

The Voice of Interpreters and Translators

**THE
ATA**

Mar/Apr 2016
Volume XLV
Number 2

CHRONICLE

THE ART OF SPEAKING BOLDLY

Adventures in Remote
Interpreting at a Rural Hospital

How to Find and Approach Your
Ideal Clients through LinkedIn

The International Human Rights
Arena as an Area of Opportunity
for Language Professionals

A Publication of the American Translators Association



FROM THE PRESIDENT

DAVID RUMSEY
nordictranslator@gmail.com

Charting Our Progress...

In my last column, I made the analogy that running ATA is like steering a very large ship. We are fortunate to be charting a new course forward, with an energetic and enthusiastic crew. I'm pleased to report that we have already been making progress.

At the Board of Directors meeting in Miami last November, one of the first orders of business was to create *ataTalk*, a listserv where members can discuss ATA policies and activities among themselves. The benefit of this type of forum is that we can bring all of the ideas and opinions into a single location where they can be shared and heard. It allows those of us at the helm to survey the seas and plot a course forward. It allows other listserves, such as the popular *Business Practices* listserv, to focus on their core mission to provide practical advice and share experiences. You can join the conversation here: <https://groups.yahoo.com/neo/groups/ataTalk/info>.

Another key component in helping us map the waters around us is the newly released *ATA Translation and Interpreting Services Survey Report*. The last ATA compensation survey was completed in 2007. The survey, conducted in conjunction with the survey professionals at Industry Insights and some experienced key volunteers, provides a detailed look at the compensation for translators, interpreters, and company owners, including pricing information by language, the number of hours worked, and the use of language technology. Both members and non-members can access the easy-to-read Executive Summary for free, but only ATA members receive the full 40-page report for free here: <http://bit.ly/ATA-Services-Survey>. Information like this can be helpful when we plan member benefits and determine other financial planning.

On a related note, during our recent meeting in Atlanta, the Board reviewed the Federal Trade Commission (FTC) Antitrust Compliance policy, formerly known as the ATA Policy on Rates, which dates back to the days when ATA fell under the watchful eyes of the FTC in 1990. ATA's current legal counsel reviewed the policy, and although the level of precaution remains largely the same, the Board included a detailed commentary that helps explain when and how the policy should be applied. This will help to clarify the many myths and misunderstandings around the issues of antitrust law.

We are also seeing progress in ATA's Public Relations Program. After replying to a host of various media inquiries, ATA's Public Relations Committee is taking a more proactive approach by having articles placed through a professional PR firm. Instead of a "shotgun" approach and trying to get our name in a few general papers in passing, the firm is taking a "rifle" approach that focuses on placing articles in trade publications with targeted, receptive readers. (These are the folks who actually purchase translation and interpreting services.) This helps us provide more information with a greater impact. One of their best placements so far has been in *Communication World Magazine*, published by the International Association of Business Communicators, which includes writers in the fields of marketing, advertising, public relations, employee relations, and more. You can find the article, "Automation Doesn't Solve Everything: 5 Things You Should Know about Machine Translation," here: <http://bit.ly/automation-MT>.

It's great to see all the progress being made by the Association as we plot our way forward. I'm hoping for smooth sailing and more sunny skies in the future. ○

American Translators Association

225 Reinekers Lane, Suite 590
Alexandria, VA 22314 USA
Tel: +1.703.683.6100
Fax: +1.703.683.6122
E-mail: chronicle@atanet.org
Website: www.atanet.org

Editorial Board

Geoff Koby (chair)
Jeff Alfonso
Chris Durban
Corinne McKay
Michael Wahlster

Publisher/Executive Director

Walter Bacak, CAE
walter@atanet.org

Editor

Jeff Sanfaçon
jeff@atanet.org

Proofreader

Cathy Lada

Advertising

Lauren Mendell
advertising@atanet.org
Tel: +1.703.683.6100, ext. 3001
Fax: +1.703.683.6122

Design & Production

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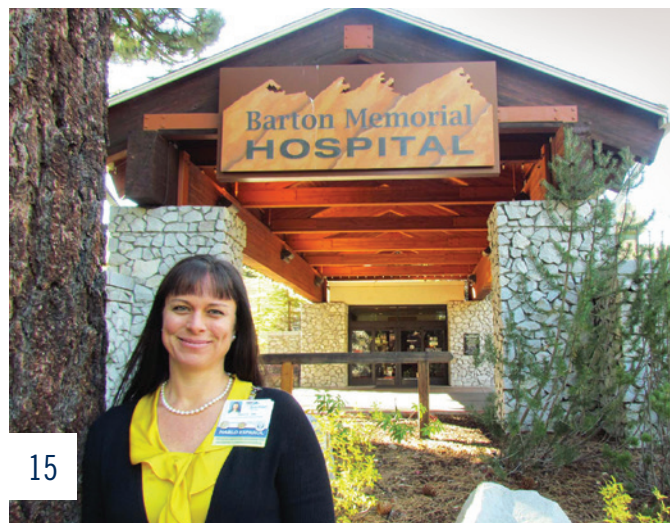
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The Voice of Interpreters and Translators



FROM THE PRESIDENT-ELECT

CORINNE MCKAY

corinne@translatewrite.com

Looking Ahead to San Francisco

Planning is well underway for ATA's 57th Annual Conference, November 2-5, 2016 at the Hyatt Regency San Francisco. Our 56th Annual Conference in Miami was a huge success by all measures, with higher than expected attendance: over 1,600 attendees from 52 countries. We anticipate an even larger crowd in San Francisco, making it a not-to-be-missed event for translators and interpreters around the world.

As usual, we have lots of exciting educational sessions, networking events, and special programs on tap for you. Our registration statistics tell us that about a third of our attendees are first-timers, while another third have attended more than five conferences. So, we aim to strike a balance. We offer sessions for translators and interpreters who are still finding their specializations and establishing a solid base of regular clients, as well as sessions for those who have been in the business for several decades and want to keep up with new developments in their specializations and business skills and network with other seasoned professionals.

At every Annual Conference we try to maintain and improve on the aspects of the conference that people love, while adding some new experiences and events to keep things fresh. This year, we've restyled the Wednesday before the conference as its own "mini-conference," with in-depth and hands-on seminars by some of our most popular trainers from past conferences. This change will offer a much-needed opportunity for in-person training, and it also allows us to feature our Division Guest Speakers during the main conference, where all attendees can see them without paying an additional registration fee.



ATA President David Rumsey and I recently went to visit our host hotel for ATA57, the Hyatt Regency Embarcadero. It's the same hotel that hosted our very successful conference in 2007; just steps from the waterfront and the Ferry Building, with many restaurants and cafes right in the vicinity. Staying at the conference hotel is the best way to be in the heart of the action at the conference, and the hotel's newly remodeled lobby (with a 20-story atrium!) and brand new lobby restaurant and bar are sure to be lively networking and social locations for attendees to ATA57. We anticipate that

ATA's room block will fill up quickly, so make sure to book your room as soon as you see our announcement!

I'm honored to be your president-elect and conference organizer, and we appreciate the support of every one of our 10,500+ members. Feel free to contact me with any suggestions you have for the conference, and a big thank you to our local host chapter, the mighty Northern California Translators Association, for all of the tips they're compiling for the rest of us!

See you in San Francisco! ○



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FEATURED POST

**American Translators Association**

March 2

Inuit translators want to create support network, standardize language

"Inuit interpreters and translators made a number of recommendations on the final day of the Inuit language authority's week-long conference, including creating a better support network for those who suffer from 'vicarious trauma.'"

