BILINGUALISM IN THE CLASSROOM
ATA’s School Outreach in Action
Charting a Course Forward

ATA is often compared to a large ship, which makes changes slowly and deliberatively. There have been a lot of changes implemented at ATA within the past few years that have helped us weather the stormy seas of the past. I’m very fortunate to be able to take over the helm as ATA president at this time as we chart a course forward.

I would first like to extend my heartfelt thanks to Caitilin Walsh, who, during her term as ATA president, was willing to bring the hard decisions to the Board to get our sails pointed in the right direction. I would also like to express my thanks to Walter Bacak, our executive director, and his tireless team at ATA Headquarters, who keep the ship going forward.

I am also grateful to have a great crew on the ship, including Ted Wozniak, whose financial wisdom as treasurer helped us see the clear way forward to financial prosperity. Detailed cost analyses of the Association’s programs have helped to map out where there is potential for savings and where there is potential for increased revenues. Many of the decisions to be made go to the heart of the Association’s mission to promote the profession and to provide educational and career-advancing opportunities for our members. Clearly, good fiscal health remains our guiding end point for the Association to be able to provide these services.

As first mate, Corinne McKay brings great energy and enthusiasm in her role as president-elect, not least is organizing the 2017 conference in Washington, DC. In addition, Corinne’s efforts in revamping the 2016 conference in San Francisco and as president-elect, not least is organizing great energy and enthusiasm in her role of the Association’s mission to promote our guiding end point for the Association to and career-advancing opportunities for our members.

There will surely be many exciting attractions over the next two years of my term, but the key to a safe journey is to make sure that we have a team that works well together to avoid any sudden movements that can throw us off course. We’ve negotiated some challenging seas in the past successfully, and we’re holding a steady course. I’m grateful for your support and the opportunity to help us sail into smoother waters.

Social media will come in handy as we set our sights on expanding ATA’s online presence to help bring more translation and interpreting professionals onboard.

But our ship would not get far without the dedication, muscle, and brainpower of many of the volunteers on the Board and within the various divisions and committees. We’ve made good progress over the past two years in the areas of public relations: organizing a pool of speakers, refining our message, targeting our audience, and establishing relationships with professional public relations firms to help get our message out. With a dedicated team in place, we are well positioned to move full-steam ahead.

Professional development is another area that contains a lot of hidden horsepower. In addition to the unique ATA Annual Conference, one of the largest gatherings of translators and interpreters in the world, ATA is reviewing ways to expand educational and learning opportunities that will appeal to both beginning translators and experienced veterans in the field. As the industry swells and the waves of technology rise and fall, it’s important to stay on top of the learning curve and safeguard our value in the marketplace.

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**ADVERTISING DIRECTORY**

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10 Business and Marketing Tips for Translators: Direct Client Contact Ideas
We know clients are out there and that they need us, but exactly how to reach them is the issue.

13 Client Satisfaction Surveys for Freelance Translators
Satisfied clients typically become loyal clients. Finding out what satisfies them can help your business succeed.

16 Do You Have an Emergency Business Plan?
The first step in developing a plan is admitting that there’s eventually going to be a problem.

20 Bilingualism in the Classroom: ATA’s School Outreach in Action
This year’s ATA School Outreach Contest winner helped promote the value of our profession to a classroom of eager students in Spain.

22 Call for Nominations: ATA Directors
Do you know someone who would make a good potential candidate for ATA’s Board of Directors? If so, ATA’s Nominating and Leadership Development Committee would like to hear from you. Any ATA member may make a nomination. Here’s your chance to help shape the future of the Association!

23 2015 ATA Honors and Awards Recipients
And the winners are...

24 ON THE COVER: Molly Yurick (left), ATA 2015 School Outreach recipient, with students at the Instituto de Educación Secundaria Cuenca del Nalón in Asturias, Spain.
Welcome and Board Meeting Highlights

As we welcome the new year, we also welcome a new ATA Board of Directors. David Rumsey took office as president. Corinne McKay was elected president-elect. Rudy Heller was elected secretary. And, Ted Wozniak was re-elected treasurer. All will serve two-year terms.

The new directors are Melinda Gonzalez-Hibner, Frieda Ruppaner-Lind, and Christina Green. Melinda and Frieda will serve three-year terms. Christina was appointed to a one-year term as a result of the vacancy created by Rudy’s election. They join Faiza Sultan (who was re-elected), Chris Durban, Evelyn Yang Garland, Geoff Koby, Jane Maier, and Madalena Sánchez Zampaulo.

ATA is fortunate to have a dedicated group of volunteers to lead the organization. The strength of ATA’s leadership is not a matter of luck. It’s the result of the comprehensive work of the Nominating and Leadership Development Committee, led by ATA Past President Dorothee Racette, to pursue and develop experienced members who possess the necessary vision, skills, and temperament to excel. This effort is ongoing. The committee has issued its call for nominations for this year’s election in November. (See page 22.)

Board Meeting Highlights

ATA’s Board of Directors met November 7–8, 2015, in conjunction with the Annual Conference in Miami. Here are some highlights from the meeting:

- **Government Division**: The Board approved the establishment of the Government Division. GovD will provide a community for translators and interpreters working for government agencies. The division will be led by Maria Brau, who was appointed acting administrator, and Maria Manfre, who was appointed acting assistant administrator. Be sure to join GovD or any of ATA’s 19 divisions when you renew your ATA membership.

- **ataTalk Listserv**: The Board approved establishing a listserv for members to discuss ATA policies, activities, and governance issues. ataTalk is now online. You can subscribe at https://groups.yahoo.com/neo/groups/ataTalk/info.

- **Ukrainian-English Certification**: The Board approved offering Ukrainian into English as a language pair eligible for certification. The practice tests and exams are now available.

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 will take place in Atlanta, Georgia, January 30–31, 2016. 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 2015. We look forward to serving you in 2016!
**FEATURED POST**

**American Translators Association**

January 4

Do animals have language? "All animals communicate. But do they have language? Michele Bishop details the four specific qualities we associate with language and investigates whether or not certain animals utilize some or all of those qualities to communicate." [http://bit.ly/LanguageAnimals](http://bit.ly/LanguageAnimals)

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**TOP TWEETS**

**The Rate Rant **[@Alexandria_xl8](https://twitter.com/Alexandria_xl8)

https://goo.gl/zWpu3t

#translator #interpreter

**JAN 5 / @ATANET**

**Ask a Translator: How does one compare translations?**

#translator #interpreter:

[shar.es/16tGEZ](http://shar.es/16tGEZ)

**JAN 4 / @ATANET**

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**LETTERS TO THE EDITOR**

**ATA56: A FIRST-TIMER’S PERSPECTIVE**

I just returned from ATA’s 56th Annual Conference—my very first—in Miami, and am so inspired to write about this experience that it itches, almost hurts.

Just to provide some context, I’m a newbie trying to break into the translation world. To me, attending the conference seemed like another way to learn face-to-face. In addition, the prospect of meeting people I had only known online, and others whom I had come to admire through their websites, blogs, and published interviews, was very appealing.

Networking at a professional conference had not been one of my priorities. It might sound untrue, stupid, or at least naïve, but my take on this is that jobs in the freelance world will most likely come from the connections you make through the delivery of good work. While attending a conference can undoubtedly boost connections, it’s not the only way to network. In my case, good work is achieved through the translation courses I’m still taking and the volunteer work I do for the United Nations. (Even though this is not paid work, I treat it with the same importance.)

In my case, good work is achieved through the translation courses I’m still taking and the volunteer work I do for the United Nations. (Even though this is not paid work, I treat it with the same importance.)

Some of the memories created during the event will never leave me. Incredible encounters, one after the other. One of them was during breakfast, when a colleague from Iraq sat at my table and opened up about her personal story—so intertwined with the recent history of her country. A few minutes after she left the table (and while I was still digesting what I’d heard), I was joined by a Russian translator who, besides sharing a bit of her personal story and that of her country’s, generously provided some tips that I’m sure will be invaluable in my starting path.

Another memorable encounter was when I gathered all my courage and walked up to a translator whose blog I follow and asked her to be my mentor. Before traveling to Miami, I had planned to approach this individual, but I wasn’t sure whether I would follow through when the time came. Well, I took a deep breath and spoke to her after her first session at the conference. To my surprise, not only did she promptly accept the task of being my mentor, but she welcomed me with a sincere smile. She then invited me for coffee. Our conversation confirmed what I had already learned about her through her texts: she is an incredibly clever, dedicated, and talented professional who takes an ethical and human approach to everything she does. I’m so glad I followed through!

Finally, Jan Fox’s presentation at the Closing Session on Saturday ended the conferences on a high note. Her talk really captured the tone of the entire event: inspiration. I gained so much from the people I met at the conference.

I continue to feel inspired even after my return. Despite being tired, that pain-bordering itch mentioned at the beginning of this testimonial made me jump up from my bed early this morning to transform these thoughts into words. I’m positive that many people will relate to what I’ve shared.

**Ana Gauz | Cherry Hill, NJ**
POST-EDITING MACHINE TRANSLATION
I began to read William Cassemiro’s article, “PEMT Yourself!” (November-December issue), with interest, particularly because several members of ATA’s German Language Division (GLD) had recently written to the division’s listserve about their experiences with post-editing machine translation (PEMT).

While I agree with William in several respects, it is my opinion that his conclusions are personal and express a certain bias that not everyone shares. For example, I agree that translators must adjust to changing technologies and do their best to use them in their businesses. On the other hand, as he points out at a later spot in his article, machine translation does not work well for every type of text and is best suited to technical translation.

My colleagues in the GLD stated that they had tried post-editing. In the process they found that the amount of work involved was not worthwhile for them with regard to the rates offered. This is not an example of being closed to a relatively new professional option. They tried it and found that the negatives outweighed the positives, at least in their areas of specialization and in terms of the present state of MT.

Could this change in the future? Absolutely. But to say that “resistance is futile” and that we must simply accept lower rates for services in the interest of profit maximization on the part of clients is not a point that I can readily accept. Translators and interpreters work very hard to earn a living. Any effort on the part of companies to lower rates should be commensurate with the service provided and time invested. Therefore, in my view, a balanced assessment of the pros and cons of PEMT should include the other half of the equation; that is, the loss of income that this technology may currently generate.

Today many Americans are realizing the existence of an increasingly unacceptable wealth gap. As translators, we are also feeling the repercussions of this downward trend. Thus, I do not accept that MT—or anything else that results in lower wages and potential job losses—is merely “reality,” or that we must make adjustments to something we cannot change. Rather, it seems to me that translators must be actively involved in the business of educating clients about the amount of work involved in PEMT. There has to be push-back against lowering rates as a matter of principle, particularly if the work involved is equal to or greater than translation without the use of MT.

Finally, if the results of MT turn out to have a downside for some end clients, which might be the case in certain instances, then I think it is also important for translators to explain what types of texts are good candidates for MT and which ones would be best translated by a human being from the start.

Linda Marianiello  |  Santa Fe, New Mexico

RESPONSE FROM WILLIAM CASSEMIRO
It was really good to read your response to my article. As professionals, we need to discuss this issue to be more aware and prepared to react to changes.

You made some great points with which I agree completely.

• It’s important for translators to explain what types of texts are good candidates for MT and which ones would be best translated by a human being from the start.

• Translators must be actively involved in the business of educating clients concerning the amount of work involved in PEMT.

• I also agree that anything that results in lower wages and potential job losses is unacceptable.

When I say “resistance is futile,” I don’t mean that translators “should simply accept lower fees for services in the interest of profit maximization on the part of clients.” What I do mean is that we must see what we can do to take advantage of technology, which really is unstoppable, to make us more productive, not cheaper. And by productive, I mean producing more, with the same quality, less effort, and/or faster.

