information and deadlines, visit www.atanet.org/membership/honorsandawards.php.
Interview with Sue Burke, 2016 winner of the Alicia Gordon Award for Word Artistry in Translation

The Alicia Gordon Award for Word Artistry in Translation was established in memory of Alicia Gordon, known for creating imaginative solutions to knotty translation problems, based on rigorous research. It is given for a translation (from French or Spanish into English, or from English into French or Spanish) in any subject. The award was established by Alicia’s sister, Dr. Jane Gordon, and the award fund is administered by the American Foundation for Translation and Interpretation. This column will feature individuals discussing a particularly tricky translation challenge and how it was solved.

I love to write, and translation gives me a chance to focus on the word and sentence level of writing.

How long have you been a translator? An ATA member?
I started translating years earlier, but I was certified in 2013 for Spanish>English translation by the Chartered Institute of Linguists Educational Trust in London. I was living in Madrid at the time, but I was able to sit for the exam at the British Council there, hoping I could fake British English well enough to pass. With certification in hand, I joined ATA in May 2013.

How did you come across this particular passage?
The Spanish Stock Exchange Commission contacted me in 2015 to translate excerpts from the 1688 book Confusión de confusiones by Joseph de la Vega, the first analysis of stock markets ever written. They wanted to publish the book in the original Spanish with a translation of key passages into English to use as an institutional gift. This landmark work had been written in dense and delightful Baroque prose, but I was willing to tackle it.

In choosing my submission for the Alicia Gordon Award for Word Artistry in Translation, I found some sections that stood alone and reflected challenging and playful language.

What was your process in translating it?
I read it through and laughed out loud, so I realized I needed to keep it as funny in English—somehow. A lot of the laughs came from wordplay, and I could see where some turns of phrase would be relatively easy, but others were going to require advanced strategy. So, I got to work, sentence by sentence, and then revised, revised, read aloud, and revised some more until the deadline, which was fairly close.

At what point did you think “I’m stumped!”?
This piece was written more than three centuries ago, so the language was antiquated. At that time in Spanish, some words had no standard spellings, and, even worse, de la Vega drew on his deep knowledge of history, mythology,
the Bible, and current events, so some of his references were obscure. I kept encountering words that were sometimes close and other times very far from the current meaning or spelling, and terms that had been abandoned or supplanted in modern Spanish and English. In addition, the stock market has always had its own vocabulary.

One word took me hours to translate: Cínara, which the author described as “opulent.” Was this a person, a place? My first attempt to Google the word gave me a kind of aphid that lives on conifers. That seemed unlikely.

**How did you move forward?**
I kept searching. I had learned from earlier problem words that the obscurity of the term was probably due to an old variant spelling of the Spanish form of the word, so I tried Googling for every variety of spelling I could imagine.

I also checked the indices of history books and paged through dictionaries. Finally, I stumbled on it: **Sennar**, a sultanate in what is now Sudan that was famously wealthy at the time de la Vega was writing. ([Editor's note: “Thus passes the glory of the world,” meaning what was famous at one time has been forgotten.]

However, the real difficulty lay not in individual words but the constant wordplay. Here’s one example: “Y a pesar de todos estos devaneos, desconciertos, desvaríos, dudas e incertidumbres de las ganancias...” After some meditation, I came up with this translation: “And despite all the delusion, distraction, delirium, doubt, and dilemma that accompany profits....”

Or: “…las ganancias de los accionistas son tesoros de duendes, porque son ya carbunclos, ya carbones, ya diamantes, ya guijarros, ya lágrimas de la aurora, ya lágrimas.” I played with that until I got: “…shareholder earnings are fairytale treasures, because they can transform themselves from carbuncles into carbon, diamonds into detritus, and drops of morning dew into teardrops.”

Every sentence contained some sort of verbal game. I had such fun!

**What inspired you? What resources helped you?**
The work itself inspired me. I wanted to share its delights with the English-speaking world!

For alliteration and puns, I played with words I found in various thesauri and dictionaries. My husband is a trilingual businessman, so I rampaged through his specialized dictionaries and materials relating to finance for technical vocabulary. We both love history, so I had a fair library of history texts on hand. A few bits of the book have already been translated, so I looked at those to double-check some specific terms (and rarely agreed with the style of what I found).

Finally, I drew on what I know about writing: how to express ideas as effectively and beautifully as possible, being aware that the norms for effectiveness and beauty differ between Spanish and English.

**What do you like most about being a translator?**
I love to write, and translation gives me a chance to focus on the word and sentence level of writing. The original author has gone through all the trouble of researching, inventing, and creating the content. My only duty is to reword it into the best and most appropriate English: pure writing.

**What is your greatest challenge about being a translator?**
Getting the English right. Have I really found the right words and the best words?