<http://bit.ly/TranslatorsNetwork>

TOP TWEETS



30 of the best free online dictionaries and thesauri wp.me/p4WokT-TI via @OlgaJeNo #xl8 #1nt

FEB 24 / @ATANET



Anyone can contribute to this dictionary of the world's dying languages #translator #interpreter: ow.ly/YBmKa

FEB 22 / @ATANET



Why is it important to include revision courses in translation programs? #translator #interpreter: ow.ly/YowT4

FEB 17 / @ATANET

LETTERS TO THE EDITOR

BEYOND POST-EDITING: ADVANCES IN INTERACTIVE TRANSLATION ENVIRONMENTS

Interesting article! I would just like to make a clarification. CasmaCat has been using MateCat code to build their interactive platform, not the other way around as is suggested by the article. MateCat is the original open source product, which has been used by many companies and groups, including CasmaCat, to build new products on.

The two projects—MateCat and CasmaCat—parted ways after the end of the European funding. While CasmaCat focused on researching and implementing interactive editing functionalities, MateCat grew into a commercial translation platform, enriched with features for professional translators, but still being free and open source.

Alessandro Cattelan | Rome, Italy

INTERPRETERS FORUM: ZEN AND THE ART OF INTERPRETING (WHEN YOU REALLY WISH YOU COULD SAY WHAT YOU'RE THINKING!)

I just loved this article and can totally relate to it, although I don't do legal interpreting. My areas of specialization are business, education, leadership, and the sciences. Interpreting for business meetings, negotiations, audits, coaching sessions, etc., are very challenging and thrill me. You do learn, like the author said, self-control and how to transmit the message professionally without bias, as well as to convey deep respect when interpreting particularly sensitive material. There is such a fine line to navigate in these situations, and I'd love to hear more stories about other people's experiences.

Linda Canetti | Curitiba, Brazil

MARILYN GADDIS ROSE (1930–2015)

Professor Rose was a pioneer and a leader in the field of translation studies. Many of us teaching translation, including my colleagues and I in the new translation program at New York University in the 1980s, looked up to Professor Rose, who already at that time was considered a seasoned professional in the field. Her scholarly writings on translation contributed significantly to advancing our understanding of the theory and practice of translation as we know it today.

Jonathan Slater | Plattsburgh, New York

KUDOS FOR THE NEW CHRONICLE

The new *Chronicle* arrived a few days ago, and there's a lot to like! It seems fresh and lively. I read it from cover to cover and have dipped back in a couple of times since then. I recognize that it's a challenge to do this over and over. Congratulations, and keep up the good work.

Celia Bohannon | Saxtons River, VT

You Tube

ATA YOUTUBE CHANNEL

ATA has launched a YouTube channel!

The new channel features archival video clips of past ATA Annual Conferences and several ATA webinars. Subscribe now to receive updates when new videos are uploaded: <http://bit.ly/ATA-youtube>.





FROM THE EXECUTIVE DIRECTOR

WALTER BACAK, CAE
walter@atanet.org

Board Meeting Highlights

The American Translators Association's Board of Directors met January 30–31, 2016 in Atlanta, Georgia. The meeting followed the Board's Annual Study Day.

The Annual Study Day sets aside time for the Board to discuss various aspects of the Association's activities and governance in-depth. The Study Day is coordinated and led by ATA's president-elect, who, by office, is the chair of the Governance and Communications Committee. This year, President-elect Corinne McKay guided the Board through several roundtable discussions and scenarios. Treasurer Ted Wozniak also presented an overview of ATA's finances. The Board closed out the day's activities with a discussion of "what if" financial scenarios. The Study Day discussions do not necessarily lead to concrete action plans, but they do help the Board come to a consensus on issues that serve as the foundation for working through complex options for the Association.

Here are some highlights from the Board meeting.

- **ATA Antitrust Compliance Policy:** The Board approved an ATA Antitrust Compliance Policy to replace the guidelines approved by ATA's Board in 1990. That document had been created in response to inquiries from the Federal Trade Commission. The new policy will be accompanied by a commentary providing practical



Boston: the site for the 2020 ATA Annual Conference

guidance for compliance with antitrust laws and regulations.

- **2020 Annual Conference:** The Board approved Boston as the site for the 2020 ATA Annual Conference. A contract for the host hotel is under negotiation. The Board will finalize the hotel selection at the next Board meeting.
- **Dutch Language Division:** The Board approved the establishment of the Dutch Language Division. DLD is ATA's 20th division. At the same time, the Board approved the appointments of Leo van

Zanten as the acting administrator and Marjon van den Bosch as the acting assistant administrator.

- **Ethics Committee:** The Board approved the appointment of Ted Wozniak as chair of the Ethics Committee. He replaces Rudy Heller, who has resigned for health reasons. Rudy will continue in his role of ATA secretary. Ted, who is a current member of the Ethics Committee, also serves as ATA's treasurer.
- **American Foundation for Translation and Interpretation:** The Board approved the appointment of the Board of the American Foundation for Translation and Interpretation. AFTI is ATA's charitable organization (www.afti.org). The following individuals serve on AFTI's Board: Marian S. Greenfield (president), Caitilin Walsh (vice-president), Jiri Stejskal (treasurer), Glenn Nordin (director), Dorothee Racette (director), and David Rumsey (director).

ATA BOARD MEETING SUMMARY

The Board meeting summary and minutes will be posted online once they are approved. Past meeting summaries and minutes are available in the Members Only area of ATA's website (www.atanet.org/membership/minutes.php). The next Board meeting is scheduled for April 30–May 1, 2016 in Alexandria, Virginia. As always, the meeting is open to all members. We encourage members to attend. ○

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TREASURER'S REPORT

TED WOZNIAK
ted@tedwozniak.net

Treasurer's Report for the 2014–2015 Fiscal Year

We are making progress on improving our financial situation, but we still have far to go.

Our overall financial performance in FY2014–15¹ (fiscal year from July 1, 2014 through June 30, 2015) improved greatly compared to the previous year. We ended the year with net “operating income” (change in net assets from operations) of just over \$38k (previous year: net loss of \$42.7k). Our investment income of \$3.7k increased “net income” (change in net assets) for the year to just over \$44.4k (previous year: \$132).²

The positive change in net assets for the fiscal year is our third in a row and marks our best year since FY2011–12. Our deficit in net assets has now been reduced from the 2012 “peak” of \$219k to \$154.1k.

INCOME AND EXPENSES

Total revenue was \$2,992k, primarily from dues of \$1,867k (+5.4% over 2014), conference revenue of \$842k (+44.1%), and certification revenue of \$185k (-2.9%). Revenue for *The ATA Chronicle* continued its decline, dropping 23% due to a decrease in paid advertising to \$58k. The increase in conference revenue from the Chicago venue was about \$72k above the budgeted figure of \$765k, which was in line with the higher attendance figures.

Conference expenses for Chicago, on the other hand, increased more than expected. They came in \$98k over budget (before overhead) at just over \$841.6k (before overhead), and at just over \$1 million, including overhead allocations (+43%), for a net loss on the conference of \$161k. Total costs of the division and membership services programs saw large increases due to greater staff time allocated to these programs, with division costs



rising to \$122k and membership services increasing to \$253k. The *Chronicle* posted a minor increase in costs of just 4.5% to \$506k, while the Certification Program showed a slight decline of 4.6% to \$315k. Publication expenses (not *Chronicle* related) rose 11% to \$88k, and professional development expenses increased by 18% to \$62k. Total expenses for program services rose by 21% to \$2,348k.

Expenses for support services were again mixed, with general and administrative expenses dropping about 28% to \$522.8k as a result in a change in overhead allocation. This change in the overhead allocation is partially responsible for some of the increases in program services mentioned above. Officers and directors expenses increased by 25% to \$83k due to higher travel costs.

ASSETS AND LIABILITIES

Our total current assets as of June 30, 2015 were \$583k, consisting of cash and cash equivalents of \$536k and prepaid expenses of \$47k, compared to last year's total current assets of \$437k.

The value of our long-term investment account decreased by 0.4% to \$350k, and the value of our property and equipment (net of depreciation) declined to \$147k.