The central message of my article is that you can use MT on your own, in your computer, with dedicated software, not Google Translate or any other online translator, and not only when a customer, normally a language services provider, asks you to post-edit MT. I want translators to use technology to benefit their own profit margins, their own profit, which is why I chose “PEMT Yourself” as the title. I repeat: we can use this technology to increase our own profits, not just those of the language services provider’s.

NEED TO MOVE WITH TECHNOLOGY
Great article, William! The thing is that as humans, we tend to fear, try to avoid, and resist everything that is different and that we don’t know. From what I can see, it’s not a question of the translation community against technology, it’s a question of what we know/are used to against the new things that we have to learn. But as you said, concerning technology and innovation, there’s no coming back, so let’s go over it!

Andrea Mussap  |  Rio de Janeiro, Brazil

PRAISE FOR THE ENTREPRENEURIAL LINGUIST
I just want to let you know how much I enjoy “The Entrepreneurial Linguist” by Judy Jenner. Those columns always share practical knowledge in a fun, engaging style, and they are often the first piece I read in each issue of The ATA Chronicle. I have particularly delighted in the recent one entitled “Mistake of the Year” (November-December 2015).

Because I live in the Southern Hemisphere (Argentina), the Chronicle is my lifeline to ATA. And as long as you keep publishing down-to-earth articles like Judy’s, the Chronicle will be on the right track for me—and I will be grateful for that.

Willy Martinez  |  Rosario, Argentina

We’re Waiting to Hear from You!
Do you have a comment about a particular article or column? We’re always interested in hearing what you have to say. Submit your letters today to jeff@atanet.org.
Spreading the Word about Translation and Interpreting within the Journalism Community

A few months ago, the board of directors of the Association of Translators and Interpreters of Florida (ATIF), ATA’s Florida chapter, received a request for a speaker from the National Association of Hispanic Journalists (NAHJ). The association’s annual Excellence in Journalism Conference attracts a fantastic group of Spanish-speaking journalists (print, broadcast, radio, and online) from around the country and abroad. One of the invited speakers, José Luis Castillo, a translator by training and an investigative and consumer content producer at KTMD Telemundo in Houston, recognized this as an opportunity to spread the word about professional translation.

José has seen many journalists in Spanish-speaking newsrooms act as de facto translators. They are frequently required to produce Spanish-language reports, yet all their background material is in English. This puts journalists in an awkward position. Most know that they don’t have the skills necessary to translate, but they often do so anyway because of budget constraints that prevent them from hiring professional translators.

In order to give journalists some idea of the skills required to translate and what’s at stake by not hiring professionals, José proposed a workshop to NAHJ’s conference organizers. That’s where ATA and ATIF President Giovanna Lester knew that ATA had recently trained spokespeople from various specializations and language pairs and kindly passed on the request to ATA’s Public Relations Committee. I was asked to speak on a panel about English-Spanish mistranslations in the media, so I flew to Orlando last September for a quick 48-hour trip.

In addition to José, the panel included Rafael Palacio of El Sentinel de Orlando, and was expertly moderated by newscaster Paulina Sodi, also of KTMD Telemundo in Houston. Our panel, which was presented entirely in Spanish, was entitled “Common Grammatical Errors in the Newsroom: Learn How to Identify and Correct Them.”

Each panelist spoke for about 10 minutes. During my presentation, I highlighted the importance of using professionals and the importance of associations in general, and ATA and ATIF in particular. The message was clear: use professionals so you can share the responsibility for the content with them. Journalists get into trouble when the quotes they have inexpertly translated from English into Spanish get translated back into English by other sources. The results are often less than ideal.

During the Q&A portion, I responded to some fantastic questions about issues such as: “What do I do if my editor tells me to translate word for word?” I mentioned Translation: Getting it Right,² ATA’s client education brochure, and referenced the information provided on the ATA and ATIF websites. Many of the attendees spoke to me after the session and expressed their interest in ATA and in learning about the finer points of translation.

I should also mention that I had the chance to team up with Carmen Saenz, ATIF’s membership director, who was kind enough to drive to Orlando from Miami. She attended the panel session, ATIF brochures in hand. We also had the opportunity to attend several other events at the conference, including an awards luncheon and an evening event.

We used this time to talk to as many attendees as possible about ATA and translation, translation professionals, and professional standards.

All in all, this was a great event. The panel was a very powerful way to increase visibility and recognition for our profession, and I was very proud to represent our Association. I see potential opportunities for collaboration with professional groups such as NAHJ as a real benefit to ATA members, who might possibly gain some work due to this type of connection. The more people come to learn about what we do, the more they will realize the value we bring to their businesses.

NOTES
1. More information on our panel session, as well as the other excellent sessions at the NAHJ conference, can be found at http://bit.ly/1SSEoPV.
2. Translation: Getting it Right and Interpreting: Getting it Right can be found at www.atanet.org/publications/getting_it_right.php.

Judith Jenner is a court-certified Spanish interpreter and a Spanish and German translator based in Las Vegas, Nevada, where she runs Twin Translations with her twin sister. She is a past president of the Nevada Interpreters and Translators Association. She hosts the translation blog, Translation Times (www.translationtimes.blogspot.com). You can also find her at www.entrepreneuriallinguist.com. Contact: judy.jenner@twintranslations.com or judy.jenner@entrepreneuriallinguist.com.
ATA Names Two New Honorary Members

Honorary membership is conferred upon individuals who have distinguished themselves in the translation or interpreting professions by a vote of two-thirds of the Board of Directors. The total number of living honorary members shall not exceed 20 at any one time, and not more than two may be elected in any one year.

Jiri Stejskal and Freek Lankhof

Jiri Stejskal has served successively as ATA president, president-elect, and treasurer (two terms). Jiri was active on ATA’s Public Relations Committee, Gode Medal Selection Committee, and Nominating and Leadership Development Committee, and was appointed ATA’s representative to the Joint National Committee for Languages. He also served as a vice-president of the International Federation of Translators for two terms, and currently serves as the treasurer of the American Foundation for Translation and Interpretation. After immigrating to the U.S. from Czechoslovakia, Jiri worked for many years as a freelance translator before founding CETRA Language Solutions, a language services company of which he is currently president and chief executive officer.

Freek Lankhof has played a unique role in his support of ATA. In 2013, he was honored for exhibiting at ATA’s Annual Conference for 25 consecutive years. Until his retirement in 2014, his InTrans Books booth was the gathering place for long-time conference attendees. For 27 years, Freek operated InTrans Book Service, one of the prime sources for specialized language dictionaries, other reference material, and study books for professional interpreters and translators. He has always been quick to provide guidance on resources to those just getting started, including pointing them to ATA. Born in the Netherlands, Freek began as a proofreader/editor for most of the major Dutch publishing houses. He later moved on to become a literary translator. He immigrated to the U.S. in 1983 and worked among others as a library assistant at Columbia University. In 1985, he set up and managed the U.S. office of the Dutch scholarly publishing company E.J. Brill and started i.b.d., Ltd. in 1989, which later became InTrans Book Service.

Congratulations!

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

**English into Chinese**
- Xiaoxiao Huang
  - New York, NY
- Chaowei Zhu
  - Winston-Salem, NC

**English into German**
- Susanne M. Kraetschmer
  - West Linn, OR

**English into Japanese**
- Ayako Teranishi
  - Dublin, CA

**English into Spanish**
- Luis F. Medina Alvarez
  - Colima, Mexico
- Maria L. Castellá
  - Buenos Aires, Argentina
- Barbara Company
  - Buenos Aires, Argentina
- Gabriela I. Haymes
  - Buenos Aires, Argentina
- Ileana Luque
  - Cordoba, Argentina
- Ana Paula Rodriguez
  - Buenos Aires, Argentina
- Carmen Rossell
  - Auburn, AL

**English into Swedish**
- Tess Whitty
  - Park City, UT

**Arabic into English**
- Yasmin O. Al-Kashef
  - Williston, VT

**French into English**
- Monika A. Adhye
  - Napa, CA

**Italian into English**
- Elias Shakkour
  - Chicago, IL

**Portuguese into English**
- Danielle J. Deremo Cosimo
  - Campinas, Brazil

**Spanish into English**
- Denise Nahigian
  - Spring, TX

We’d Love to Hear from You!

Did you receive a promotion or start a new job? Were you published? Why not let your colleagues know about your achievements and adventures? Submit your Member News today! Just send 100 words or less to jeff@atanet.org.
Marilyn Gaddis Rose, 85, a distinguished service professor of comparative literature and a recipient of ATA's Alexander Gode Medal, died on November 15, 2015.

Marilyn was born in Fayette, Missouri, on April 2, 1930, to Merrill E. and Florence Lyon Gaddis. She received a BA in English (summa cum laude) from Central Methodist University in Fayette, Missouri, in 1952. She was awarded a Fulbright student fellowship and spent the 1952–53 academic year studying French civilization at the Université de Lyon. She received her master's degree in French (Phi Beta Kappa) from the University of South Carolina in 1955, and a PhD in French from the University of Missouri in 1958. In 1984, she was recognized by Central Methodist University with an honorary doctorate.

Marilyn taught at William Jewell College, the University of South Carolina, the University of Missouri, Indiana University, and Stephens College prior to joining the faculty at Binghamton University in 1968. In addition to her leadership in translation studies at Binghamton, she served as chair of comparative literature for two terms, as undergraduate advisor for a dozen years, and as the founding director of the Translation Research and Instruction Program. She was promoted to distinguished service professor of comparative literature in 1991. Her research interests included translation studies and Anglo-Irish and French literatures of the 19th and 20th centuries.

Marilyn served on ATA's Board of Directors from 1985–1988. In 1988, Marilyn received ATA's Alexander Gode Medal for her contribution to translation pedagogy and scholarship. ATA later made her an honorary member. She was the founding editor of ATA's Scholarly Monograph series. She also served as chair of ATA's Honors and Awards Committee.

In addition to ATA, she was involved in other professional organizations, including the Modern Language Association, International Comparative Literature Association, and the American Association of Teachers of French. She also served on the editorial boards of such publications as Translation Review, Interface, and Translation Encyclopedia. She served as series editor for Women Writers in Translation and manuscripts editor for Translation Perspectives, the scholarly journal of Binghamton's Center for Research in Translation. She was the author of the textbook Translation Spectrum, and was also a contributor to the Encyclopedia of Literary Translation and the Oxford Guide to English Literature in Translation.
Business and Marketing Tips for Translators: Direct Client Contact Ideas

Companies are looking for someone who is more than just a great translator and writer. They’re looking for someone who can translate, provide cultural and background expertise, and who is in tune with the company’s vision.

Finding and contacting potential direct clients can be perplexing for translators. One of the challenges is performing appropriately within the context of the client relationship. I’m always on the prowl for tips on how to finesse these relationships.

Recently, I listened to a webinar by Ed Gandia entitled “How to Launch a Profitable B2B Writing Business in 10 Weeks or Less.” While this audio course focused primarily on writers and copywriters and how they can make money quickly by zeroing in on corporate content writing, a number of strategies and ideas stood out to me as being relevant to translators marketing their services and dealing with direct clients.

Writing for businesses that sell to other businesses can be very profitable. Think potentially doubling whatever you thought would be a healthy freelancing income in our profession and you’ll get an idea about your potential profit margins for corporate content writing. How is this related to direct translation clients and a healthy freelancing career? Well, it has to do with the approach: being focused and strategic. As freelancers, we’re always trying to get on the right radar. We know clients are out there and that they need us, but exactly how to reach them is the issue.