**What is your advice to other translators?**
Translation is writing, and my favorite rules for effective writing come from Robert Silverberg, the science fiction author: “1) Read a lot. 2) Write a lot. 3) Read a lot more, write a lot more.” Both writing and translation are practice disciplines. The more you do, the better you get.

---

Liliana Valenzuela served as an ATA director from 2005 to 2008. She received ATA’s first Alicia Gordon Award for Word Artistry in Translation in 2006. She has translated into Spanish the work of Sandra Cisneros, Denise Chávez, Julia Alvarez, and many other writers. A poet and a journalist, her work has appeared in The Edinburgh Review, Indiana Review, Tigertail, and other journals and publications. Contact: reporterliliana@gmail.com.
Interview with Freek Lankhof, the Bookseller

These days, if we need an Italian dictionary of seismography, we go online, just as we do for any kind of glossary or reference work. It’s all on the Internet. But it wasn’t always that way. Before the Internet, when we needed that kind of information, it came in a book. The question was, where to find that book? Some will remember writing to obscure publishers in foreign cities and the excitement of receiving a brown paper parcel in the mail. But the international book world was unknown territory for most American translators. Yes, one could theoretically go to European book fairs, but not all the time.

Before the Internet in the U.S., there was a particular bookseller who was passionately interested in supplying those reference works. Freek Lankhof has been in the book business his entire life, and has been a good friend to translators and interpreters in the U.S. for a quarter century. A translator himself, Freek based his business model on his support for the translation/interpreting community, and has long been associated with ATA.

Let’s start at the beginning.
Where were you born?
I was living in Haarlem, The Netherlands.

Where did you go to school and what did you study? What were your interests as a young man?
I went to high school in Haarlem, then studied Scandinavian language and literature at the University of Amsterdam. My interests were politics, music, soccer, and enjoying the 1960s.

What languages do you speak, read, and/or write? Where/how did you learn them?
We were taught English, French, and German in high school. At the age of 27, I went back to school and studied Swedish at the university.

When you started working, were you still in Haarlem? What were your first jobs?
My first job was supposed to have been temporary, something to do until I was called up for military service. But I had applied to be a conscientious objector, which was a procedure that took some time. I was still living at home when I found a job with an importer of American magazines in Amsterdam. My father worked at Amsterdam’s Schiphol Airport, so I could commute to work with him. As it turned out, there were more young baby boomers than the army needed, so I got lucky and was dismissed. I stayed with the media company and moved up through the various departments.

Were you already interested in books and reading at that stage?
No, that happened while vacationing with my grandparents, who subscribed to a book series from a liberal publishing company (lots of titles with secular humanistic undertones). That’s how I was introduced to literature. At home there was much talk about politics but little reading. I became a reader after starting the job with the media company, which had four divisions: imported magazines, imported paperbacks, imported hardcovers, and a publishing house. I worked in the magazine division, then in the paperback division, and then moved to the publishing house, where I became a proofreader/copyeditor. Many bookstores would, mostly by accident, return books to the magazine department instead of the publishing house. Those books often went unclaimed, and they became my first library. I would take them home, read them very carefully so that nobody could see that they had been read, and then put them back. With one exception: *Portnoy’s Complaint* by Philip Roth. That book had such an incredible impact on me that I kept it. I believe it’s the only book I’ve ever stolen. From then on reading became my preferred hobby.

When did you become a translator, and what languages did you translate? What sort of books? Were you a published translator?
I started working as a freelance copyeditor and proofreader for several publishers in the early 1970s. My former employer published a series of Scandinavian translations and I became
When did you come to America, and what prompted you to make that move?  
I came in 1983 when I was 35. It was my now ex-wife who made me jump the puddle.

Did you have family here or know people in the U.S. language industry when you arrived?  
No, except for my second wife’s parents, I had no family here. I had one friend who lived in Manhattan. Otherwise, all I had were a few letters of introduction from the Dutch publishers who had been my employers for many years.

Tell us about those early days here in America. Were you translating at that time, working, or both?  
I soon discovered that American publishers were not standing around waiting for a “book freak who was fluent in four languages” (as I was referred to back in the Netherlands). I ended up working for Doubleday Bookstore at their flagship store on Fifth Avenue. I had a few other book-related jobs before joining E.J. Brill, a Dutch scholarly publishing company. I had replied to their ad in Publisher’s Weekly, and they hired me to manage their American operation.

Please tell us how you started your own book-selling company. Did you see a niche in the specialized area of language dictionaries and reference works for translators and interpreters?  
Brill had purchased a mail-order bookstore and wanted to use it as their base for entering the U.S. market. I was in charge of promoting the publishing company and running the bookstore. For the first three years the bookstore was on the 10th floor of an office building on Broadway. In 1988, we moved to Kinderhook, New York, where I ran the company out of a barn and later, after the separation from Brill, out of my basement. When the company was split up in the early 1990s, I took over the bookstore and stayed in Kinderhook while the publishing branch moved to Boston. At that time the bookstore carried a lot of language material, including instructional books on how to speak Zulu, a Zulu dictionary, and books about less mainstream languages like Lithuanian, Maori, and Urdu. I started looking for material and built the stock up to about 70 languages.