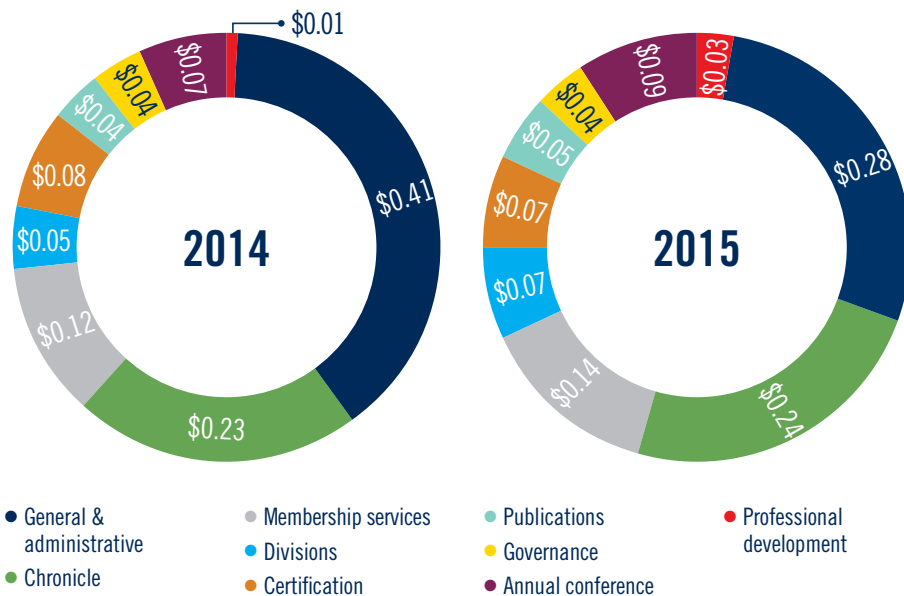
Our total assets increased by 12% from \$972k to \$1,088k.

Liabilities, consisting mostly of deferred dues income of \$1,042k, rose by just over 6% to \$1,243k. Our net deficit was reduced by about 20% to \$176k.

CASH FLOWS

Year-on-year, our net cash provided by operating activities increased by 10%,

Where did my dues dollars go?



from \$164k to \$180k. The net cash used in investing activities decreased by 58%, from \$32k to \$13k.

MAJOR PROGRAMS

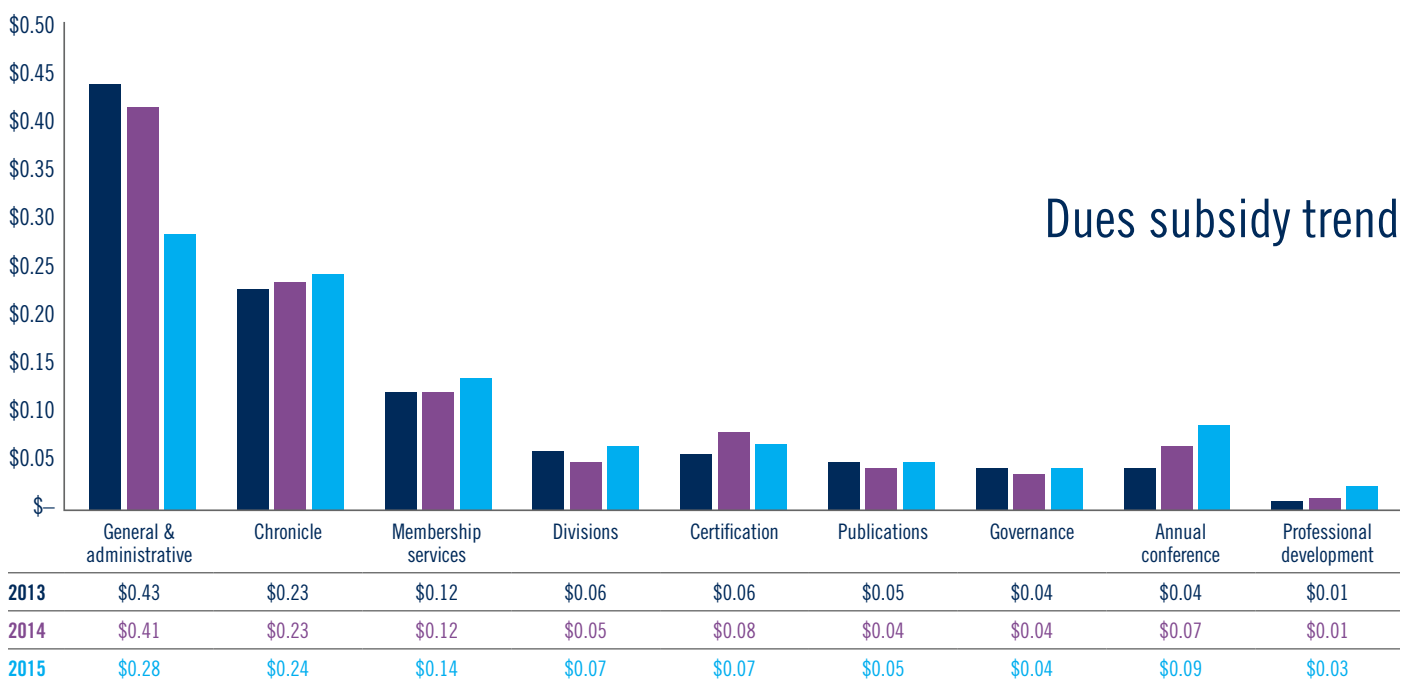
Excluding membership dues, ATA has four major sources of revenue (and expenses) or “member programs.” In

decreasing order of gross revenue, they are the Annual Conference, the Certification Program, the *Chronicle*, followed by the Professional Development Program.

Over the past seven years (FY2008–09 through FY2014–15), each of these programs has generated a net cumulative loss. Of the four programs, only the

Annual Conference has posted a net profit in any of the past five years (Orlando in FY2008-09, New York in 2009-10, and Boston in 2011-12, and excluding the FIT Congress as an “extraordinary item”). The other three programs have resulted in a net expense each and every year.

The *Chronicle* has just recently undergone a major overhaul, so significant cost savings are expected for the current fiscal year. The Certification Committee is evaluating new test delivery methods. Hopefully, any new method selected will not only improve the experience for the candidate, but also increase demand and reduce delivery and grading costs, thus resulting in higher revenues and reduced expenses. The professional development program is also being revamped with the goal of increasing demand and thus revenue. The Annual Conference remains the last major program to be reviewed critically from a financial standpoint. It is not necessary, or even desirable for all of these programs to become profit centers, but the overall revenue and cost structure must be improved to reduce the reliance on dues revenues for subsidizing these programs.



Dues subsidy trend

PROGRAMS AND OTHER EXPENSES SUBSIDIZED BY DUES

As mentioned earlier, with the sole exception of the Annual Conference, every program and expense item has operated at a net loss. That means that each of those expense items, from member benefit program services such as professional development to general supporting services such as “governance” (e.g., board meetings and directors expenses), are paid for using dues revenues. This is also the case for the Annual Conference when it fails to generate a net gain.

The two charts at the top of page 8 show the proportion of dues revenues used to cover program and support services expenses for the past two fiscal years. The data chart at the bottom of the page shows the three-year trend of those subsidies.

Of note is the rather consistent proportions for these programs, with the exception of general and administrative expenses. However, that change is due to the revision of the formula for allocating these overhead expenses to the various program services. Only the Annual Conference (excluding all profitable years) and professional development show any significant variations when compared against a seven-year average. For every \$1 in dues received, the Annual Conference took 4 cents in 2013, 6.5 cents in 2014, and almost 3 cents in 2015, compared to an average of 5.8 cents since 2009. In the same manner, professional development took 0.8 cents of each \$1 in dues in 2013, 1 cent in 2014, and 2.5 cents in 2015, compared to an average of 2 cents since 2009.

Also of interest, but not surprising, are the three areas that account for the majority of the “subsidies”:

1. General and administrative expenses (consuming 28% of available dues in 2015, 39% on average).
2. *Chronicle* (24% in 2015, 25% on average).
3. Membership services (consuming 14% of dues revenues in 2015 and 13.5% on average).