**FOCUS ON WHAT CLIENTS NEED**

The first step toward securing clients is to stop pestering potential ones with details about what we do. Yes, we have to educate clients, but we can’t just overwhelm them with that education from the very beginning. We have to ease them into it, like getting in a hot tub. But before we invite them in, let’s make sure they have a swimsuit on and that they like to soak.

So, how can we get to clients? How can we let them know that we’re here to solve their problems? By offering to help with what they need most and learning about their businesses. Keep in mind that what you can do for clients and what they need can be two different things. In order to get the business we want—the fun projects, the high profile names, the work that makes a difference—before all that, we have to get clients, confidence, and experience. How? Once you’ve listened to what clients need, deliver it to them by going the extra mile.

**LOOK BEYOND YOUR CURRENT CONTACTS**

Find your ideal potential clients by looking for a business that offers services or products that are new, expensive, and complex, and—this is the key for translators—a business that wants to expand into a target market for your native language. This should be a company that has a lot of written material to explain and inform about the services and products it offers. This is a good time to showcase your writing skills as a translator by providing excellent copy in your target language.

The crux of the thing here is that companies are looking for someone who is more than just a great translator and writer. They’re looking for someone who can translate, provide cultural and background expertise, and who is in tune with the company’s vision.

To find these elusive companies, invest in a hyper-focused marketing effort. Hyper-focused? Yes, this is going...
to require some reflection. But break through those usual barriers where you say to yourself, “I don’t know anyone who needs my services,” or “I’ve already told everyone about what I do.” Instead, look beyond your contacts to the people they know. Investigate their circles online and consider where you could do meaningful work (i.e., the type of work that you enjoy most and excel). Here’s a possible path your thinking could follow:

- Think about the people you know in professional and personal circles.
- Think about the people you know and the companies where they work. Are you interested in any of those companies as potential clients?
- What’s your specialty or favorite type of text? What sector is it?
- Have you ever done work in that area? Ask a contact from a previous project for a recommendation.

For online research, you can start by looking at your contacts’ contacts on LinkedIn to see if there is an area where you can fill a need. For example, I browsed an investment banker’s contacts recently and not only learned a lot, but also got some great ideas for potential leads, even though I’m not involved in financial translation. (As a courtesy, you might want to mention to your existing contact that you found a potential lead on their profile list.)

**SHIFT YOUR FOCUS**

When you market your services as a translator, consider shifting your focus away from telling prospects about your business and services. Instead, how about learning about the companies your clients run and how they are organized? What do they want and need, and how can you make that happen for them?

For example, say you want to translate a book describing photography from the state where you live for a client in your source-language country. You know a client who will publish such a translation in your target language. Boom! Sounds great, right? But this client doesn’t know you, and the photography book is one of the most important things they’re doing this year. By finding the areas where they need help, not what you want to do for them, you get your foot in their door. Ask clients what their most urgent communication needs are related to cultural questions, translation, interpreting, or another service at which you excel.

Oh, and don’t forget to mention any certifications. Recently, I told a client that I’m certified as a translator by the Judiciary Council of the State of Jalisco. Although this has little to do with being a literary translator, it turned out that the client needed someone with this certification. After helping the client in this way, I became liked, known, and trusted. This is a great place to start a long-term relationship with a client.

What you can do for a client and what they need can be two different things.

**MARKET YOURSELF AS A PROBLEM SOLVER, BUT BE SELECTIVE**

Every client needs someone to solve his or her communication problems. Translators are in a unique position to do so because of the complexity of their work and the level of skill required. For each step in the translation process, the translator changes roles: from researcher to cultural expert; from writer to editor to word processor; from customer services representative to bookkeeper to innovator; from friend to colleague to mentor. What are we missing? Business, sales, negotiation, and soft skills (e.g., interpersonal skills).²

Clients need you to take the tasks off their hands that they don’t understand completely but realize are important. Unfortunately, working with clients who have no idea what translation involves is not the road to increased income and a comfortable freelancing career. Every freelancer works with clients who aren’t from the word world (i.e., linguists, writers, editors, etc.), and every professional has to explain what he or she does. However, if you work with clients who have even an inkling of what you do and why it’s important, you’ll be able to do business faster, more productively, and ultimately, more successfully.

In his webinar, Ed Gandia alludes to a great parable about a man selling watches. Ed’s advice: if you’re selling watches, don’t try to sell to someone who doesn’t have a watch, since this is very hard. You need to find those clients who already have a watch and know its value. In our case, this means clients who appreciate the value of translation.

Whatever the reason for clients having some knowledge about what you do, it’s very helpful. Maybe it’s because you’re not the first translator they’re dealing with, maybe the text was botched the first time. Maybe it’s a marketing department at a large company where they know that translation is important, but don’t exactly understand everything that’s involved in shifting a text from one culture to another. Whatever it is, the kind of clients you market to makes all the difference.

**STOCKPILING DOCUMENTS**

I listened to another talk by legendary copywriter Bob Bly, and his marketing strategies are pure genius.³ In terms of positioning—that is, how you communicate with clients and the value you bring to their business—his strategies and suggestions are spot on in relation to freelance translation.

In addition to the types of clients to whom you market, the sheer number is crucial. Bob’s suggestion is to try and get two to five times the leads you can handle. In his words: “Don’t market to get business, market to have choice.”

How can you help ensure that your marketing efforts stand out? Freelance translators looking to attract great direct clients should have a cache of professional documents, samples, and website pages. When clients need information about what you do or your work process, you should have documents ready to send out that describe and highlight your value and explain your approach. For translators, this might mean a document showing how historical miscommunications have led to costly errors, or the traditional example of company names not working in target cultures.⁴
A great way to get clients’ attention is to show them how your cultural knowledge can help them save time and money. Find a translation blunder in your prospect’s industry and you’ll be sure to impress. This leads to a more satisfying business relationship and in turn generates new insights in your clients about the culture of their customers and suppliers. This document could include examples from their industry or that show how important it is to localize content. There are great examples in the book *Found in Translation: How Language Shapes Our Lives and Transforms the World*, by Nataly Kelly and Jost Zetzsche. Here’s an excerpt:

**When Mistranslations Cost Millions**
Banking and financial services giant HSBC had a popular *Assume Nothing* campaign, but the phrase was mistranslated as “Do Nothing” in several countries. How to repair the damage done to the brand? A $10 million rebranding initiative soon followed.  

As an added value, you can check if the client has localized their products in your target language, or send them a short paragraph on why the brand name would work in country X, which, incidentally, might also be a good place to export. When you have industry-specific examples ready, it’s easy to connect with and educate clients.

Another suggestion is to write a book to market yourself. This could be great for many translators with vast specialty knowledge. A nonfiction book, a handout, or a pamphlet on your specialty knowledge subject area might be just the ticket. Your book could get noticed. As word spreads, you’ll gradually gain a reputation as an expert on the subject, and clients will come to you. This happens when someone buys your book, tells other people about it, or simply keeps it and picks it up again later. When you’ve written a book on a specialized sector you boost your authority and exposure. You can also send copies of your book to potential clients. Bob says it best: “A book is a brochure that will never be thrown away.” Remember, in every business, professionals have to explain what they do.

**TAKE ADVANTAGE OF ATA’S CLIENT OUTREACH KIT**
For translators working with clients who don’t have a precise idea about what translators or interpreters do, a short, informative, and entertaining document, brochure, case study or short presentation prepared beforehand with clients in mind is an invaluable resource. ATA’s Client Outreach Kit will help with some ideas on how to prepare your material.  

These documents will also showcase your writing skills, but they must be flawless. Get a top-notch translation editor to look over your material so that clients will be drawn in by the meticulous copy.

**IT’S TIME TO DETERMINE WHAT WORKS FOR YOU**
What marketing methods have worked for you with direct clients? What cultural quandaries have you come into contact with? Consider creating a list with examples to use with future clients!

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**NOTES**

2. For a basic definition of soft skills, see http://bit.ly/soft-skills-defined.
Client Satisfaction Surveys for Freelance Translators

During an unusually slow period, I sent out a satisfaction questionnaire with the goal of bringing my services more in line with my clients’ requirements.

While wondering why my workflow had suddenly come to a halt during an unusually slow period in October 2011, I thought of a way to find out if my clients had been shopping around for cheaper or better language service providers elsewhere (without actually asking them the rather embarrassing question straight out). With the goal of offering services more in line with my clients’ requirements, I decided to send them a satisfaction questionnaire. The research I did to understand the thinking behind this kind of survey so that I could choose the right questions to ask gave me a totally new perspective on how my clients perceive the quality of my services. Although most of the replies to the survey questions were fairly predictable, some of the answers were perhaps a little surprising.

GOALS
What I really wanted to accomplish by sending out this survey was to discover if my clients were still my clients, to find out if they had gone out of business, and to provide them with a reminder that I was still on the market. It was also a way of giving my working day a purpose, rather than just twiddling my thumbs until work arrived.

The true purpose of a client satisfaction survey is to see if your services are in line with your clients’ needs and to identify priorities for improvement. Satisfied clients typically become loyal clients. Finding out what satisfies them can help your business succeed.

INCLUSION CRITERIA
I decided to include all of my Italian clients who had given me at least one translation job to do since January 1, 2009. Translation is my core business, amounting to 62% of my occupational earnings in 2010. Italian clients accounted for about 93% of my professional income in the same year. By excluding the non-Italian clients, the sample was more uniform and there was no need to translate the questionnaire into English. By examining other client satisfaction surveys available online, I was initially surprised to find that they are very often not anonymous. This is probably so that certain critical issues regarding only particular clients can be tackled in a specific way.

RESEARCH
To save time, I checked online to see if there were any model or existing surveys I could adapt. I first looked for surveys performed by freelance translators based in Italy, but found none. Consequently, I widened my search to include freelance translators who had written their surveys in English, and still found none. At that point, I searched for translation agencies and came across a few surveys in Italian and several in English. However, upon closer analysis the kinds of questions translation agencies were asking proved to be inappropriate for freelance translators. For instance, many of the questions concerned the interaction between the client and the project manager. In general, I found that the type of questions asked by freelancers working in other professional fields were more appropriate to my situation.

SETTING UP THE SURVEY
There are many websites that give hints, tips, and advice on designing client satisfaction surveys. There are also several free articles and papers on the subject written by experts. Many websites provide survey hosting services, some of them free of charge. However, I chose to set up my own form written
in Active Server Pages (ASP), with an underlying MS Access database. Since I was unable to find a suitable model to base myself on, I had to start almost from scratch by taking a basic theoretical approach, beginning with an analysis of the service lifecycle from the perspective of a service professional. The service lifecycle consists of:

**Pre-Purchase Stage:** The questions relating to the pre-purchase stage are not strictly satisfaction-related. The questions I chose pertain to how my clients found me and which of my services attracted them.

**Purchase Process Stage:** The purchase process questions concerned my response time to requests for quotes and information as well as the clarity of my replies.

**Use Stage:** During service use, clients turn their attention to punctuality and the service provider’s ability to respond to urgent requests.

**Perceived Quality:** Perceived quality involves the service provider’s ability to understand and meet expectations and find effective solutions, as well as the client’s opinion of the price and whether he or she would recommend the service provider to others.

With this approach, the questions to ask emerged naturally from careful consideration of each stage of the cycle.

### STARTLING REALIZATION

As a consequence of this research, I began to realize that clients have a far more complex idea of “quality” than I had imagined previously. Clients consider aspects such as response time and clarity of price quotes and information, punctuality, and capacity to respond to urgent requests. They also rate the level of quality based on the service provider’s ability to understand and meet expectations and the skill demonstrated in finding effective solutions.