What I can do is provide a place where publishers, authors, translators, and interpreters can showcase their products to the end user.

How did you first connect with ATA?  
One day, I got a tip about exhibiting at ATA’s Annual Conference. I shipped six boxes of books to Seattle in 1988, sold almost all of them, and realized I had found my niche and my calling. By comparison, the last year I attended the conference as InTrans Book Service, I brought 44+ boxes of books.

Please tell us about your 25 years of hosting a booth at ATA’s Annual Conferences.  
After the success at my first conference, I realized that there was a group of professionals that needed professional material and decided to focus on that group. I began compiling a list of highly specialized dictionaries and started marketing my services to ATAs local chapters and other organizations. In the early years there where several booksellers at ATA conferences—companies like Adler’s Foreign Books, Imported Books, and the Continental Book Company. The difference between them and i.b.d., Ltd (which later became InTrans Book Service) was that I focused solely on the translation/interpreting community, whereas my competition offered a much broader range of foreign-language products, many of which were of little interest to translators or interpreters.

In my 25-plus years in the business, I was able to build up an incredible rapport with this community. As a result, InTrans became the place to buy books and meet your friends at ATA conferences. The conferences were also an awesome opportunity for me to listen to translators and interpreters, to learn their needs, and then function as their personal worldwide shopper. Before the Internet, my resources were the various publishers’ catalogues and the three largest European trade shows: the international Buchmesse in Frankfurt, the Liber in Spain, and the London Book Fair. It was always thrilling to find new titles and introduce them to my customers. While selling books throughout the year, it seemed I was always working toward the next ATA conference. For me, that was the most exciting event of the year.

How would you compare the translation/interpreting “world” you found in the U.S. when you arrived to what it is today? Can you see trends that might provide some insight into where we’re going?  
The U.S. had no foreign dictionary publishing industry worth mentioning. Almost every available title was published in a country where English was not the native language. Other than traveling and bringing back a suitcase full of dictionaries, or buying them here from a few, generally overpriced brick-and-mortar stores, it was difficult for translators to build up a library. Today, thanks to the Internet, access has become so much easier. In the early days I used it like a virtual library, searching online for new publications. Then publishing...
went digital, making it easier to format dictionaries so they could be accessed via the web. Experts in certain fields began to publish their own digital glossaries, and it wasn't long before printed dictionaries were moved from shelves to the basement. I think my first website was up in 2004, and it was phenomenal to be able to find titles on other sites, allowing us to offer our customers a wide variety of products.

But once specialized wordlists, and then dictionaries, appeared online, printed dictionaries were no longer in demand among beginning translators. Pre-World Wide Web translators held on to theirs, but cautiously began to use the ever-expanding supply of reference material now available with just a keystroke. The number of new dictionaries in print today has dwindled. Strangely enough, dictionaries on CD were never a great success, and most of them were supplied with the purchase of the printed book. Once typesetting went digital, it was only one short step to put all that content on the web. And with that, the era of translation memory began, making translating much more efficient. More and more machine translation software is available, and Google and Microsoft are now players in the translation market.

These are trends I can see, but I have no insight as to where this is going. I don't know if the book, or in this case the dictionary, will still play a role as time goes by. I doubt it. Translation must be done quickly and, above all, cheaply, so translators no longer have the time to flip through a dictionary as we used to do.

What fields or subjects were your customers mainly interested in when you first started your business? Did that change much over the years?

They wanted specialized dictionaries—technical, medical, and legal, mostly in German, French, Spanish, Portuguese, and Italian. Some wanted Dutch and Scandinavian dictionaries. Those languages were easy to procure. There were some highly specialized multilingual dictionaries published in Moscow that were very popular. (The publisher Elsevier had a whole series of them produced for the Western hemisphere.) Later, things changed and there was a demand for highly specialized dictionaries/glossaries, often put together by translators. InTrans Book Service was, of course, an excellent channel through which to market these titles. When the dictionary business started to collapse, I focused on related material, like translation studies and specialized textbooks. Dictionary sales, with the exception of those for which I had a sort of exclusive representation, also went downhill because of competition from online booksellers like Amazon and Barnes & Noble.

You've lived and worked during what will be remembered as the watershed period between the past and the future of the book industry. You grew up in a business that has been dramatically altered by the modern phenomenon of the Internet. What are your thoughts on that transition?