It’s not surprising that general and administrative and membership services consume a significant portion of dues revenues, as these areas have no revenues of their own. The issue of *Chronicle* costs has been addressed previously.

UPDATE: ATA56 A MAJOR FINANCIAL SUCCESS

After this report was written, the preliminary financial results for the 2015 ATA Annual Conference in Miami were tallied. Thanks to aggressive negotiations with service providers to reduce costs and a conservative approach to costing and pricing the conference, it appears that ATA56 will be the most successful conference in financial terms in many years. The conference program is currently showing a net profit of about \$300,000, which not only takes away any subsidy for the fiscal year, but will probably ensure that our equity deficit will be finally erased this fiscal year and that ATA will be back in positive equity territory. Please note that this figure is preliminary. While it is likely to change, it is a near certainty that ATA56 will remain a major financial success. Kudos to the conference organizers, ATA President David Rumsey, our Experient representatives, Headquarters staff, and everyone who helped with this achievement.

SUMMARY

As I stated at the Annual General Meeting in Miami, the Association is on the right track, but we have a long way to go before we pull into the station. We have made good progress. Strict and active governance by the Board of Directors, the pertinent committees and working groups, and ATA Headquarters staff should enable ATA to continue to improve its program offerings, and consequently, its finances. ●

NOTES

- ¹ The financial figures cited are from the final audited consolidated financial statements, which includes revenues from the American Foundation for Translation and Interpretation (AFTI). In addition to the inclusion of AFTI revenues from contributions of \$3,100 and general and administrative expenses of \$4579.16 for FY2014–15, this report also reflects adjustments made to the preliminary financial statements (included in the Treasurer’s Report dated October 21, 2015 at the November 2015 Board meeting). Please also note that all figures have been rounded off, which may result in rounding errors in total figures.
- ² Interest and dividend income has been reclassified from operating revenue to non-operating activities.

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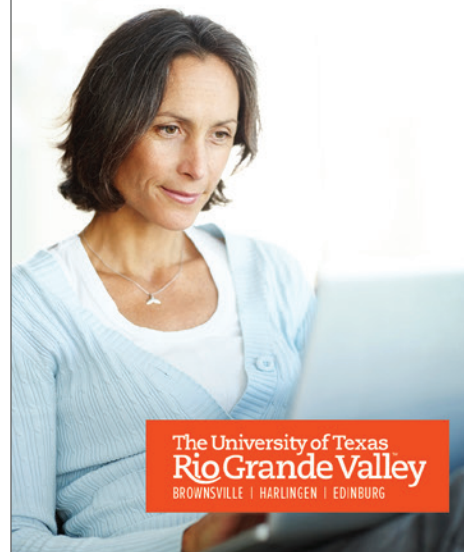
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Upper Midwest Translators and Interpreters Association Offering Support Groups to Interpreters

The Upper Midwest Translators and Interpreters Association (UMTIA), an ATA chapter based in Minneapolis, Minnesota, has teamed up with a local therapist in an effort to provide support for interpreters. In the fall of 2015, UMTIA started offering free support groups to interpreters coping with secondary traumatic stress (STS).¹ Many interpreters, especially freelancers, are affected by the taxing nature of their work when called upon to interpret emotionally difficult information. Unfortunately, many lack a support system within their professional community.

The initiative began with a research project developed by two family therapists in the Minneapolis-Saint Paul area who work with patients dealing with the effects of trauma. Dr. Christopher Mehus is a post-doctoral fellow at the University of Minnesota and has a PhD in couples and family therapy. He has a private practice and works primarily with couples and people dealing with the effects of traumatic stress. Dr. Emily Becher is a research associate for the Parents Forever program within the Applied Research and Evaluation unit at the University of Minnesota Extension Center for Family Development. Her research interests include the promotion of healthy couple and family outcomes with a focus on co-parent education, psychological trauma, and intimate partner violence. Both were interested in the role interpreters play during clinical sessions.

When patients have limited English proficiency (LEP), therapists often call on interpreters to help facilitate communication during therapy and/or intervention. As Chris states, “as therapists and researchers working with interpreters in communities exposed to traumatic stress, Emily and I were curious to learn more about the experience of interpreters and their risk of secondary traumatic stress.” This curiosity led to an extended research project and eventually to a



Chris Mehus presents “Witness and Narrator: Addressing Problems of Secondary Traumatic Stress and Compassion Fatigue in Spoken Language Interpreting” at the John Nasseff Heart Center in Saint Paul, Minnesota. (Photo by UMTIA member María Emilce López)

published study focused on input from 119 local interpreters.

It didn’t take long for Chris and Emily to realize something essential: “We conducted a study across Minnesota and found [among interpreters] high levels of compassion satisfaction [i.e., positive feelings about the work you do], but also high levels of secondary traumatic stress.” The study indicated that interpreters, just like many individuals in other service professions, are experiencing negative effects as a result of the nature of their work.

In March 2015, UMTIA began working with Chris and Emily to offer a three-hour workshop entitled “Witness and Narrator: Addressing Problems of Secondary Traumatic Stress and Compassion Fatigue in Spoken Language Interpreting.”² The training was quite successful, with many of those present recognizing the need for more support for professionals who might be suffering

the effects of STS, and many attendees agreed with the therapists’ findings.

From that workshop a partnership evolved between Chris and UMTIA. Following the March training, UMTIA’s executive board discussed the situation and shared feedback they were receiving and decided to hire Chris to facilitate support group sessions for a trial period of three months. It was determined that the sessions would be offered twice a month in two separate locations to maximum the number of participants. All interpreters would be invited to attend, regardless of involvement with UMTIA, and the groups would be offered free of charge. Each session would last around two hours. The first half would focus on education, such as how to identify STS and strategies for coping. Attendees would be invited to discuss their experiences during the second half of the workshop and receive support from colleagues.

Chris Mehus explains his reasoning for facilitating the groups:

“Support from colleagues can be incredibly helpful, and this is what we are trying to facilitate through these groups. Few people understand the experience of interpreters as well as other interpreters. Supportive peers can provide validation, suggestions about coping or handling difficult situations, or simply an understanding nod. A support group can also combat the sense of isolation that many interpreters experience. For those who do not currently feel like they need support, a group can provide additional meaning to their difficult experiences because they are able to use these experiences to support and relate to others.”

Few people understand the experience of interpreters as well as other interpreters.

UMTIA has since finished the trial run and hopes to continue offering these sessions to interpreters in the future, as they have been well received by the interpreter community. During the three-month trial period, some attendees came to just one session while others attended multiple sessions. These groups were structured deliberately so that attendees could sign up online beforehand or simply walk in. Those who attended had many positive things to say. One attendee remarked, “I found this group to be very interesting and helpful when it comes to networking. I also found it beneficial to meet other interpreters and to hear and discuss their thoughts, complaints, and experiences.” Another interpreter mentioned how he valued the group because of how isolating being an interpreter can be at times: “We really appreciate this type of support group, because as freelancers, we are like two ships passing each other by.”

As with any new initiative, there are some challenges UMTIA has faced with the support groups. One challenge has been getting the message out to those in need. There are clearly many people who

would benefit from this type of support, but it's not always easy to identify who those people are or how to best communicate with them. Additionally, in a time when our professional community is so focused on attending trainings and workshops that count toward meeting continuing education requirements, it's a bit of a paradigm shift for interpreters to commit to taking time out of their schedules to take care of themselves.

Furthermore, since the sessions are free (with just a donation jar at the front by the sign-in sheet), UMTIA has taken on the cost of hiring the therapist. While there is no question that UMTIA's executive board considers this a worthwhile investment and service to the interpreter community, cost is a necessary factor to consider when evaluating the sustainability of such an activity.