I had been more concerned with the accuracy and linguistic quality of translations (which can be partially equated to the ability to find effective solutions) and, to some extent, punctuality. I began to wonder if I had been neglecting certain aspects of quality that are important to my clients. At this point, finding out if they were satisfied was just as important to me as finding out what I was doing correctly.

### QUESTIONS AND RESULTS

For full details of the results, please refer to the specific page on my website listed at the end of this article. I’ll limit myself here to a general analysis. Fifteen clients took part (38.5%), who together accounted for 73.2% of my translation income during the period covered by the survey. The questionnaire asked for 1) personal data (name of company, name of respondent, and their role or function within the company); 2) general information (non-satisfaction-related questions); and 3) my clients’ level of satisfaction with my services (the actual satisfaction survey).

From my clients’ point of view, the concept of quality is more complex than I had realized.

### 1. Personal Data

Although the survey was written in Italian and addressed to Italian clients, about half the respondents gave their job titles wholly or partially in English. Two people wrote their last names in the “role or function within the company” field, which shows that some people automatically expect there to be separate fields for their first name and their family name, so much so that they do not actually read the form.

### 2. General Information

Questions in this section included:

**How did you find Michael Farrell?**

When assessing the amount of work I had received and the various channels through which assignments had come, it became clear that not giving different weights to the responses according to how much work each client had provided during the three-year survey period would lead to a distorted picture of the importance of each channel. On the basis of this, I decided to calculate both weighted and non-weighted results for all of the other survey items as well. The response to this question showed just how important “word of mouth” and networking is in Italy (according to workload: 85.49%). However, due to a lack of foresight when wording the question, I was unable to establish how much work came through client-to-client contacts and how much was the result of colleague-to-colleague networking. The only other channel of any importance was having a personal website (according to workload: 12.01%).

**What services have you asked Michael Farrell to provide?** The fact that all of the respondents asked for translation was not surprising since it was one of the inclusion criteria. The results also showed that clients tend to underestimate the creative aspect of the work (according to workload, transcreation = 1.48%). They also don’t have a clear understanding of what localization is. As a result, I have decided to emphasize the more creative services in my range. For example, I have registered the domain name “transcreate.it” and renewed my website.

**Would you recommend Michael Farrell to other companies/people looking for translation and language service providers?** This is actually a satisfaction-related question (perceived quality), but since it requires a yes/no answer, rather than a score, it was tidier to include it in the general information section of the questionnaire. All respondents answered yes.

### 3. Level of Satisfaction

Questions in this section covered the following areas:

**Response time to requests for quotes/information about the service:** This was the first question with a response scale. The average was calculated by assigning a score of five points to “very satisfied,” four to “satisfied,” three to “fairly satisfied,” two to “not very satisfied,” and one to “dissatisfied.” All respondents were satisfied with the response time to requests for quotes/information, and the average was very close to “very satisfied” (according to workload: 4.83 points).
I would drop my rates. However, after studying other questionnaires of this type, I discovered that some surveyors mitigate this risk by emphasizing the relationship between price and service quality. In other words, they do not ask if the price is fair, but if the price/quality ratio is fair.

**FINAL CONSIDERATIONS**

There is no doubt the results are broadly positive. Although it was possible to leave specific comments for almost every item, only two clients wrote something, making only general positive remarks. It’s natural to wonder whether not responding to the survey in itself is a statement of dissatisfaction (56.3% of clients/less than 25% by workload).

However, if natural client attrition is taken into account, together with the fact that several clients who didn’t complete the form sent new jobs after the close of the survey, this would not appear to be the case. No one chose to complain when they received the questionnaire.

**LESSONS LEARNED**

I now have a totally new perspective on how my clients perceive the quality of my services. From my clients’ point of view, the concept of quality is more complex than I realized. Luckily, despite all, I don’t seem to have been doing such a bad job, but I’m now more aware of what I’m doing and—hopefully—less likely to dissatisfy my clients. The good thing is that shortly after launching the survey, work picked up again.

**ARE THE RESULTS RELIABLE?**

To quote Mark Twain: “There are three kinds of lies: lies, damned lies, and statistics.”

The study population comprised 39 clients. The sample size was the number of replies I received (15). When calculating the margin of error, the confidence level, which is a measure of how sure we can be that the truth really lies within the confidence interval (the result ± margin of error), is normally taken as 95% by convention. If we feed these data into the usual statistical formulae, the margin of error for this survey turns out to be 20.11%. This is very large, but luckily the responses leaned so heavily in one direction that, in most cases, this margin is unable to transform a positive result into a negative one. As any statistician would confirm, you need a large number of responses percentage-wise to get a small margin of error when your study population (total number of clients) is relatively small.

**WHAT I WOULD DO DIFFERENTLY NEXT TIME**

I sent the survey announcement out only once, with no reminder. If I had calculated the potential margin of error before conducting the survey, I would have sent various reminders to increase participation and improve the reliability of the results. I would also define the channels through which work arrives more precisely. I’ve recently done a lot of work on defining the different types of services I offer more clearly (e.g., “simple” translation versus transcreation). I’m still not sure how to make some clients understand that translation is not always a piece of cake.

Despite its defects, which I hope others might learn from and avoid, I feel conducting the survey was an entirely positive experience from all points of view.

**NOTES**


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Do You Have an Emergency Business Plan?

Asking yourself “What can go wrong?” can be a little terrifying. However, the good news is that once we know what can go wrong, we’re ready to start strategizing.

If you’re a freelancer or run a business, there’s an urgent question you may not be asking: “Do I have an emergency plan for my business?” The first step in developing a plan is admitting that there’s eventually going to be a problem.

Even though major disasters tend to be rare, smaller disasters, such as a server failure or a burst pipe, happen every day. Companies often prepare for the worst but forget the everyday challenges, which can be just as crippling. The way to make sure they don’t destroy your business is to plan for them.

ASK, “WHAT CAN GO WRONG?”

In my mind, these “famous last words” are a great question to ask yourself before implementing any new plan, and in a disaster plan, they are literally the very first words of the plan itself. What can go wrong that would impact your business? You need to know this before you can develop a useful emergency strategy.

You can tackle the question in two ways: 1) identify possible hazards and figure out what effect they would have (“I could lose power, which would mean no Internet”), or 2) identify the minimum resources your business needs to function and list hazards that could interfere with those resources (“I need the Internet, which I would be unable to access if I lost power”). If you need some help identifying potential risks, a good list of both natural and man-made hazards is provided on the risk assessment page of the U.S. Department of Homeland Security’s website (scroll down to “Hazards” and “Risk Assessment Resources”). You can also see some additional examples and their anticipated effects on Agility Recovery’s sample risk assessment form.

Here’s my “What can go wrong?” list for potential hazards:

1. Natural disasters, including severe storms, floods, tornadoes, etc. (I could lose Internet service, phone service, HVAC, power and/or water; I could be forced to leave my business location or be trapped in my business location; there could be damage to person or property.)
2. My place of business could be robbed. (I could lose documents, property, data and/or data security.)
3. My place of business could be damaged in an intentional or unintentional fire. (The impact would be similar to 1 and 2 above.)
4. I could become sick or injured. (The impact would be slightly different, depending on whether the injury or illness is short- or long-term.)
5. A malware attack or hacking could compromise my IT.
6. I could lose Internet connectivity and/or power through a simple outage.
7. My phone or computer hardware and/or software could fail. (I could lose data, be unable to access programs and files I need to work, or be unable to contact clients.)
8. My car could break down (loss of mobility).
9. One or more things could go wrong while I’m traveling. (Real-life example: I once lost connectivity while traveling, then got it back just in time for my laptop battery to fail!)

Once I created this list, I thought through the minimum resources that my business needs to function during a crisis:

1. Data on my clients, outstanding projects, outstanding invoices, payments, and other administrative essentials.
2. A working computer with Japanese-language functionality, audio and...
video functionality, and critical programs like MS Office.

3. A working phone.
4. An Internet connection for receiving and delivering projects.
5. Dictionaries and other resources (it would be ideal to access these resources online, especially if you are dealing with #4 in the hazards list above).
6. A means to be in touch via e-mail, whether via Internet or phone.
7. My reasonably sound mind and body.

Companies often prepare for the worst but forget the everyday challenges, which can be just as crippling.

Of course, you can see quickly from this list that the functionality of my business could be crippled by tiny, mundane “disasters” such as me forgetting to pack something, me dropping my laptop and breaking it, etc.

Your lists will probably be different. Since I don’t have a physical supply chain or physical production process, I don’t have to worry about those. I’m also currently my only employee, so I only have to worry about myself. Each business has its own circumstances, so each list will differ.

So, now that you have a better idea of what can go wrong, what can you do to make sure your business can survive a crisis? This article is only the beginning of the conversation about this crucial task, but to get the ball rolling, let’s look at some risk management strategies that might help to mitigate the impact of a medical emergency.

PLAN FOR SHORT-TERM UNAVAILABILITY

Hopefully none of us will spend too much time so ill that we can’t work, but both short- and long-term illness/injury can happen to anyone of any age, so we need to prepare. We don’t want short-term health problems to impact our client relationships, and we don’t want long-term ones to tank our businesses! Here are a few strategy tips.

1. **For Freelancers:** Plan now what you’ll tell your customers if you’re unavailable for a period of time. You don’t want to just go AWOL and stop responding to customer queries because you don’t know what to say. My personal suggestion is to ask one or more trusted colleagues if you can refer your clients to them when you’re unavailable. Then if a client offers you work while you’re ill, you can say that although you have to take a week off to recover, you recommend contacting trusted colleague Jane Doe for urgent projects.

2. If you don’t currently have trusted colleagues (and you really do need to trust the quality of their work), plan another type of response. The bottom line is to have a rough draft on hand of what you’ll say so that you don’t freeze—or worse, end up accepting work you can’t do. I’ve seen freelancers lose clients because they agreed to a job whose deadline they couldn’t realistically make due to illness, and then were too afraid to answer when the client e-mailed asking where that overdue project was.

3. If you’re hospitalized while you’re in the middle of a project, you need a quick way to let the project manager know the project is jeopardized. Keep your clients’ numbers in your phone’s contacts list and back them up somewhere in case you lose your phone.

4. **For Small Businesses:** Make a plan for how to keep your business running if any critical employee is unavailable for a month. This can help keep your services at least partially available for the duration, or get your business back up to full capacity faster. To do this, you’ll need to ask your employees for written instructions about how to cover their jobs. But be conscious of your approach!

Often when you ask employees to write down their job responsibilities, they become justifiably afraid you’re about to downsize. They worry that you want them to do this so that you’ll know how to take over for them when they’re laid off or fired. This could lower morale or even make some employees uncooperative. Avoid this by stating clearly upfront that you’re coming up with disaster plans in case anyone gets sick and others need to help out until they get well. Tell your employees that if they ever need to be gone for a week or a month, you want to make sure they won’t come back to a huge mess. Note that this will also help in the event of vacations or bereavement leave.

Ask them to document their most critical responsibilities/processes and what the company should do to cover those in their absence. Is there a report they need to make once a month? Is there a vendor only they have a relationship with? Is there a critical process only they know how to do? Get it all documented. And if you haven’t done so already, don’t forget to document what your employees would need to do if you were gone as well.
PLAN YOUR EMERGENCY SAVINGS
This applies to all emergencies! Any certified financial planner or other finance professional will tell you to have at least three times your monthly income in savings, just in case of an emergency. Some will recommend six times your monthly income, especially for freelancers. Having that cushion to fall back on while you are out of commission could mean the difference between “This is awful” and “I'm bankrupt.”