The Internet has given us tremendous access to more stuff than we can handle. If I was a translator nowadays, I know I would use it. The problem, I believe, as regards educational material, is that you can find a lot if you know what you're looking for, but if you don't know what is available, there is no way you can buy it. That was one of the benefits of being at the ATA conferences, where I could introduce my customers to new products, which Amazon can't do. Yes, you can buy anything online, but, again, you have to know what you're looking for.

What is the next step in that process?

This year, at the conferences of the National Association of Judiciary Interpreters and Translators, California Federation of Interpreters, and ATA, I took a new approach. It's no longer possible for me to stock books that I can't sell because I can't compete with online stores. What I can do is provide a place where publishers, authors, translators, and interpreters can showcase their products to the end user. Maybe by doing this I can keep some of the tradition alive and make sure that customers leave a conference better informed.

At what point did you realize that giant online booksellers would displace operations like yours?

When customers started saying: “Oh, Freek, you charge $125 for this book, but I can get it at Amazon for $95. Can you match that price?”

What are you reading these days? Do you own a Kindle or similar device?

I have an iPad on which I do not read books, and I have no other electronic reading device. Right now I'm reading Everybody's Fool by Richard Russo, and I just finished My Father's Paradise by Ariel Sabar, the author's search for his family's past that takes him from Iraq to Israel to the United States. My problem is that I buy more books than I can read. I just got The Noise of Time by Julian Barnes and A Little Life by Hanya Yanagihara. Oh, and don't let me forget the beautiful books by Haruki Murakami, translated by Jay Rubin, a guest speaker at the 2016 ATA conference.

Will our grandchildren still be reading books as we do today? How about their grandchildren?

I believe so, but it will depend on the parents and grandparents. Will they encourage a tradition of reading to their kids or will they leave them to their own devices, literally and figuratively?

Now that you’ve retired, what do you miss most about the book business?

I miss the research, trying to stay on top of the game and surprise my customers by having material I know they will need to become better translators and interpreters. I miss the excitement of the opening of the exhibits. I miss the personal contact and my friends. Maybe that will change now with my new approach. What an amazing world.

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

6 Handy Web Design Tools for Small Businesses

With so much business being done online, a slick and well functioning website should be key to your online presence. In recent years, many free web tools have launched that make it easier than ever to build a professional website very cheaply. All you have to do is know where to find them. Here are six of my favorites. There’s no excuse for having a terrible website anymore!

UNSPLASH
https://unsplash.com
Still using generic stock images? Unsplash is a great source of “anti-stock” photos that will bring authenticity and character to your website. Ten new photos are added every 10 days, all of which can be used for web design projects royalty free. It’s great for crafting a professional web presence on a tight budget.

COOLORS
https://coolors.co
A jarring or unsuitable color scheme can send the wrong message to potential clients and stop them from wanting to work with you. The Coolors web app is a great way to come up with color scheme ideas for a new project quickly. It’s really easy to use: just hit the space bar to generate new color schemes and lock colors you like in place with the padlock icon.

FLIPSNACK
www.flipsnack.com
Business assets, like brochures and catalogues, never look as good in PDF as in print. FlipSnack changes all that by converting standard PDF files into stylish online magazines. These “flip books” are fully embeddable on your website and enable users to turn the pages as they would a real magazine. You can also add sound and video to increase engagement.

THE NOUN PROJECT
https://thenounproject.com
Icons are great for communicating ideas and explaining things in a visual way. The Noun Project is a repository of icons made by creators around the world that anyone can use on their web design projects for free. All you have to do is attribute the creator, or you can pay a small fee for royalty-free use.

TYPOSaurus
http://www.typosaurus.us
Nothing says “don’t do business with me” like a glaring typo on your website. Typosaurus is a web app that makes it possible to check your copy for spelling mistakes once it has gone live. You can paste in up to 100 URLs and Typosaurus will flag any errors within seconds. A Chrome extension makes the tool even easier to use.

TINYPNG
https://tinypng.com
Large file sizes can take a long time to load and put off users. TinyPNG will compress PNG images while preserving transparency, with virtually no loss in image quality. This will make your website load faster and provide a better experience for customers and clients. TinyPNG can also now compress JPEG files, and there’s a free extension available for Magento and WordPress.

So, if you’re ready to add some oomph to your website, any of these applications will do the trick. Have fun!

Matt Lindley is a senior outreach executive at Verve Search in London. He is also a writer and creator of visual content. He speaks one foreign language (Polish) and would love to learn another (Spanish). Contact: mattelindley@gmail.com

*Business Practices* will alternate in this space with “The Entrepreneurial Linguist.” This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors.

Matt Lindley
ATA wishes to thank all of our sponsors and exhibitors for helping to make this conference such a success!
The Man Who Beat Magellan in the Race Around the Globe

Could the first man to circumnavigate the globe actually have been an interpreter?

Assuming the Earth to be round, Magellan was confident he could find a fabled maritime passage through the continents that had been claimed earlier by Portugal and Spain, the two competing seafaring superpowers of the time.