If you have any questions about how these support groups work or if you are interested in getting something similar started up in your area, feel free to contact UMTIA at info@umtia.org. ○

NOTES

¹ Secondary traumatic stress is the emotional distress that results when an individual hears about the firsthand trauma experiences of another. Its symptoms mimic those of post-traumatic stress disorder. Accordingly, individuals affected by secondary stress may find themselves re-experiencing personal trauma or notice an increase in arousal and avoidance reactions related to the indirect trauma exposure. They may also experience changes in memory and perception; alterations in their sense of self-efficacy; a depletion of personal resources; and disruption in their perceptions of safety, trust, and independence. (source: <http://bit.ly/STS-explained>)

² For a description of the workshop, including slides, please see <http://bit.ly/UMTIA-STS-workshop>. For information on upcoming events, please visit www.umtia.org.



Kristen Mages works as a staff interpreter at Hennepin County Medical Center in Minneapolis, Minnesota. She is a Certified Medical Interpreter (CMI-Spanish). She serves on

the Upper Midwest Translators and Interpreters Association's executive board as the second secretary. Contact: kristen.mages@gmail.com.



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(At left) Jan Fox spoke on sharpening your speaking skills in order to grow your business at ATA's 56th Annual Conference in Miami.

The Art of Speaking Boldly

Winning an audience over with an engaging story is much less about the content and words used to tell the story and much more about one's voice, gestures, and movement.

Public speaking is the fastest way to grow your business. That's what Jan Fox, ATA's public relations consultant and speaker trainer will tell you. In case you missed her session during ATA's Annual Conference last year or couldn't find a seat (it happened!), Jan's approach to speaking has proven effective for all levels—from independent contractors to C-level executives alike. Her tips can help you develop your business, whether you are talking to a fellow volunteer at a local event, presenting to your local chamber of commerce, or meeting with a potential client.

MAKING AN IMPRESSION

What's the best way to land a potential client and make an impression? The

answer is what Jan calls being a "bold" speaker. How? Let me explain below.

Be Believable: First, you must be believable. That means you need to know who you are, what you're doing, and why you do it. The best way to convey this is to tell the audience your story. For example, how did you get to this point in your career? What makes you a strong translator or interpreter? It's important to show passion in your story when you tell it, but try not to ramble. Get to the point, show energy, and prove your credibility.

Know Your Audience: Next, make sure your speech or presentation is on target. The most important key to staying on target when speaking to potential clients is

to know your audience. Do some research beforehand and prepare your presentation to fit your listeners. For example, you wouldn't present the same pitch to a group of engineers that you used when speaking to a school superintendent. Another technique that's useful to learn more about your audience is to pay attention to their reactions, posture, and engagement during your presentation and make adjustments as needed while you speak.

Be Likable: We would all like to believe that we are likable people, but when pitching to potential clients, Jan suggests that speakers try their best to embody the following traits:

- The ability to relate to others
- Strength and energy
- Credibility and confidence
- Empathy and interest
- Being down to earth and approachable
- Humility

Be Daring: Allow yourself to be a daring speaker by going after those who might have the most issues or seem problematic. Why? If you demonstrate that you're willing to engage and learn from those who disagree with you, then you might just win more support by surpassing your audience's expectations.

Know who you are, what you're doing, and why you do it.

Watch Your Body Language: Bold speakers also know how to maximize their impact by performing some essential micro-acts. Believe it or not, your body language is often more important than your words. As "word people," we may scoff at this initially, but paying attention to visual rhythm is key. When making a big point in your presentation, use large gestures to emphasize the point. When speaking to a group, make eye contact with several people in each section of the

room. Speak to the person with whom you're making eye contact and hold his or her focus for a few seconds before moving on to the next person in another section of the room. Avoid making patterns in your movements or eye contact.

In addition to your movements and eye contact, it's just as important to be aware of your posture when preparing a presentation. Jan suggests videotaping your presentation when practicing your talk. Watch your posture and movements and adjust accordingly. Your posture should exude confidence, professionalism, and success and avoid appearing messy, anxious, or lacking passion when you speak. Step outside the imaginary box or off the imaginary "X" on the floor. Get out from behind the podium, and again, use your gestures to assist you in making your points.

DEMONSTRATING YOUR EXPERTISE/VALUE

The bold speaker does not simply spell out to a potential client what he or she can do for them. Rather, this speaker tells stories to make a point and then allows listeners to conclude on their own that they need the speaker's services. What kinds of stories are appropriate to tell a potential client? Craft a story that shows potential clients why they need you and your services. These types of stories should be about how you saved the day when a client had a translation or interpreting issue that appeared insurmountable. Did one of your translations save a client thousands of dollars? Did you help a client gain access to a new market by interpreting for recent business negotiations? Do you have an unexpected story that will completely surprise your listener? These are the types of stories that engage clients and keep them interested in you and your potential to help them.

Here are a few tips that Jan recommends when telling a potential client a translation or interpreting success story.

- Inspire your listeners.
- Be brief.
- Inform the audience about your profession without boring them with too many details.



Craft a story that shows potential clients why they need you and your services.

Start your presentation with your own story about how you became a stellar translator or interpreter and then segue into the success story. This will engage your listeners from the beginning, which means they'll want to listen to you and act.

JAN'S "RETAINABILITY" RUNGS

How do you keep the audience engaged throughout your talk? Jan suggests paying close attention to what she calls "Retainability Rungs." Good talks have a little bit of each of these characteristics:

- Persuasion
- Inspiration
- Invitation
- Instruction
- Information

Persuade your listeners that they need your services. How? Inspire them. Invite them to engage with you. Instruct them without making it obvious that you're doing so. Inform them. As we know, client education is a large part of working in our industry. Inform potential clients that your services will offer them ways to grow, ways to reach those they could not reach

without you, and ways to profit long into the future. If you can make your way up the ladder rung by rung you'll be on your way to retaining your audience's attention during your pitch.

IDENTIFY WEAKNESSES

Remembering to incorporate the various points described above can seem tricky at first. This is where videotaping yourself can prove useful. Jan recommends watching a video of yourself speaking to identify a few common pitfalls. This will help you notice how you might use language that stalls your talk, such as using the following phrases: "Today I'm going to talk about," "Let me go back," or "We'll get to that later." These types of phrases are unnecessary and can make it appear that you're unprepared.

On a similar note, avoid saying "um" by simply closing your mouth. Every time you start to say "um" or "uh" when you speak, just close your mouth. You can practice this in everyday conversations with those around you. Start paying attention to how many times you say "um" or "uh." While this may seem minor in normal conversation with friends and family, this stall language may mean you'll appear less intelligent, unprepared, or informed when speaking to clients. By practicing avoidance in all forms of speaking, you'll also be less inclined to use stall language in your pitch to potential clients.

THE IMPORTANCE OF VOICE MODULATION

When practicing speaking, pay close attention to voice variation. The rhythm of your voice should be unpredictable when you speak. No one wants to listen to a monotonous presentation, and a rhythm that is predictable can distract listeners or just put them to sleep! Jan suggests changing the pace of your voice when telling a story. If you want to make a very serious point, slow down your speech and use a low voice. When you want to show excitement, start slowly and begin to speak faster, raising your voice as you speak until you reach the major point you want to make.



Above: ATA event speaker Holly Mikkelson practices voice modulation with Jan Fox.

Here's an example of a story I told as a result of practicing what I learned in Jan's session. I've included how I varied the tone of my voice throughout the story in brackets below.

[Serious and slow tone; make a small gesture like you're talking on the phone]:

"A doctor called me last week and told me he had a problem."

[Whisper; lean in toward the audience]:

"He wanted us to translate a love letter he'd written to his Brazilian girlfriend to let her know how he felt about her."

[Faster and slightly louder; open arms wide and raise shoulders to show a sense of surprise]:

"Can you imagine? An old-fashioned love letter!"

[Normal tone; make a gesture mimicking typing on a computer]:

"We translated the letter and returned it to him within a couple of days."

[Serious and slow tone; stand still with arms at sides]:

"And then... we waited."