REVIEW THE SERVICES YOU OFFER
Let’s say you have a long-term health issue that is partially but not completely incapacitating. It could be six months of chemotherapy or a permanent/semi-permanent disability. There may be some services you offer which you can continue offering in that scenario to keep some money coming in, even though you'd probably have to cut down on their volume. On the other hand, there may be services that you can’t perform. For example, a portion of the work I do is simulcasts. I’m thinking now, before I get sick, about whether I could realistically continue doing simulcasts. Realistically, I don't think I could. But I could still take other types of translation work. Everyone’s situation is different, so think about yours. If you’re a full-time interpreter, maybe you’ll decide you wouldn’t be able to do in-person interpreting while sick, but you could do phone interpreting. If you do a type of work that you don’t think you could perform at all while sick, is there another skill you have that you might want to try turning into paid work?

GET HEALTH INSURANCE
This is not optional. It doesn’t matter if you’re healthy; you still need health insurance. If you don’t have any and it’s not in your budget, redo your budget. This should be considered as critical as buying food and paying rent. In other words, a #1 priority. Medical bankruptcy is the leading cause of personal bankruptcy in the United States. Of course, being insured doesn’t guarantee you’ll never be in over your head if you get hurt/sick, or that everything you need will be covered. But consider this: if you don’t have insurance, it could mean owing $50,000 in medical bills instead of $10,000.

CONSIDER SPECIAL PLANS IF THERE ARE PEOPLE WHO RELY ON YOUR INCOME
Okay, so you’ve kept your business going at partial capacity by maintaining good client relationships, having emergency savings, offering services at reduced volume, and taking advantage of your health insurance. Awesome! But let’s talk for a moment about a long-term disability—months, years, or even lifelong. In that case, even in our awesome scenario, you’ll still have a reduced income for a long time. And, as much as it hurts to even write this, you need to consider that in a worst-case scenario, you might be too unwell to operate your business and won’t have an income.

So, if anyone in your life (including you!) relies solely on your income, and your disability becomes permanent or fully incapacitating, it could jeopardize lives. Or at least quality of life. What can you do about that? If you work for a business or are a member of a union, you may already have long-term disability insurance (check with your employer/union rep). If you’re a freelancer or small business owner, you may not have this coverage unless you’ve purchased it privately. Start researching long-term disability insurance and find out more about it and whether you might need it. But remember, I’m not a finance expert and can’t tell you what you should do! You’re probably not an expert either. I would recommend speaking with a trusted legal or financial professional to help you make your decisions.

Note: you may have worked jobs that would qualify you for Social Security disability benefits. If so, this is an important part of your disability planning, but be aware that Social Security programs are subject to change. These Social Security benefits are also not the same as the long-term disability insurance mentioned above.

Some people also buy long-term care insurance. Others elect to use a different financial tool, such as an annuity to prepare for potential long-term care

Even though major disasters (earthquakes, large-scale power outages, etc.) tend to be rare, smaller disasters, such as a server failure or a burst pipe, happen every day.
PREPARE FOR THE WORST, THEN RELAX

One thing not to do: when you are sick or injured, do not let “what-ifs” get in the way of dealing with reality. This is not the time to dwell on what you might have done differently “if only.” That can paralyze you. Instead, focus on doing what you need to do now.

NEXT STEPS

I hope disaster never strikes you or me, but if it does, having a plan will make things much easier. It’s already helped me overcome the more mundane crises in my own life. I think the translation community could benefit from a broader conversation about emergency planning, and this is only the beginning.

I’ve received great ideas from colleagues commenting on the blog posts from which this article evolved! What emergency plans have you made? Have you ever had to use them? What do you wish you had more information about? Let’s work on ideas to make all of us more disaster-resistant.

NOTES


Sarah Lindholm has over a decade of experience translating Japanese anime and films. She spent several years working in-house for two different U.S. distributors, seeing the entire localization and release process from the inside. In addition to her freelance business, she is currently the quality assurance translator at FUNimation/Group 1200 Media, where she spends her days making anime translations more accurate across the industry through periodic peer review and continuing education initiatives. She blogs at http://sal.detailwoman.net. Contact: sarahalys@gmail.com.
Bilingualism in the Classroom: ATA’s School Outreach in Action

With the demand for professional language services increasing, informing students about this fascinating career option is becoming more and more important. Why not help promote our profession to students in your community by making a School Outreach presentation?

This year’s ATA School Outreach Award went to Molly Yurick, a Spanish-English translator and interpreter based in Oviedo, Spain. She won free registration to ATA’s 56th Annual Conference in Miami, Florida, for a photo taken during her presentation to students about the importance of translation and interpreting.

Molly’s winning photo shows a group of eighth-grade students introducing themselves in their native languages with colorful speech bubbles. The hands-on art project was just one of the activities Molly prepared for students at the Instituto de Educación Secundaria Cuenca del Nalón in the city of La Felguera in northern Spain.

An article in The ATA Chronicle about 2014 School Outreach Contest winner Jenny Stillo originally sparked Molly’s interest in School Outreach. “It looked like fun,” she says. ¹

Connecting with a multilingual audience
Molly selected this particular school for her School Outreach visit because of its bilingual program, where part of the curriculum is taught in Spanish and another part in English. The students in the class Molly visited had multicultural and multilingual backgrounds—hailing from Romania, France, Morocco, and Russia—and for quite a few of them, Spanish was not their native language. In Molly’s eyes, this was another reason why her presentation would spark her audience’s interest.

Molly also liked the teacher’s creative and open approach to teaching. He was immediately excited when she suggested a school visit to talk about translation and interpreting. Together, Molly and the teacher considered the best-suited age level and brainstormed an idea for the photo.

After gathering ideas from the wealth of material and activities available in the School Outreach section of ATA’s website (www.atanet.org/ata_school), Molly decided to prepare an original presentation geared specifically toward the students she would be visiting. For the first part of her presentation, she introduced the students to the work of translators and interpreters and showed them in what fields they usually work and specialize.

During the second part of her presentation, Molly put the students to work. She showed them real-life examples of not-so-accurate translations from English into Spanish, to which the students reacted with bursts of laughter. Molly then cleverly entered the original text into Google Translate and had the students evaluate the results. She then asked them for ideas on how to fix the translations. “They translated too literally at first, but in the end they got the hang of it. I was very proud of them,” she says.

Using a hands-on activity to promote the profession
For her planned group activity, Molly asked students to write “My name is…” in their native languages, which included Spanish, Romanian, French, Arabic, Russian, and the local dialect, Asturian. She noticed that not all of the students were able to do so by themselves and needed help from their parents. For instance, a boy from Russia and a boy from Morocco could not write the Cyrillic and Arabic characters of their native languages. Molly remembers that one boy...
came back to school with the entire Arabic alphabet and got a kick out of writing all of his schoolmates’ names in Arabic.

While creating their own speech bubbles to use in the photo will stay in the students’ memories as the best part of the presentation, Molly’s favorite part was when a student came up afterward and said that he wanted to become a translator. Molly says another great moment was when students realized that “they could do a better job than Google Translate with a little bit of practice.”

A LONG-TIME PROMOTER OF MULTICULTURAL EDUCATION

Molly is a native of Minnesota and double-majored in Spanish and global studies at the University of Minnesota. An additional certificate in medical interpreting helped her land her first job as a language professional.

Later on, Molly applied for the Cultural Ambassador Program in Spain and managed to get an assignment. She liked it so much that she continued replying (successfully) for open positions, which gave her the chance to assist local English teachers all over Spain. At the same time, she started her translation career as a part-time freelancer.

For the past five years, Molly has been living in Asturias, Spain. Since the beginning of 2015, she has been working as a full-time Spanish<>English freelance translator specializing in translations for the tourism, hospitality, and airline industries. She has taken several classes on the culture and history of Spain, which has helped her build her professional portfolio in these fields.

JOIN THE SCHOOL OUTREACH EFFORT

As winner of the School Outreach Contest, Molly received free registration to ATA’s 56th Annual Conference in Miami in November. As a conference first-timer, she was very excited to take advantage of this opportunity and make new contacts in the field. In the end, her successful visit to share her profession in the classroom brought her to a valuable—and fun—educational event of her own at the conference.

Now it’s your turn to promote the language professions to future generations and possibly share your experiences with your fellow colleagues at the next ATA conference. The 2015–2016 School Outreach Contest is now open for photo submissions. The winner will receive free registration to ATA’s 57th Annual Conference in San Francisco, California, November 2-5, 2016. For more information, visit www.atanet.org/ata_school/school_outreach_contest.php.

NOTES

**Call for Nominations: ATA Directors**

The 2016 Nominating and Leadership Development Committee is pleased to announce the call for nominations from ATA’s membership to fill three directors’ positions (each a three-year term). Elections will be held at the Annual Meeting of Voting Members on Thursday, November 3, 2016, in San Francisco, California.

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.

2016 NOMINATION 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, 2016. 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.

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**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](http://www.atanet.org/membership/memb_review_online.php).
2015 ATA Honors and Awards Recipients

ALICIA GORDON AWARD FOR WORD ARTISTRY IN TRANSLATION

Sara Nogueira Lago
Sara Nogueira Lago is the recipient of the Alicia Gordon Award for Word Artistry in Translation for her translation into Spanish of Willie Fitzgerald’s *What’s Confusing*, a short prose piece that appeared in the January 2015 issue of the *Pacifica Literary Review*, a small literary arts magazine based in Seattle, Washington.

Sara is a literary translator who was born, raised, and educated in Galicia, Spain. She has always been passionate about both English and books, especially contemporary North American fiction. A former elementary school teacher, she currently works in New York City as a freelance English>Spanish translator. She has more than two years of experience, mostly in the health and cosmetics fields. She has a BA in English language and literature from the Universidade de Vigo, as well as a master’s in teaching qualification and teaching English as a foreign language from the Universitat Pompeu Fabra.

Willie Fitzgerald is the co-founder and creative director of APRIL, an annual festival of small and independent publishing. His writing has appeared in *Hobart, Everyday Genius, Poor Claudia, City Arts Magazine*, and the *Pacifica Literary Review*.

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.

MARIAN S. GREENFIELD FINANCIAL TRANSLATION PRESENTATION AWARD

João Vicente de Paulo Júnior
João Vicente de Paulo Júnior is the recipient of the 2015 Marian S. Greenfield Financial Translation Presentation Award.

ATA and the American Foundation for Translation and Interpretation offer this prize to recognize an outstanding presenter of a financial translation session during ATA’s Annual Conference. João presented one advanced session at this year’s Annual Conference in Miami.

João’s session, “Making Financese and Economese Sing” (presented in English and Portuguese), dealt with the language of international financial institutions. He discussed simple, yet effective solutions for translating financial terms. Attendees learned how to make their translations more natural and reader-friendly, as well as credible in the eyes of specialists.

João is a Brazilian Portuguese financial translator with 18 years of experience. He has a BA in translation from the University of Brasilia, Brazil, where he was a translation and English instructor for two years. He also worked as a staff translator for eight years at the International Monetary Fund headquarters in Washington, DC. He has been a freelance translator for the past six years. He has given presentations at translation conferences and colleges all over Brazil on topics such as financial translation, machine translation, and the business aspects of the profession.

Marian S. Greenfield is a past president of ATA (2005–2007) and the New York Circle of Translators. Currently, she is the president of the American Foundation for Translation and Interpretation.
the past chair of ATA’s Professional Development Committee. She is the owner of msgreenfield Translations. She has worked in the translation industry for over 30 years. A translator in New York’s Financial District for 20 years, she is the former manager of translation services at JP Morgan. She is a translation industry consultant, Trados instructor, and freelance Spanish, Portuguese, and French into English financial and legal translator. She has taught at the University of Chicago, New York University, and the University of Puerto Rico.