A few decades earlier, under pressure from the Catholic rulers of Spain, the Pope had drawn an imaginary line on the map from pole to pole and divided the world in two. Spain was granted exclusive rights to territories west of the divide, with Portugal expected to keep to the east. The deal was sealed in the small Spanish town of Tordesillas.

Dismissed by King Manuel of Portugal, to whom he first pitched the idea of an expedition, a humiliated Magellan crossed the border into Spain where he got the attention of King Charles I, then in his teens. When Magellan declared authoritatively that the Spice Islands lay in the Spanish hemisphere and that he knew how to get there, the Spanish monarch was sold.

On September 20, 1519, five ships carrying 260 men headed into the unknown. Sailing southwest, the armada made a pleasant landfall in the tropics. Proceeding south, any waterway leading inland was explored in search of the canal.

The Spaniards resented having a Portuguese at the helm. As the weather worsened and provisions dwindled, their impatience escalated into full-blown mutiny, which Magellan crushed with unspeakable cruelty. Mutineers were marooned, eviscerated alive or dismembered, their heads and limbs displayed on the five ships as a warning.

With Henry's linguistic support, and the imposing thunder of European canons, Magellan had no trouble claiming a few islands for Spain. But when he tried to convert chieftain Lapu Lapu to Christianity by force, his fate was sealed on the island of Mactan. Shallow waters kept the ships away and cannon shots out of range. Overconfident and severely outnumbered, Magellan was killed brutally, along with another eight Europeans.

With his master dead, Henry was free. Furthermore, he found himself back home. If Henry was actually from the Cebu region—as his command of the local language indicates—the interpreter may have been the first man to actually circumnavigate the world.

But the expedition still had to navigate the maze of islands on its way back to Spain, and the new captains refused to release the interpreter. Disgruntled, Henry turned to Rajah Humabon, the ruler of Cebu, and plotted a conspiracy. He convinced the king to offer a farewell banquet to about 30 Europeans. As the feast came to a close, archers emerged from the bushes and killed all the guests but one: Henry.

After this, the few Spaniards who remained burned one of their ships and proceeded to the Spice Islands. Having also lost the Trinidad, they resorted to raiding passing ships and eventually reached the spices with a new interpreter: Antonio Pigafetta, an Italian scholar and explorer from Venice.

Most people think of Ferdinand Magellan as the Portuguese explorer who first sailed around the planet on a quest to prove that the Earth was round. Now, consider this.

While Magellan did sail from Spain on an expedition that eventually went full circle, he never completed the tour. Also, Magellan never set out to sail around the globe. His goal was to establish a western route to the spices that grew in the Indies. Used as seasonings, food preservatives, and aphrodisiacs, these exotic commodities were worth many times their weight in gold. With as little as a sack of cloves, one could buy a house, settle down on a good pension, and never leave port again.
Pigafetta kept a detailed journal of the expedition’s activities. He also compiled the first phrase books in history, with the help of Henry. Filled with drawings, Pigafetta’s journal provides a rich guide to the features and customs of the lands and peoples encountered during the voyage.

Finally, on September 10, 1522, a battered ship docked at the port of Seville, manned by a skeleton crew of just 18 sailors. They were severely malnourished. Most could hardly walk. Despite the hardships, the Victoria, and what was left of its crew, had changed the world forever. And what little cargo it held was enough to turn a profit.

Despite his early death, Magellan earned his place in history. He had galaxies and space programs named after him. Sebastián Elcano, the pilot who rounded the Cape of Good Hope and steered the Victoria back home, was also celebrated in Spain with a coat of arms and his face on currency bills and stamps.

But to be fair, their glory would have to be shared with at least another two crew members. Pigafetta, without whom most of the story would have perished along with the ships. And Henry, the expedition’s interpreter, who made communication possible and who arguably went full circle earlier than anyone else.

Coming from opposite ends of the social spectrum, the Venetian nobleman and the humble slave accidentally brought on board weapons many times more persuasive than the sword to change history: their pen and their voice.

Ewandro Magalhães is an experienced conference interpreter and interpreter trainer. He has a master’s degree in conference interpreting from the Middlebury Institute of International Studies at Monterey. A former senior staff and chief interpreter in the United Nations system, he is the author of Sua Majestade, o Intérprete—o fascinante mundo da tradução simultânea. You can read his blog at ewandro.com. Contact: ewandro@gmail.com.

Congratulations!