[Pause for a few seconds and stand very still]

[Whisper; make a small gesture like you're talking on the phone again; lean in toward the audience]:

"He called back at the end of the week."

Believe it or not, your body language is often more important than your words.

[Faster and louder; pump fists in the air]:
"It worked! She loved the letter and agreed to marry him!"

[Normal tone, laughing; open arms toward the audience and shrug shoulders]:
"Who would have thought that translation could bring two people together like that?!"

Now, you may be thinking that this is a silly story to tell a potential client. Well, as silly as it sounds, the story is true. By being believable, my audience will be more willing to accept this fact when I tell them.

This type of story also engages listeners and grabs their attention. As Jan pointed out, it's much less about the content and words used to tell the story and much more about one's voice, gestures, and movement. After I break the ice with this brief story, I can go on to persuade my potential clients about how I can help them with their translation problems.

MOST IMPORTANT: BEING A GOOD SPEAKER MEANS BEING A GOOD LISTENER

Perhaps the most important point in learning to be a bold speaker and growing your business is your ability not only to speak well, but also to listen well. Listening to your potential clients and engaging them with your words, movements, and tone will show them that you are the right translator or interpreter to fit their needs. ○



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.

SHARPENING YOUR SPEAKING SKILLS

Jan Fox's Website

<http://foxtalks.com>

ATA 56th Annual Conference eConference

www.atanet.org/conf/2015/econ.htm

(Contains Jan Fox's presentation)

Amy Cuddy's TED Talk: Your Body Language Shapes Who You Are

<http://bit.ly/TEDTalk-Amy-Cuddy>





(At left) Tracy Young is the language access services coordinator at Barton Health in South Lake Tahoe, California.

Adventures in Remote Interpreting at a Rural Hospital

Barton Health's goal for 2016: to provide interpreting services for its monthly support groups and community wellness lectures. The solution: remote interpreting.

Since 1963, Barton Health, a community health system in California, has been committed to delivering exceptional health care. In an effort to adapt to the changing needs of patients, the hospital recently implemented a remote conference interpreting system, allowing experienced conference interpreters to interpret remotely for on-site meetings with non-English-speaking patients, for staff meetings with hospital leadership, and for other events. Patients listen through either their cell phones or wireless receivers that Barton Health makes available to them. What follows is the story of how the project came about, told from the perspectives of Barton's language access

coordinator and one of the interpreters working remotely.

THE CLIENT'S PERSPECTIVE: (TRACY YOUNG, LANGUAGE ACCESS COORDINATOR AT BARTON HEALTH)

Barton Health is a rural health system consisting of a 63-bed hospital, 20 outpatient offices, a skilled nursing facility, a surgery center, and an urgent care facility based in South Lake Tahoe, California. While Lake Tahoe (skiing, anyone?) is a world-class destination, South Lake Tahoe is essentially a small town of 25,000 that swells to over 100,000 on holiday weekends. We run our language access department with 30

dual-role Spanish and Russian interpreters who have gone through rigorous training and testing. We have 30 video remote interpreting (VRI) units, and, if needed, utilize over-the-phone interpreting. In both my role as a language access coordinator and as a certified medical interpreter, I'm always looking for new and innovative ways to provide language access to the Spanish speakers in our community, which is 31.1% Hispanic.

THE CHALLENGE

We had a goal for 2016: to provide interpreting services for our monthly support groups and community wellness lectures. However, after careful analysis, I determined that our department didn't have the interpreter skill level needed for this type of conference interpreting. Our dual-role medical interpreters work mainly in the consecutive mode and don't have the simultaneous interpreting experience necessary. In fact, as far as I know, there are only two nationally certified medical interpreters within hundreds of miles of Lake Tahoe, and I'm one of them.

We needed highly skilled, trained, and certified conference-level interpreters to interpret for our doctors during their lectures. However, these interpreters don't live within driving distance. I had identified the interpreters I wanted to retain for this project, most of whom I already knew professionally. However, it would be just too expensive to fly them out for our frequent meetings.

THE SOLUTION

In 2015, I attended the California Healthcare Interpreting Association's conference in Monterey, California, and learned about a new system designed to deliver remote simultaneous interpreting via the web and over the phone called ZipDX. As I took copious notes, I asked myself: how does this all work? Can we use this at Barton Health? I was determined to find out. I immediately contacted Barry Slaughter Olsen, the general manager of multilingual operations at ZipDX, to start this journey.



Tracy Young and Eder Vazquez, part of the language access services team at Barton Health, connect the listeners to the speakers during live events.

THE PREPARATORY PHASE

After spending some time learning about the software and talking to my team and director, I decided that ZipDX could work for us. The software had been designed for multilingual conference calls and remote participation in interpreted meetings only, so we were going to have to adapt it. At Barton, our meetings happen in person, so only the interpreters would be remote. Even though that isn't the traditional ZipDX setup, I collaborated with Barry and his team to figure out a way to adapt the system to our needs. To get approval for this project, I had to go through my very supportive director, Amber Tanaka, the contracts department, the IT department, and public relations—and they all gave me the go-ahead. (One of the great benefits of working for a small hospital is that I face relatively little red tape.)

I am a big proponent of the fact that our profession needs to catch up with technology, and at Barton I've helped implement some fantastic new technologies, such as VRI. However, I felt a bit out of my league with this new

ADVENTURES IN REMOTE INTERPRETING AT A RURAL HOSPITAL continued

adventure. Eder Vazquez from the language access services team served as cheerleader and core support person along the way as we tried to troubleshoot, test, restart, and set everything up correctly on our end. It took us a few months to get everything done. The to-do list included contracts for all new interpreting teams, working with IT to open data ports that were secure, and purchasing minor equipment.

The specific challenges we face would most likely not happen in a large city, but then again, where this technology is needed is in small rural communities like ours, which come with some spotty cell phone and wireless coverage. (We also have to contend with the Sierra Nevada Mountains.)

This technology is needed in small rural communities like ours, which come with some spotty cell phone and wireless coverage.

I recruited six interpreters to make three teams of two interpreters each. We set up various online meetings and trainings for them to make sure they were familiar with the equipment and that they had everything they needed to interpret remotely (e.g., an appropriate space, microphones, etc.). We paid them to train on the equipment and an appropriate hourly fee for the interpreting services, comparable to conference interpreting rates. Some interpreters had to upgrade their headsets, others had to set up soundproof spaces from which to interpret, and others were 100% ready.

THE EQUIPMENT

The way the ZipDX system was adapted for our purposes called for attendees to listen to the interpreted rendition through their cell phones using a special call-in number. However, as a community-oriented hospital, we wanted to remove any language access barrier and didn't want patients and community members to use their cell phone minutes. We devised a plan to use our wireless interpreting equipment as receivers,

which attendees could use comfortably with disposable headsets.

How does it all work exactly? Here's the set-up. The speaker calls in from a phone (land line, cell, or web connection) while wearing a Bluetooth earpiece. Wearing the Bluetooth allows the speaker to remain wireless so they are free to walk around the room. The hosts (in this case, Eder and I) call in on behalf of the listeners and connect the transceiver to the cell phone. Finally, the participants listen with the individual receivers and disposable headsets.

THE MAIDEN VOYAGE

Our first live event was extremely stressful for us. Barton's new chief executive officer and new chief marketing officer wanted to make a presentation to each department. Two of these departments have quite a few non-native English speakers where ZipDX was a perfect fit. We had the PowerPoint presentation translated so the interpreters would have copies to prepare for the assignment. We also distributed the presentation to the listeners so they could follow along. We encountered a few minor challenges, but were able to solve them during the presentation. We collected participant feedback via a survey on our department's iPads.