HARVIE JORDAN SCHOLARSHIP
Armando Ezquerra Hasbun
Armando Ezquerra Hasbun, a federally certified court interpreter and ATA-certified English-Spanish translator, is the recipient of the 2015 Harvie Jordan Scholarship.

Armando was born in Lima, Peru. He has degrees in psychology, international studies, and Spanish. He is also certified as a state court interpreter, and is certified as both a translator and interpreter by the National Association of Judiciary Interpreters and Translators. He works as a legal interpreter, conference interpreter, grader, lecturer, trainer, and industry consultant. He is a professor of translation and interpreting studies at La Salle University, where he explores how academic preparation enhances translator and interpreter performance in the field. He has published on topics of interest to the profession and is often engaged as a speaker at industry, trade, and educational events. He currently serves as co-chair of the Professional Development Committee of ATAs Spanish Language Division.

Armando is honored to have been selected and wishes to share this recognition with the entire leadership of his local ATA chapter, the Delaware Valley Translators Association.

Harvie Jordan was the first assistant administrator of ATAs 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.

UNGAR GERMAN TRANSLATION AWARD
Susan Bernofsky
Susan Bernofsky is the recipient of the Ungar German Translation Award for her translation of Jenny Erpenbeck’s The End of Days (New York: New Directions and London: Portobello, 2014).

The End of Days consists essentially of five “books,” each leading to a different death of the same unnamed woman protagonist. “How could it all have gone differently?” the narrator asks in the intermezzos. The first chapter begins with the death of a baby in the early 20th-century Hapsburg Empire. In the next chapter, the same girl grows up in Vienna, but her strange relationship with a boy leads to her death. In the next scenario, she survives adolescence and moves to Russia with her husband. Both are dedicated Communists, yet the heroine ends up in a labor camp. But her fate does not end there. A novel of incredible breadth yet amazing concision, The End of Days offers a unique overview of 20th-century German and German-Jewish history.

Susan Bernofsky, former chair of the PEN Translation Committee (2011–2014),
2016 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 2016 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 by AFTI 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 Lewis Galantière Award is given for a distinguished book-length literary translation from any language, except German, into English published in the United States. The award is bestowed biennially in even-numbered years.

- The Marian S. Greenfield Financial Translation Presentation Award is offered by AFTI 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.

For complete entry information and deadlines, visit www.atanet.org/membership/honorsandawards.php.

is the translator of eight books by the Swiss-German modernist author Robert Walser, as well as novels by Jenny Erpenbeck, Yoko Tawada, Hermann Hesse, Gregor von Rezzori, and others. The recipient of the 2015 Independent Foreign Fiction Prize, the 2015 Oxford-Weidenfeld Translation Prize, and awards from the PEN Translation Fund, National Endowment for the Arts, National Endowment for the Humanities, American Council of Learned Societies, and the Lannan Foundation, she is currently writing a biography of Robert Walser and translating a novel about polar bears by Yoko Tawada.

The Ungar German Translation Award is bestowed biennially in odd-numbered years for a distinguished literary translation from German into English that has been published in the U.S.
Welcome to the first installment of Our World of Words (OWOW), a new column in The ATA Chronicle that will take a look at the language services industry through a series of interviews. We translators and interpreters sometimes think we’re a world unto ourselves, but of course we are part of a much larger universe of linguistic functions, disciplines, and hierarchies. OWOW will explore some of the neighboring planets in our universe, such as the agency world, the university world, and the publishing world, in conversations with an agency project manager, a university professor of translation, a UN interpreter, a lexicographer, and so on.

Now I would like to introduce Cressida Stolp, the senior project manager at Divergent Language Solutions. As it turns out, Cressida and I have an Argentine connection. After graduating from University of California Santa Cruz (2004) with a BA in global economics, then studying in Cordoba, Spain, she spent three years in San Carlos de Bariloche, Argentina, where she taught English and worked as an editor for Spanish translations. She then took an intensive interpreting course at the Granada Institute of International Studies in Spain, and went on to graduate with an MA in translation and linguistics from the University of Westminster, London (2012). With a solid education under her belt, Cressida says that she, “knew I wanted to be a freelance translator.” Recognizing the challenges of entering the field with relatively little experience, she joined Divergent Language Solutions in San Francisco as an assistant project manager. Two years later, she is now the senior project manager, training new project managers as they’re added to the team. Cressida was the lead project manager in the company’s largest project to date, coordinating some 200 linguists to translate over 2 million words into 14 languages. “My goal is to learn the industry from the inside before ultimately venturing into the world of freelance,” she says.

Countless translators have already taken that step. Though some work directly with their clients, many rely on agencies that handle a vast amount of translation and interpreting business, so I was interested to hear what a project manager like Cressida had to say on a number of matters.

Divergent is a full-service translation and interpreting agency specializing in the legal and medical fields. What is the approximate breakdown of the company’s translation and interpreting business?

Roughly speaking, our services are split as follows: 40% legal/business, 40% medical, and 20% technical. About 5–10% of our projects involve interpreting.

Are you involved in the recruiting and vetting of potential translators and interpreters? How is that process handled?

I’m involved in the recruiting and vetting process. We have a set of test documents for specific fields that allow us to compare new translations with previous versions. We have a database of trusted linguists whom we hire to evaluate the translation tests and identify the potential translators’ strengths and weaknesses. Once linguists are approved, they are included in the regular rotation.

New translators and interpreters want to know how to get started, and those who are established want to know how to expand their businesses. What specific advice would you give to those who want to apply to an agency and get into its system as a regular provider?

Providing a clear description of your experience—including your experience outside the translation industry—on your CV is a good way to break into the system. You may have gorgeous linguistic skills, but we can’t know that until we test you. In order to make it to that stage, we should be made aware of your specializations and your experience in those fields. Of course, the best way to draw attention to yourself is to have someone else provide a referral. If a mutual contact or someone in the field gives us your name, we trust them to introduce us to linguists of the same caliber as those we already employ.

What do you look for in a résumé?

We receive 10–20 résumés and CVs every day. Some linguists stand out because they have years of experience in a particular field or because they work in language pairs that are hard to find.

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For new translators working in the more common language pairs, what we look for is real-world experience in their fields. For instance, do they have an MBA or a Juris Doctor? Have they worked in a bank? Can they produce work that matches the standards of their specialized fields? These are important distinctions for those who want to show that their translation skills are based on something more substantial than a three-month backpacking tour in Italy.

How much weight does ATA certification carry when evaluating a translator as a potential provider?

When searching ATAs online directory for a linguist, I first look for those who are ATA-certified. Although we have our own internal vetting system, this will at least tell me that the linguists who are certified want to set themselves apart from the rest. We can’t know if their linguistic capabilities are better than those who haven’t taken the exam, but it shows that they take themselves and their businesses seriously enough to market themselves in this way.
In your opinion, what are the benefits to a translator of working with an agency? I spend a large portion of my day managing clients and their expectations. They may be lawyers who send 80 separate documents, each one more urgent than the last, or clients with redlines or rush translations. As an agency, we filter all the frenetic activity during pre-production so that the translator can focus solely on the task of translation.

The company brochure talks about strict quality control guidelines at every step of the translation process. How are those controls implemented? We test our translators for their specific capabilities and assign projects to those who are comfortable with the particular subject matter. We provide them with style guides and glossaries and put them in touch with other linguists when the project is large enough to require a group effort. We have trusted teams of editors, desktop publishing editors, and proofreaders. We also allow a comfortable cushion of time on the back end to implement quality and formatting checks.

Does the agency provide feedback for translators and interpreters? When a linguist requests specific feedback, we’re happy to oblige. Occasionally, clients will express feedback of their own, which I pass along to the translator or interpreter so that he or she receives acknowledgement for a job well done, or else becomes aware of the areas where improvement is needed.

What are the top three qualities your company looks for in a translator? We look for high-quality translations, attention to detail (punctuality included!), and strong communication skills. This can range from asking questions or being quick to respond.

What are the top three qualities your company looks for in an interpreter? The top three skills we look for are experience in the particular field, professionalism (this also includes punctuality!), and strong, articulate communication skills. A brief phone conversation can tell a lot about what kind of interpreting services a linguist will provide.

Can you tell me something about the logistics of managing a huge project? For large multi-language projects, organization is the key. At a project’s inception, a thorough evaluation of the material and the size of the content is imperative to construct a plan for a project that can often span several months. Spreadsheets are my friends! We track every file, linguist, production stage, and the individual deadlines. We update glossaries, translation memories, and style guides whenever possible. I also keep extensive e-mail records with clients regarding their specific needs. When managing a very large multi-document project, there is a learning curve at the beginning as we coordinate a new team of linguists to work together as efficiently as possible. Once everything is smoothed out, there is something very fluid and enjoyable about the routine of the workflow. There are less chances for surprises. I often prefer managing these large, rolling projects over the smaller, more fast-paced turnarounds.

From your perspective, what are the growth areas for translation and interpreting, both in the U.S. and in the global arena? Being based in San Francisco, most of our interpreting services are for the technology industry. As San Francisco continues to attract startups and tech companies from around the world, I believe there’s great opportunity for all language pairs in the tech field. This applies to translation as well. Technical projects are often the most difficult to place because there is only a small pool of highly specialized technical translators.

Computer-assisted translation (CAT) is obviously here to stay. How much of this sort of work does your company handle? Do you provide CAT tools to the translator? Which market sectors will be most affected by CAT in the future? We try to use CAT tools whenever possible. For longstanding clients, it’s the best way to ensure consistent terminology and to maintain our high expectations of quality. We don’t provide CAT tools, but do provide user-friendly files to linguists, depending on their capabilities and the programs they have at home. We use Wordfast because it has proved to be extremely user-friendly. I believe that the pharmaceutical and technology fields will continue to benefit from CAT tools in the future. The impact that CAT tools have on longer-standing legal projects is particularly relevant.

Is there a future for translators who do not use CAT tools? If so, in what fields? All that said, I believe it will be a very long time before CAT tools are able to produce anything comparable to human translation. There are too many nuances and implied meanings in each language and the cultures they represent. Trying to capture them is the most challenging aspect of translation, and it takes an empathetic, highly critical human to do it. As long as there are lawyers and doctors there will be a need for human translators. That’s because they cannot afford mistranslations in these fields.

I don’t want to ask any specific questions about rates, but is there anything you would like to say about rates, rush rates, translation versus editing rates, interpreting rates, etc.? Every client and every project is entirely unique. We may have to drop our rate to win a bid or add a rush rate to compensate for a linguist working quickly to meet a deadline. We’re always negotiating rates with our clients. We ask that they be flexible when we need to negotiate. Likewise, we will be flexible when they feel the need to negotiate. The industry is altogether subjective!

Thank you, Cressida, for your time and your insights. I hope our readers have enjoyed this interview. I look forward to meeting more professionals like you for the next installment of Our World of Worlds.

NOTES
1 www.divergentls.com/about/index.php
2 ATA’s membership is broken down as follows: 70% independent contractors; 10% private sector employees; 10% company owners; 6% educators; and 4% government employees (including military).

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
How I Found My Passion in Business and Why You Should Too

When you’re running a business, sometimes you may feel a bit out of touch with your vision and goals. It’s normal to feel like this at some point in our careers. Everyone has eventually felt tired or demotivated. Don’t panic! This is the time to step back and see why we feel the way we do and to review what we did in the past that kept us motivated about our businesses. I’m obsessed with analyzing and planning everything. And yes, motivation is something that can be planned. So, let’s look at some of the ways we can rediscover our motivation.

WHY DO YOU DO WHAT YOU DO?