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

<table>
<thead>
<tr>
<th>Language</th>
<th>Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>English into Chinese</td>
<td>Ping Chen</td>
<td>Allen, TX</td>
</tr>
<tr>
<td></td>
<td>Yajing Dong</td>
<td>La Habra, CA</td>
</tr>
<tr>
<td></td>
<td>Mintao Huang</td>
<td>Rosemead, CA</td>
</tr>
<tr>
<td></td>
<td>Jane Lai</td>
<td>Guishan, Taoyuan, Taiwan</td>
</tr>
<tr>
<td>English into Dutch</td>
<td>Mery J. Molenaar</td>
<td>Longmont, CO</td>
</tr>
<tr>
<td>English into German</td>
<td>Frank F. Plagwitz</td>
<td>DeKalb, IL</td>
</tr>
<tr>
<td></td>
<td>Gabriele I. Schmidt</td>
<td>Tampa, FL</td>
</tr>
<tr>
<td>English into Spanish</td>
<td>Mara G. Campbell</td>
<td>Buenos Aires, Argentina</td>
</tr>
<tr>
<td></td>
<td>Patricia J. Contag</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td></td>
<td>Ivonne Saed Grego</td>
<td>Lake Oswego, OR</td>
</tr>
<tr>
<td>English into Ukrainian</td>
<td>Daria Leshchuk Moss</td>
<td>Phoenix, AZ</td>
</tr>
<tr>
<td>French into English</td>
<td>Margaret Besser</td>
<td>Petit-Lancy, Switzerland</td>
</tr>
<tr>
<td></td>
<td>Nanette Gobel</td>
<td>Santa Monica, CA</td>
</tr>
<tr>
<td>German into English</td>
<td>Eva V. Stabenow</td>
<td>Hermitage, TN</td>
</tr>
<tr>
<td>Spanish into English</td>
<td>Timothy D. Friese</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td></td>
<td>Allison C. Fritz</td>
<td>Buenos Aires, Argentina</td>
</tr>
<tr>
<td></td>
<td>Sarah Symons Gregorio</td>
<td>Portland, OR</td>
</tr>
<tr>
<td></td>
<td>Caitlin D. Jones</td>
<td>Rochester, MN</td>
</tr>
<tr>
<td></td>
<td>Anthony Macias</td>
<td>Durham, NC</td>
</tr>
<tr>
<td></td>
<td>Julieta Pisani McCarthy</td>
<td>Berkeley, CA</td>
</tr>
<tr>
<td></td>
<td>Anyeliz M. Pagán-Muñoz</td>
<td>Toa Alta, Puerto Rico</td>
</tr>
<tr>
<td></td>
<td>Victoria Patience</td>
<td>Buenos Aires, Argentina</td>
</tr>
<tr>
<td></td>
<td>Ardith L. Stewart</td>
<td>Corvallis, OR</td>
</tr>
<tr>
<td></td>
<td>Abigail G. Wright</td>
<td>Darlen, IL</td>
</tr>
</tbody>
</table>

Upcoming ATA Webinars for 2017

www.atanet.org/webinars

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Time</th>
<th>Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 31, 2017</td>
<td>Entering the Changing Interpreting Market</td>
<td>12:00 noon</td>
<td>FREE</td>
</tr>
<tr>
<td>February 7, 2017</td>
<td>Spreading Your Wings: Transitioning from Classroom to Career in Translation?</td>
<td>12:00 noon</td>
<td>FREE</td>
</tr>
<tr>
<td>February 9, 2017</td>
<td>Specialization: Why and How, and What’s the Big Deal?</td>
<td>12:00 noon</td>
<td>ATA Member: $45 Non-Member $60</td>
</tr>
<tr>
<td>March 21, 2017</td>
<td>Creating a Website for Your Freelance Business</td>
<td>12:00 noon</td>
<td>ATA Member: $45 Non-Member $60</td>
</tr>
</tbody>
</table>

CAN’T ATTEND? Register for the webinar now and a link to the recorded version will be sent to you after the live event!

ONLINE AND ON DEMAND! Strengthen your skills and expertise with the education you need when you need it. Effective and affordable, more than 60 ATA webinars are available for streaming 24/7. Check out the complete library at www.atanet.org/webinars.
Today's topic: MS Word. The vast majority of us use it. Most of us use it well, but virtually none of us to the extent we could. And that may be just fine. There is no good reason to know everything and anything about a program that tries to please everyone. But there are a number of features that are particularly helpful to translators and—especially—editors, so I'll be covering some of those. (And, no, I'm not going to talk about the Word-internal machine translation feature.)

GRAMMAR- AND SPELL-CHECKING

Let's start with languages that are available for grammar- and spell-checking.

In earlier versions of MS Office (up to version 2010), you had only a very limited number of pre-installed languages (up to seven, depending on the base version). After that, you had to purchase packages for individual or all available other languages.

Starting with Office 2013/365, this finally changed for good to what it really should have been in the first place: grammar- and spell-checkers are now freely available for all (supported) languages. That's great, but it's made even better by the fact that you're asked automatically whether you want to install a new language once it's detected in your text. (If you find the reminders annoying, you can disable them under Options> Language.)