We debriefed with the interpreters shortly after the presentation. Around 50% of the attendees took advantage of the interpreting services. We are fortunate enough to have leadership who support these efforts and understand the importance of inclusiveness. Dr. Clint Purvance, our new chief executive officer, scheduled training time on the equipment prior to the events to ensure he was prepared to deliver at the highest level. His message: "Employees are our most valuable asset at Barton Health. My new role includes connecting, inspiring, and leading with each one of our employees. Developing systems and programs that are inclusive of all employees will result in cohesion and high performance, ultimately leading to better patient care."

THE COST AND THE BOTTOM LINE

In terms of expenses, we pay the interpreters by the hour and ZipDX per the minute. In spite of occasional

technical challenges and a relatively steep learning curve for myself and Eder, I'm very pleased with the outcome and am confident that we can meet our 2016 goal of providing simultaneous interpreting services for our meetings in South Lake Tahoe. Our listener evaluations have been positive, which is no surprise— isn't it better to hear all about pillars of excellence, financial stewardships, patient-centered medical home models, human capital, operational excellence, and employee and physician engagement in your preferred language? Overall, the system has proven to be worth every penny and drop of sweat.

AN INTERPRETER'S PERSPECTIVE (JUDY JENNER, TWIN TRANSLATIONS, LAS VEGAS, NEVADA)

Remote interpreting has not had a great reputation in interpreter circles. Most of this reputation is due to companies who pay over-the-phone consecutive interpreters by the minute—and at a very low rate. My own remote interpreting experiences are limited to court situations, which usually feature less-than-ideal audio. In federal court, I frequently use video interpreting software that reduces the amount of time I have to travel to remote places such as federal prisons, but there is room for improvement because there's oftentimes significant echo. Before ZipDX, I had never worked with a system that allowed for simultaneous conference interpreting, and I was intrigued when Tracy approached me to ask if I would be part of the interpreting team.

THE CLIENT'S NEW PROJECT

I knew that my colleague Barry Slaughter Olsen helped design the ZipDX remote interpreting platform, and since he's a very well-known interpreter himself, I was quite certain that the software would be interpreter-friendly. Since I was able to choose my remote booth partner, I initially picked my usual in-person booth mate (certified court interpreter Lorena Pike). However, when Lorena moved to take a full-time interpreting position, I teamed up with the very talented Julie Burns in northern California, who is known not only for her great interpreting

skills, but also for her ability to keep calm under pressure. Our training sessions went very well and the people at ZipDX resolved all my technical issues during a one-on-one session. I'm in the lucky position not only to have a client who pays me to test and train on the software, but who is an interpreter herself. Tracy truly understands the challenges that interpreters face and is committed to making the process work for everyone.

Remote interpreting has not had a great reputation in interpreter circles.

MY SET-UP

During many conference interpreting assignments, I oftentimes feel that there's a lack of buy-in from the organizer, and you have to work with incomplete information (no PowerPoints, no booth, etc.). That wasn't the case here. Tracy made sure that one of the interpreters always translated the PowerPoints ahead of time. So in many ways, this is the ideal conference interpreting assignment. I have no distractions, as I am in my home office or shared downtown office by myself. I have a clear audio feed, two computer screens, and access to plenty of electronic and print resources. I live in Las Vegas, which is some 450 miles away from South Lake Tahoe, and it's a bit strange to be so far away from the listeners for whom I'm interpreting. However, I was ready for the challenge of interpreting for Barton's chief executive office: I did my warm-up vocal exercises, took some deep breaths, and turned on the microphone.

LEARN AS YOU GO

There are, of course, some drawbacks to remote interpreting, whether it be simultaneous or consecutive. ZipDX only provides audio, so you don't have a visual of what's going on in the room and cannot see which slide the presenter is on. During a recent visit to Barton, we did a test run of the equipment. Just knowing how the room is set up helps me, mentally, during the interpreting process. Things get tricky

when many people are talking and I'm not sure if the event has already started or if people are just chatting. We've resolved this issue by having the organizers tell us when we're live via the ZipDX chat box. (There are separate channels, including a Spanish channel that Julie and I use when we take over for each other every 10 minutes.)

We're learning as we go and have a very fruitful debriefing at the end of each session. ZipDX is user-friendly, but as with any software, there are always ways to do things better. Also, some aspects of the software could be made a bit more intuitive. For example, there was relatively limited information on tips for interpreters available from ZipDX, so we created our own living document with best practices for interpreters.

Overall, this has been an exciting and challenging project, and I look forward to more events at Barton in the future. ●



Judy Jenner is a Spanish and German business and legal translator and court-certified Spanish interpreter. She has an MBA in marketing and runs her boutique translation and interpreting business, Twin Translations, with her twin sister Dagmar. She was born in Austria and grew up in Mexico City. A former in-house translation department manager, she is a past president of the Nevada Interpreters and Translators Association. She writes the blog *Translation Times*, pens "The Entrepreneurial Linguist" column for *The ATA Chronicle*, and is a frequent conference speaker. She is the co-author of *The Entrepreneurial Linguist: The Business-School Approach to Freelance Translation*. Contact: judy.jenner@twintranslations.com.



Tracy Young is a medical interpreter, medical interpreter trainer, and long-time advocate for the profession. As both a registered nurse and a nationally certified medical interpreter, she currently is the language access services coordinator at Barton Health in South Lake Tahoe, California. She has an MA in Spanish from the University of Nevada, Reno, and is the founding president of the Nevada Interpreters and Translators Association. In 2015, she was awarded the Language Access Champion Award from the National Council on Interpreting in Health Care. Contact: TYoung@bartonhealth.org.



How to Find and Approach Your Ideal Clients through LinkedIn

Wondering why you're not getting the results you expected from LinkedIn? Maybe you should take a closer look at your profile.

LinkedIn was launched in 2003 and is currently the third most popular social network in terms of unique monthly visitors—right behind Facebook and Twitter.¹ LinkedIn is the world's largest online professional network, with more than 400 million members in over 200 countries and territories. More than half of business-to-business (or B2B) companies are finding customers through LinkedIn.

With this tool, you now have the opportunity to engage with your connections, as well as with your connections' connections (your second-degree network), and even with their connections (your third-degree network). But before you can do this, you need to know how to make the most of your LinkedIn account.

ANATOMY OF AN EFFECTIVE PROFILE

Your profile is the foundation of your presence on LinkedIn. Many users treat their profile like a CV or résumé, but a profile is actually quite different and should be much more interesting and appealing to potential contacts, including clients. As Caroline McClure, founder of the talent strategy consultancy ScoutRock, stated in an article in *Fortune*: “Think of your profile as a place to provide your career narrative rather than your career history.”²

How do you do this? Well, before creating or editing your profile, write down three main keywords. Choose phrases for which your target market will search. What would your clients type into Google to find your products or services? Your primary keyword (e.g., Greek

software translator) should appear in most sections of your profile.

HEADLINE

Your headline, located under your name, is key to someone picking you out of a search. The limit is 120 characters (including spaces). I think the best way to go is to use a combination of your job titles (here's where your primary keyword goes) and the benefits clients get from working with you. For example, your headline could read: “Freelance Spanish translator, game localizer at XYZ, helping businesses to overcome language barriers.”

Your profile is the foundation of your presence on LinkedIn.

Location and Industry: Under your headline, add your location and the industry in which you work. Most translators choose “translation and localization,” but in some cases you can choose other fields. For example, if you only specialize in a specific field (e.g., software), you can choose that industry instead.

Current/Previous Experience: It's also important to list your current position and any previous jobs you want to emphasize in the section directly under your headline. (You can provide more details on these when you get to the summary section.) The keywords you have researched and added in the sections for job titles, companies for which you've worked, and job descriptions are indexed and help you appear higher in LinkedIn and Google searches. Make sure to include all of your relevant previous positions (up to three are visible).

Contact Information: Make sure to add your website, blog, and social media accounts along with your contact details. Make sure to customize the titles of the links so they are not generic (e.g., don't type something like “personal website”). Also, customize the URL of your LinkedIn profile. Instead of a string of numbers next to your name, the URL should include just your name. Connecting your

LinkedIn profile to your name will allow you to be found easier by connections.