For me, this seems like the best first step toward rediscovering your motivation. Before setting up your business or working on your first project, you must know why you do what you do. Everyone in business out there knows what they do. Some of them have even thought about how they do what they do. However, how many of you have ever thought about why do you do what you do?

In my case, I know that I offer translation, interpreting, and copywriting services. I do this by focusing on my clients’ needs and specializing in business, law, finance, and marketing. However, why am I doing all this?

This is a question I asked myself a few years ago when I was starting up. I turned the answer to this question into my unique selling proposition and published it on my website so as not to forget what I’m working for:

“I am aware of how languages can influence professional environments. Honing communication between two cultures has become crucial in today’s globalized world. And that is what I do by means of my translation and interpreting services. Small and medium enterprises and individuals are now able to overcome cultural and linguistic barriers to spread their message and make a big impact on an international scale.”

My passion was (and still is) helping businesses to expand in other marketplaces.

If you’re interested in this business approach, I can’t recommend author and motivational speaker Simon Sinek’s TED Talk, “Start with Why,” highly enough.¹

WHY DO I NEED TO FIND MY PASSION IN BUSINESS?

When you are starting your own business, be aware that there are probably already businesses out there that are doing the same thing you want to do, and many of them are most likely doing it better. However, you probably don’t share the same passion with them. That’s something that makes you unique and stand out from the crowd. Here are some of my objectives that help drive my passion to help my clients, and my business, succeed.

1. To work with people that believe in what you believe. A few years ago, I decided to stop bidding for translation/interpreting assignments. (I’m sure that all translators and interpreters who are reading this know that bidding is a very common way of doing business in the industry.)

Some people may think that I’m closing doors to new business opportunities and even losing money. However, people who post jobs for translators to bid on probably don’t share my business objectives. Some probably look for the cheapest translators out there. Fair enough, if that’s what they want. However, all my clients care about is quality for their businesses. They know that by hiring me, their assignments will be focused on the success of their businesses, because that’s my passion and I make sure they know it.

2. To build a loyal community. When a business is looking to hire a freelancer, they also look for people who share the same views. When the vision of two businesses connect, you’ll be more likely to gain a loyal client who will rely on you for his or her assignments.

3. To split up your passion into small goals and create an action plan. This is where my obsession for planning everything comes in handy. When you’re sure about your passion in business, you know where you want to be. Now, we’ll have to analyze how we want to get there. You can start asking yourself the following questions:

   Where do you see yourself in six months?
   Where do you see yourself in one year?
   Where do you see yourself in five years?

Each answer can be split up into monthly goals, and all these goals can be divided into weekly goals. By doing this, you’ll be ready to implement an action plan that’s manageable.

4. To be motivated. Always keep your passion in mind. Every time you think that you’re lost or lacking this motivation, come back to your passion and evaluate what happened. Maybe something changed in your passion that you need to address to revive your business, or maybe you simply forgot why what you do makes you happy.

What about you? What’s your passion in business? How do you keep being motivated with your business? I’d love to hear from you.

NOTE


David Miralles Pérez is a sworn translator and interpreter in Edinburgh, Scotland. He provides translation, interpreting, transcreation, editing, and proofreading services. He specializes in law, economics, business, and marketing. You can find his blog at http://circalingua.com. Contact: david@circalingua.com.
Zen and the Art of Interpreting (When You Really Wish You Could Say What You’re Thinking!)

The following was originally published in Proteus, the quarterly publication of the National Association of Judiciary Interpreters and Translators.

During a pre-sentencing interview with a man who pled guilty to fatally stabbing a stranger “by accident,” I must say I could almost see an embodied form to the protests taking shape inside my brain. The vision was similar to a cartoon where the angel and the devil sit on either shoulder egging on the hapless human, except in this case, the drawing depicted a fight between myself as a professional interpreter and my sense of righteous indignation.

It was a difficult battle, but Interpreter Me managed to contain Sense of Outrage Me long enough to finish the interview. It wasn’t just the fact that the limited English proficient (LEP) individual for whom I was interpreting had murdered someone. It was his whole demeanor. He looked genuinely apologetic, the way I would feel humbled if I slammed a door on someone’s finger unwittingly. (Except in my scenario, no one died.) He alleged true regret, and I actually believe he felt sorry—which makes what he did much more unbelievable.

There is more to the story, including my Sense of Outrage kicking and screaming at the admission to the fact that he “had not acknowledged” his only son born back in his home country or that he “didn’t remember” his son’s mother’s name. Like I said, with some difficulty I shut up my inner voices and finished interpreting the interview.

While I must say I feel pretty secure in my right to judge murderers, rapists, and other Really Bad People, there is a linguistic dilemma posed when one’s angry thoughts start overtaking the brain. What’s more, there are other areas of criticism and judgment that are more difficult to justify.

Yes, the bilingual attorney is extremely irritating when he objects to a client’s utterance before you have interpreted it, interrupts you, and then corrects your interpretation. Yes, the couple arguing to the judge over who has to pay their kid’s medical bills is behaving like a pair of selfish five-year-olds whining to their mom. And yes, it’s frustrating when your clients whisper, mumble, don’t wait for you to finish, and in other ways put your interpreting skills to the test. On the other hand, who among us hasn’t interrupted someone, talked fast, or said unfortunate things to a spouse?

Here’s the thing. Our clients are human and so are we. All of us hear, think, and react. But the art of our profession as interpreters manifests itself in how we process our reactions. I truly think becoming an interpreter has made me calmer. I simply must put everything out of my mind except for meaning and language if I’m to do my job effectively.

Mindful focus and concentration become paramount, and with practice we can hone in more precisely on what people are saying. Background noises don’t bother us as much, and we become skillful in letting things go.

I will dare to say that with practice, we can also cultivate a more empathetic and open mind. The key phrase here is “with practice.” Empathy doesn’t necessarily come naturally, and it helps to purposefully inject some perspective. As fate would have it, I simply don’t often associate with the demographic for whom I interpret in court, and this can distance me and make me more judgmental. That’s why, while interacting with friends and acquaintances on a recent trip to Honduras, I took the time to think, “these are people who, if they were going through a rough time right now and found themselves in my New Jersey courtroom, would need me to interpret. They might not understand how to speak in a way that would make interpreting easy. They might behave childishly to their ex-husbands and wives. On the other hand, they are normal people with everyday struggles and diverse personalities.”

In other words, I took the opportunity to see my LEP clients in context. Then, when I returned home with a fresh dose of perspective to accompany my Honduran mosquito bites, I practiced kindness.

Being nice takes practice. But when we go into an interpreting situation with the understanding that everyone deserves respect, it becomes that much easier to concentrate on doing our jobs. And then, even in truly challenging interpreting situations, situations where we think maybe they don’t deserve any respect at all, we’ve still learned to set aside those angry, sad, or outraged voices in our heads.

As luck would have it, we are interpreters. It turns out that passing judgment is the judge’s job, not ours. And thank goodness for that!

Athena Matilsky fell in love with Spanish the year she turned 16. She chose it as her major at Rutgers University and selected a focus in translation and interpreting. After graduation, she taught elementary school in Honduras and then returned home to begin freelancing as a medical and court interpreter. She has since achieved certifications as a healthcare interpreter and a federal court interpreter, and works full-time for the New Jersey Superior Court. She is the editor-in-chief of Proteus, the quarterly publication of the National Association of Judiciary Interpreters and Translators. Contact: athena.matilsky@judiciary.state.nj.us.
Machine translation (MT) and post-editing are inextricably connected for many within the translation world. No matter how good MT output might be, it cannot be trusted for publication-ready quality without a human post-editor evaluating the accuracy and correcting the translation. There are some exceptions, such as the Microsoft knowledgebase, but even that is post-edited, albeit with the P3 (post-published post-editing) process, a form of end-user post-editing that is strongly advocated by Chris Wendt, who leads Microsoft’s program management team for MT development.

Although it might have gone almost unnoticed in the “MT camp,” professional translators’ real use of MT is integrated increasingly into existing processes. True, there are still the “traditional” post-editors who work primarily on raw MT, but as any translation vendor who has tried to hire one can tell you, they’re hard to find. Why? Well, it’s a process for which the typical translator wasn’t trained, and it generally doesn’t match the expectation that translators bring to their jobs. Recognizing both this situation and the existence of valuable data, even in publicly available general MT engines, translation environment tool vendors looked at ways to bring that data into the workflow (aside from just displaying full-segment suggestions from MT systems that often aren’t particularly helpful). Here are some examples:

- A number of tools, including Wordfast Classic and Anywhere, Trados Studio, Déjà Vu, and CafeTran, use auto-suggest features that propose subsegments of MT suggestions (which invariably are more helpful than the whole segment). In some cases, such as with Wordfast and Déjà Vu, these even come from a number of different MT engines.

- Déjà Vu uses MT fragments to “repair” fuzzy translation memory (TM) matches.

- Lilt also uses MT to determine subsegment matches in TMs so that even a TM with very little content can produce valid subsegment suggestions. (Freelance translator Kevin Flanagan developed Lilt as his PhD project at Swansea University. Kevin now works for SDL, and his technology will surely see the light of day in various SDL products.)

- Star Transit uses a process called “TM-validated MT,” in which the communication goes the other way: content in the TM is used to evaluate MT suggestions. A similar process is currently being developed for OmegaT.

- Lift uses MT to identify subsegment matches in TMs so that even a TM with very little content can produce valid subsegment suggestions. (Freelance translator Kevin Flanagan developed Lift as his PhD project at Swansea University. Kevin now works for SDL, and his technology will surely see the light of day in various SDL products.)

- Another tool, Lilt, uses a system that updates the MT engine with every finished segment and interactively changes the MT suggestion with every word you enter.

It’s clear that the old, used-up paradigm of being paid by the word will no longer work for a good part of the translation world.

This column has two goals: to inform the community about technological advances and at the same time encourage the use and appreciation of technology among translation professionals.
And there is clearly more to come in the creative use of MT as a productivity aid to the professional translator.

Considering all this, it’s clear that the old, used-up paradigm of being paid by the word will no longer work for a good part of the translation world. Why? Because what we first tried in the infancy of TM in the 1990s—when we didn’t tell our clients that we’d implemented new ways of reusing content and were able to really jack up our profits heavily for some projects—it isn’t going to work anymore. We’re past that kind of clandestine dealing, both in an ethical sense and in a general 21st-century kind of way where processes are much more transparent.

With TM-based translation, it was eventually relatively easy (though painful for some) to share some of the savings with clients (whether language services providers or direct clients). There’s no translation environment tool that doesn’t allow for a perfect/fuzzy match and repetition analysis, and it was (and is) a matter of negotiation between you and your clients on how to deal with those.

When post-editing MT entered the picture more prominently some five or so years ago, new ways of finding compensation had to be developed. Some used a time-based paradigm, some an assumption that MT in general equals the quality of a certain percentage TM match. But probably the most transparent measurement was to calculate the edit distance (i.e., measuring how many edits were made to any one segment, which then could be used in a fuzzy-match-like scheme to come up with a fair compensation).

New technology—particularly the way we use MT—has evolved into an activity that I think is virtually impossible to measure. MT is no longer post-edited but is deeply integrated (and will be forever more) into our existing processes, and there might be many different MT sources that provide resources for us rather than just one. Will it make us more productive? Well, it had better, otherwise there’s no good reason for us to use it in the first place. Will the added productivity be consistent enough to use as a measuring mechanism? I’m absolutely certain that’s not the case.

So what do to?