TRACK CHANGES

Surely there is no editor who is still unfamiliar with Word's Track Changes feature. It would probably not be an overstatement to say that MS Word's method for tracking changes has become the quasi-standard way to track and mark-up revisions, at least in our industry, and many translation environment tools have now implemented an almost identical feature.

There are some things that make the way Word handles Track Changes more advanced than it looks at first sight.

Using Simple Markup

I particularly like the Simple Markup feature that was introduced in Word 2013. Here you can show the location of markups (indicated with a red line in the margin) without showing all the markups in the text detail, which, as we all know, all too often makes a document virtually unreadable. (See Figure 1.)

Avoiding Sending Documents with Tracked Changes

Another helpful feature in Word allows you to activate a warning that will come up when you are about to print, save, or send a file that contains tracked changes or comments. This is particularly useful for avoiding the embarrassment caused by sending documents with change-tracked data that was not supposed to be seen by anyone but you, or the frustration over wasting time printing a document and forgetting to turn off tracked changes, thus making it virtually unreadable. You can activate that option under Options> Trust Center> Trust Center Settings> Privacy Options. (See Figure 2 on page 33.)

Deleting Personal Information

If you do want to send a client a document that contains tracked changes, but you don't want him to see who did it or when it was done (I'll leave it up to your imagination why that might be helpful), you can delete that personal information. In Office 2007 and above, select File (or the Office button) and then choose Prepare (or: Check for Issues)> Inspect Document.

In the dialog box that shows up, select Document Properties and Personal Information and click on Inspect. You're shown which kind of personal information was found, and you can now delete all that information. You don't need to worry that comments and tracked changes themselves will be deleted. Only the name of the person who committed those edits is changed to “Author” and the time stamp is deleted. (See Figure 3 on page 34.)

Comparing Documents

If you were supposed to have tracked your changes and just forgot, rather than doing it from scratch, you can essentially get the same result (minus the correct time stamp) by “comparing” documents. (Select this feature on the Review ribbon tab in current versions of Word.)
If you want to visually compare two versions of one document side-by-side, it's also possible to scroll through two texts simultaneously. This feature is accessible under the same Compare group in the Review ribbon tab.

**DOCUMENT REVIEW TIPS FOR EDITING**

And while we're talking about reviewing documents (in Word), we all know it's helpful to change the appearance of a document when we switch from translating to editing to make errors stand out more easily—especially when editing our own translation. If you work in a translation environment tool, it's generally easy to achieve that by changing the font. However, this is often not a good idea in Word, especially if this is the copy of the document you'll have to deliver to the client. But there is another way to achieve a similar effect without changing the document itself.

**View/Read Mode**

Remember the early versions of Word (up to 2003) that had a DOS/WordPerfect emulation mode that allowed you to change the screen to blue and the font to white? For some reason it was dropped from Word 2007 on, but from Word 2013 on something similar was silently re-introduced. Just select View> Read Mode, and in the Read mode select View> Page Color> Inverse. Those typos will now scream out at you! (See Figure 4 on page 34.)

**Reviewing Past Changes**

If you're editing a very long document and forget where you last changed something, press Shift+F5 to jump right back to where you last were. (Another way to achieve something similar is Word 2013s integrated feature that asks you whether you want to jump back to the place you last viewed when opening a long-ish document.)

**RANDOM FIND AND REPLACE TIP**

I would be hard-pressed to make a good case for why this next tip is of particular benefit for a translator. It's not. But I think it's cool anyway.

Sometimes it's helpful to Find and Replace something, but leave the original text untouched. A scenario where that might be helpful is if you're working on a table where names are listed with the family name first, followed by a comma, followed by the given name. For example:

Smith, Roland
Doe, Jane
Kulongowski, Vladimir

If you want to sort this into a list with the first name followed by the given name, press Ctrl+H to open the Find and Replace dialog box in Word, select the More button to open up the extended options, and select Use Wildcards. You can then enter the following wildcard characters.

\( \text{(<]*)}, \text{(<*>}) \)

What does that mean?

- \( = \) beginning of a word
- \( * = 0 \) or more characters (e.g., \( s*d \) finds "sad" and "started."
- \( > = \) end of a word, followed by a comma and a space
- After the space, type \( > \) (the beginning of another word), \( * \) (0 or more characters), and \( > \) (end of a word)

Then replace this with: \( \text{\backslash 2 } \backslash \text{1} \)

\( \text{\backslash 2 } \) (= second referable field), followed by a space

- After the space, type \( \backslash \text{1} \)

\( \text{ (= first referable field)} \)

The result will be this:

Roland Smith
Jane Doe
Vladimir Kulongowski

Told ya—it's cool! (For more Find and Replace text or formatting tips for Word for Mac, go to http://bit.ly/2hm7Wtd.)

**CUTTING AND PASTING**

But probably more helpful for translators and editors are tips on how to deal with copying and pasting.

**Format Painter**

We all know the Format Painter, the little paintbrush icon that allows you to copy formatting information and paste it to your next selection. You can also use keyboard shortcuts for the same process: Ctrl+Shift+C to copy and Ctrl+Shift+V to paste. The difference between using the shortcuts and clicking on the icon is that Word "remembers" the formatting information for more than one paste action when you use your keyboard (you can
achieve the same result by double-clicking
the paintbrush icon).

Ctrl+Alt+V
This is also a helpful keyboard shortcut
to paste something. It opens a dialog box
that gives you access to paste content in
various formats, including unformatted
text, which sometimes can be very helpful
when pasting text from other sources,
such as webpages or PDF files.

Ctrl+Spacebar
And lastly, since we’re talking about
unformatted text, one of the most
helpful shortcuts in Word has to be
Ctrl+Spacebar. This gets rid of all the
text formatting you selected.

Office Clipboard
Of course, for regular copy and paste
processes you already use Ctrl+C to
copy and Ctrl+V to paste, but one of the
problems with that is it uses the regular
clipboard and overwrites the last copied
item. One way of circumventing that
is to use the Office Clipboard, which
simultaneously holds up to 24 different
items (you can open the Office Clipboard
by selecting the little launcher icon in
the lower-right corner of the Clipboard
group on the Home ribbon tab).

Spike
Another way to copy and past items
is by using the delightfully prehistoric
“Spike” feature, named after the equally
old-fashioned and painful-injury-
causing paper holder that resembled
a long upward-facing nail onto which
papers were impaled. Unlike the
traditional copy and paste, Spike
doesn’t use the clipboard, so it doesn’t
overwrite any potentially valued content
you might have sitting there. To use
it, select some content (text, graphics,
etc.) within a Word document, press
Ctrl+F3, put the cursor in the document
where you want to move the content,
and press Ctrl+Shift+F3. This results
in the old instance being deleted and
transferred to the new location.

Once you do that, your spiked content
is not available anymore (which means
you can’t place it elsewhere). If you want
to place it in more than one position,
you’ll need to type “spike” in the desired
new location in the Word document
and press F3. That will position the Spike
content without “losing” it for further
use. (Yes, you’re right, this last one
sounds like the ultra-nerdy shortcut—
feel free to forget it right away, unless,
however, you want to impress your
otherwise-so-much-more-tech-savvy-
than-you kids or other relatives.)

Oh, and to bring it back to where we
began, one of the benefits of using Spike
is that, unlike copy and paste, it keeps
all your Track Changes intact in the
transferred content.

Remember, if you have any ideas and/
or suggestions regarding helpful resources
or tools you would like to see featured here,
please e-mail me at the address below.

Jost Zetzsche is chair of ATA’s
Translation and Interpreting
Resources Committee. He
writes the “Geekspeak” column
for The ATA Chronicle. He is
also the co-author of Found
in Translation: How Language Shapes Our Lives
and Transforms the World, a robust source for
replenishing your arsenal of information
about how human translation and machine
translation each play an important part in
the broader world of translation. Contact:
jzetzsche@internationalwriters.com.
EDUCATORS WANTED.

Your students aren’t working to fill credits. They’re arming themselves with knowledge and skills that can save lives. Flourish as an educator working with small class sizes, outstanding technology, smart colleagues and truly driven pupils. This isn’t academic or theoretical – you’re teaching functional, practical skills to people who want to learn.

Bring your talents to a place where success is defined by the safety of our nation. Become a CIA Foreign Language Instructor.

THE WORK OF A NATION.
THE CENTER OF INTELLIGENCE.

For additional information and to apply, visit: cia.gov/careers

Applicants must have US citizenship and the ability to successfully complete medical examinations and security procedures, including a polygraph interview. An equal opportunity employer and a drug-free workforce.
inspired THINKING

When in the office, NSA language analysts develop new perspectives on the dialect and nuance of foreign language, on the context and cultural overtones of language translation.

We draw our inspiration from our work, our colleagues and our lives. During downtime we create music and paintings. We run marathons and climb mountains, read academic journals and top 10 fiction.

Each of us expands our horizons in our own unique way and makes connections between things never connected before.

At the National Security Agency, we are inspired to create, inspired to invent, inspired to protect.

NSA has a critical need for individuals with the following language capabilities:
- Arabic
- Chinese
- Farsi
- Korean
- Russian
- And other less commonly taught languages

APPLY TODAY

U.S. citizenship is required for all applicants. NSA is an Equal Opportunity Employer and abides by applicable employment laws and regulations. All applicants for employment are considered without regard to age, color, disability, genetic information, national origin, race, religion, sex, sexual orientation, marital status, or status as a parent.