At a recent conference in Reykjavik, it was suggested that this evolving technology will require us to move away completely from pricing by the word, line, or page and learn how to quote by project and/or time. It makes sense. After all, virtually everyone else in the professional world (outside of translation) operates this way. You can imagine what the immediate response was: “My clients will never go for that!” Well, maybe not, but we were the ones who taught our clients to expect quotes on the basis of word counts. Now that it’s moving into the realm of the impossible, it can be up to us again to teach our clients that we now charge differently.

Comparative pricing for any given project will help our clients understand the ultimate benefit to their bottom line.

I can’t wait to throw off the shackles of word counts and operate like a professional who can figure out how much to charge for a project, just like my electrician or lawyer.
Intention to Healthcare for Spanish-Speaking Interpreters and Translators is an updated version, based on the 2013 edition. The 2015 publication now provides Spanish glossaries and a chapter dedicated to the U.S. insurance system—details that make this resource stand out from others of its kind. As the authors describe, this book is a resource for those who are not formally trained as healthcare professionals. Even so, it is an introduction that will certainly serve as a useful tool to professors in translation and interpreting programs, interpreter trainers, and beginning professionals in the translation and interpreting fields.

Usefulness
Students in one of the authors’ courses influenced the layout of the book. The format seems to bode well for the audience, as it is organized logically. While the authors do state that the book is not meant to be comprehensive or go into the finer details of each topic, it does very much give readers a thorough introduction to various specializations in the medical field and terminology used in several Spanish dialects.

Overall Evaluation
This introduction into healthcare interpreting is one not to be missed for those entering the profession. While it would be quite difficult to discuss all specializations and settings a healthcare interpreter might encounter, the authors did a thorough job of covering the most common situations an interpreter might face, as well as general discussions of issues that interpreters face on a daily basis. Translators are also very well served by this book, as it can provide a deeper sense of a patient’s condition or situations in which he or she might need specific forms or information translated for patients in a clinical trial, which is meant to be an overview of the informed consent process, this chapter might be enhanced by including a discussion on informed consent forms for patients in a clinical trial, which tend to be more extensive than those utilized for routine procedures.

Part III may be the one that students in an introductory class or training course will be most eager to read, as it delves into healthcare specialties and delivers various specialty-based glossaries practical to healthcare interpreters and translators, in addition to common abbreviations and illustrations of related anatomy. For example, in Chapter 25, the section on the pancreas offers a description of types and symptoms of diabetes, complications, diagnostic tests and their abbreviations, and an illustration of insulin resistance. The visuals found in Part III very much enrich readers’ understanding of conditions and human anatomy.

Part I provides a general overview of the healthcare interpreting profession, as well as a description of the interpreter’s role, the code of ethics, and the responsibilities associated with the profession. Chapter 4, in particular, provides an overview of the U.S. insurance system, a topic that has seen controversial changes as of late, but one which healthcare interpreters and translators would be well served to learn more about. The authors touch on many types of insurance, coverage exclusions, billing, and the recent Affordable Care Act. A special highlight of this chapter is the glossary of insurance terms.

In Part II, the reader will find 12 chapters dedicated to healthcare settings, including specialty clinics, different hospital departments, and more in-depth information on diagnostic tests, hospital procedures, admission and discharge, common explanations for admission to the emergency room, and pre- and post-operative procedures. Chapter 9 discusses informed consent, a subject of great importance to both healthcare interpreters, who are present to interpret during consent, and translators, who often translate such forms. While meant to be an overview of the informed consent process, this chapter might be enhanced by including a discussion on informed consent forms for patients in a clinical trial, which tend to be more extensive than those utilized for routine procedures.

Two resources that may prove incredibly useful, both on the academic level for Spanish<>English interpreting students and faculty, and on the practical level for professional interpreters, are Introduction to Healthcare for Spanish-Speaking Interpreters and Translators, by Ineke H.M. Crezee, Holly Mikkelson, and Laura Monzon-Storey; and Understanding Patients’ Voices: A Multi-Method Approach to Health Discourses, edited by Marta Antón and Elizabeth M. Goering. The former would also be a welcome addition to translators’ bookshelves, especially those who are fairly new to the profession. The latter offers a more advanced look at research design, methodology, and interdisciplinary work involving discourse among diabetic patients.

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Take your business seriously in 2016. Renew your ATA membership and put it to work for you! It’s easy to renew online. Just go to www.atanet.org/membership/renew.php.
Diabetes is a disease that affects 29.1 million people (9.3% of the population) in the United States. The authors of *Understanding Patients’ Voices: A Multi-Method Approach to Health Discourse* examined the self-management of diabetes by using an interdisciplinary approach over a period of several years. While such a volume may not seem that useful to interpreters or translators at first, those who wish to take a closer look at how language use and the management of a chronic disease relate will find the authors’ approaches intriguing. Readers may even take this new perspective into account when translating or interpreting similar topics from the source language into the target language.

**Content**

This book is also divided into three parts. Part I focuses on the research design with an overview of health discourse and chronic disease management. Antón and Goering also describe the different methods used for analyzing the data gathered from interviews of 65 patients with type 2 diabetes. By including nine interview sections, the authors were able to ask patients to describe their experience with diabetes and their feelings about managing the disease. Interviewees were also asked to give a description of their outlook on life, adherence to medication, and various other areas of importance to their methodology. The authors used formulated questions to determine whether there is a relationship between patients’ management of the disease and their proficiency in English.

In Part II, the authors describe their data analysis approaches, explaining the use of corpus-based methods in studying how patients express themselves. They also touch on the use of metaphors diabetic patients use to talk about their conditions in their own words. They found that metaphors of “error” and “disequilibrium” are often used in descriptions.

Antón also shares how the linguistic expression of agency and the degree of usage in patients who self-manage diabetes can differ between Spanish-speaking and English-speaking patients. She notes that Spanish-speaking patients tend to talk with a higher frequency of agency when discussing food and medication, while English speakers do so more when talking about medical management and source of information. Antón recommends that healthcare providers know more about a patient’s culture and history to better understand the way he or she expresses diabetes self-management. I would argue that interpreters, and possibly translators, if dealing with written surveys, should also be aware of these factors and how they can affect one’s expression of dealing with chronic diseases and adherence to medications.

In Chapter 7, Antón, Ulla Connor, Kathryn Lauten, and Stephanie Balunda delve further into the contrast of healthcare literacy between English-speaking and Spanish-speaking patients in the U.S. healthcare system. They found that different ethnicities prefer different sources of health information. For example, while Spanish speakers prefer information to be oral, English speakers gave a higher rating to print material. The author also gave subjects a reading comprehension test. Their results show that “… 36% of SS [Spanish-speaking] patients were not able to extract basic information from a PIL [patient information leaflet] in Spanish, a common source of information about medications.” This chapter may be of special interest to interpreters and translators who regularly interpret in clinical settings. Although patients receive a vast amount of information in written form, interpreters and healthcare providers should be aware that a patient’s level of literacy may limit comprehension and access to information about a condition and how to manage it. This can result in misunderstandings and additional health issues for the patient if ignored.

**Overall Evaluation**

The authors conclude this volume by discussing how these interdisciplinary approaches to their research may apply to the practice of providing care to patients with diabetes. While healthcare interpreters and translators may not consider this book useful at first glance, it’s clear that the discourse analysis discussion and examples given by the authors based on their interviews provide a different view of language use in self-management discussions. This perspective is one that will inspire interpreters and translators to listen or read more carefully when working into the target language so as to fully embrace the spirit of the speaker’s message.

**NOTES**


![Madalena Sánchez Zampaulo](http://www.atanet.org)

Madalena Sánchez Zampaulo is the owner and chief executive officer of Accessible Translation Solutions. Although she began her career as a medical interpreter, she specializes in Portuguese and Spanish into English medical and life science translation. A graduate of the University of Southern Mississippi, she has a master’s degree in Spanish from the University of Louisville. She has served two terms as the Administrator of ATA’s Medical Division and is the chair of ATA’s Public Relations Committee. She was elected to ATA’s Board of Directors in 2014 for a three-year term. She is an active member of Women for Economic Leadership and Development and has served as a mentor for the Latina Mentoring Program in Columbus, Ohio. Contact: madalena@accessibletranslations.com.
One Member’s Tips on How to Prepare for ATA’s Certification Exam

There are so many ways you can prepare to take ATA’s certification exam. Here are just a few tips from a fellow exam taker.

There’s no question that ATA’s certification exam is challenging. The good news is that there are effective ways to ready oneself. Had I not prepared extensively, I highly doubt that I would have passed the Spanish>English exam on the first try.

The certification section on ATA’s website has a wealth of information about preparing for and taking the exam, and I cannot overstate the importance of reviewing these guidelines carefully.1 In addition to all the great information ATA provides, I believe that sharing my personal experience about taking the exam may be helpful to prospective examinees.

IT’S COOL TO PRACTICE

It was very helpful to have taken an ATA practice test. This allowed me to gain a better understanding of my areas for improvement before actually taking the exam. At a fraction of the price of the real exam, I felt that the practice test was a great deal, with the added benefit of getting the required passage plus both optional passages graded. On the real exam, you can only choose one of the optional texts, so it really helped to get the additional feedback from the grader of these extra practice test passages.

When I received my practice test results, I reviewed the grader’s feedback thoroughly. This review helped me realize that ATA graders place as much importance on translation skills as on writing ability. While my reviewed practice tests didn’t show many negative points for grammar, mechanics, and punctuation, I decided that it would benefit me to improve my writing skills before taking the actual exam. After all, the little things do count on the real exam (as in real-life writing), and it only takes a few negative points for writing errors to jeopardize your chances of passing.

TWO HELPFUL GUIDES

I was fortunate to find two excellent guides that I highly recommend to anyone intending to take the exam in the “into-English” direction: The Best Punctuation Book, Period2 and It Was the Best of Sentences, It Was the Worst of Sentences,3 both by June Casagrande. Had I had more time to prepare for the exam, I would have also read The Elements of Style by William Strunk and E.B. White.4 The punctuation guide was very handy during the actual exam, and a careful study of It was the Best of Sentences… prior to the exam helped me write more concisely and cohesively. For those intending to take the exam in the “from English” direction, I’m certain that there are excellent style, punctuation, and mechanics guides in your target language.

Before the actual exam, I was very fortunate to have attended Jane Maier’s presentation, “Everything You Wanted to Know About the ATA Certification Exam,” at the 5th Annual Conference of the Colorado Translators Association, which took place last May in Boulder, Colorado.5 Jane, a seasoned ATA grader, provided a useful overview of the exam, explained how its graded, and suggested reference guides that were helpful during the real test, such as the New York Times Manual of Style and Usage,6 by Allan M. Siegel and William G. Connolly, and the BBI Combinatorial Dictionary of English, compiled by Morton Benson, Evelyn Benson, and Robert Ilson.7

FEEL FREE TO OVERPACK

I took all the relevant dictionaries and style guides I own to the actual exam. It felt a little strange to walk into the room towing a large suitcase, and it took a few minutes to get my “tools” organized and ready. But once the test got underway, I was happy to have not “packed light.” For example, there was one particularly challenging phrase for which consulting A New Reference Grammar of Modern Spanish,8 by John Butt and Carmen Benjamin, helped me find a good translation. Without a doubt, my specialized bilingual legal dictionaries were quite helpful on the optional legal passage. In short, I believe that it’s much better to have more tools than you need than to discover during the exam that you need tools that you do not have.

To aid concentration during the exam, I also found that wearing earplugs was a great benefit. The exam room was not particularly noisy, but the 29 dB noise reduction made it possible for me to work undisturbed. I think it would be more comfortable, though, to use noise-canceling headphones.

PARTING THOUGHTS

I hope this brief account of my journey through my ATA certification exam experience has been useful. I wish all future examinees the best of luck.

NOTES


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