SUMMARY

Aside from the headline, the summary is the second most important part of your LinkedIn profile. Your summary is not your bio; it's your elevator speech, your 30-second commercial. It should tell people why they should do business with you today. It's the main marketing message of your LinkedIn profile, since it provides potential clients with a quick overview of who you are, what you are looking for in a job, and most importantly, what you can do for them.

The summary should be written in the first person and in the present tense. It needs to include:

- The services you provide and the problems you solve.
- Your expertise, your major accomplishments, and the most important highlights from your work experience.
- A description of your ideal clients. This means the people who would benefit from working with you (your target audience).
- A description of your unique selling proposition (USP), which is what makes your services different and better than other linguists with the same languages and specializations.
- A call to action so the readers know what to do after they read your profile.

Experience: This section includes your current and previous job positions, along with a description of each. Write with your audience in mind and include all the bells and whistles that highlight your experience. You can include media files (e.g., links, videos, slides) for each position to showcase a sample of your translation work, a presentation you gave, a client testimonial, and so on.

Endorsements and Recommendations: Other sections that you should manage in your profile are endorsements and recommendations. You can rearrange the order of the endorsements so that your more important ones are on top (e.g.,

translation and localization). If someone endorses you for a service you don't provide, you can remove that skill. As for the recommendations, you can politely ask your clients to provide them at the end of a successful project.

Your summary is not your bio; it's your elevator speech, your 30-second commercial. It should tell people why they should do business with you today.

WHAT TO SHARE

On LinkedIn, the optimal sharing frequency is one to two updates per day, not including any comments you add in your LinkedIn Groups or in other people's updates. Try to maintain the 80–20 rule. This means that in 80% of your updates, talk about the things that matter to your contacts and customers and share content they might find useful, and in the other 20% talk about yourself. You can share an interesting article with a comment or question to engage your followers in conversation. You should also take the time to read, like, and comment on your connections' updates.

A great way to share content is through LinkedIn's Pulse blogging platform. By using Pulse (in addition to your own blog, if you have one), you have the opportunity to reach a new audience that may not have visited your website before. These posts are searchable and will show up in Google's search results, thus helping to boost your personal brand.

Pulse posts are displayed on your profile and your first-degree connections receive a notification each time you post a new article. If your connections interact with your post in any way (i.e., like, comment, or share), it will become visible to their first-degree connections as well, thus expanding your reach to your second-degree network and beyond.

LINKEDIN GROUPS

LinkedIn currently has more than one million groups, and you can join up to 100 of them. When you are part of a group, you'll receive regular e-mail notifications about group discussions. You can manage the notification settings for a particular group and decide whether or not you want to have the group logo appear on your profile. LinkedIn Groups provide several exceptional marketing opportunities that you can take advantage of. By engaging in the discussions your group members have and answering questions, you become a resource. By posting valuable, industry-centric content that is helpful to your current and potential customers, you'll develop a community of advocates who connect to your message and brand.

You should use your groups strategically to find prospects. Join the ones where your customers are members to find potential leads, and also join a few groups in your industry to keep up with the latest discussions and news. The group functions allow for searching, viewing, and contacting group members, as well as posting discussions, promotions, and job opportunities. To decide if a group is worth following, you can visit its homepage where you will see a description, the number of group members, who the admins are, and if any of your connections are members of that group.

LinkedIn Groups offer a few more perks from which you can benefit. For example, if you're a member of the same group as another user, you can bypass the requirement to be a first-degree connection and message them directly. LinkedIn allows you to send up to 15 free direct messages to fellow group members per month (across all groups to which you belong). In addition, group members are able to view the profiles of other members of the same group without being connected.

SEARCHES

LinkedIn doesn't support wildcard searches, but you can use advanced search operators and Boolean logic connectors in the filter fields to narrow your search. Here's a list of the most common operators:

- **AND:** For results that include two or more terms (e.g., manager AND director).

- **OR:** For results that include just one of two or more terms (e.g., sales OR marketing).
- **NOT:** If you want to exclude a particular term, type that term with an uppercase NOT immediately before it (e.g., NOT computer).
- Quoted searches work the same as in Google searches. If you're looking for an exact phrase, enclose the phrase in quotation marks (e.g., "product manager").
- To do a complex search, you can combine terms using parentheses. For example, "software AND (engineer OR developer)" will show both software engineers and software developers in the results.

A great feature of LinkedIn Advanced Search is that once you've developed these complex searches, you can save them. You can also ask LinkedIn to send you weekly or daily notifications of the new people who meet your search criteria. With the



ADDITIONAL LINKEDIN TIPS

- Snider, Emma. "How to Get a High-Quality LinkedIn Recommendation," *HubSpot* (June 10, 2015), <http://bit.ly/LinkedIn-recommend>.
- Snider, Emma. "22 LinkedIn Hacks That'll Make You More Productive," *HubSpot* (May 3, 2015), <http://bit.ly/LinkedIn-productivity>.
- Rosen, Viveka von. "How To Improve Your LinkedIn Productivity With Third-Party Apps," *Social Media Examiner* (February 16, 2015), <http://bit.ly/LinkedIn-third-party-apps>.
- LinkedIn Social Selling Index (SSI) Dashboard, www.linkedin.com/sales/ssi.

What would your clients type into Google to find your products or services?

free LinkedIn account, you can have up to three saved searches.

MANAGING CONNECTIONS

There are many different places to look for potential prospects and connections. LinkedIn is essentially an enormous database. The success you have with finding new contacts and prospects will depend on your ability to truly understand your target market and manipulate the search filters LinkedIn provides. When you find interesting people with whom you want to contact or add in your network, you can message them (for free through a common group, if any) or invite them to connect.

Unless the user with whom you would like to establish a connection is a friend or colleague, you should *always* personalize your invitations to connect with LinkedIn users, especially potential clients. Always start by addressing the contact by his or her first name, so it's clear that the message is not a mass invite to your entire e-mail contact list. Then mention how you know them. You might have come across their profile due to something they wrote, shared, or were quoted in. Make sure to call out the specific piece of content that

perked your interest. Add a genuine and specific reaction to their article, blog post, or discussion. Keep the conversation going by sharing a post or article of your own, or you can also make a recommendation about a book, group, or blog. Finish your invitation with a request to join their network and sign your name. LinkedIn allows 300 characters (including spaces and paragraph returns). You can't include e-mail addresses and website links in invitations to connect.

LinkedIn's built-in CRM features give you the ability to manage your connections using the features Tags, Reminders, Notes, How You Met, and Who Introduced You. These are particularly useful for supporting your prospecting and networking efforts on LinkedIn and allow you to keep track of key prospects and clients easily. Every time you reach out and connect with a contact or when someone reaches out to you, get into the habit of updating the Relationship tab (underneath the header section of your contact's profile).

You can also "tag" your contact, which allows you to segment your connections into "labeled groups" that are very useful for prospecting. You can have up to 200 tags on LinkedIn. You can find your tagged connections easily later by going to the Connections page and filtering your connections by tag name. This information isn't visible to your connections; it's your very own digital Rolodex.

FREE VERSUS PAID ACCOUNTS

So, given the information above, what type of LinkedIn account is right for you? There are three types of premium accounts for sales professionals: Business (\$29.99/month); Business Plus (\$59.99/month); and Pro (\$79.99/month). Premium accounts offer extra features and additional functionality:

- You can see more profiles in LinkedIn's Search. For example, a Business account allows you to see 300 profiles, and this number increases with the Business Plus and Pro accounts. (As a means of comparison, the free account limits you to 100 search results.)
- You have access to more specifics on who has viewed your profile. With

the free account you can see only the last five people, whereas having a paid account allows you to see all the people that viewed your profile within the past 90 days.

- You have more filters available in the Advanced Search.
- You have more saved searches than the three available with the free account.

By engaging in group discussions and answering questions, you become a resource.

BOTTOM LINE: IDENTIFY, RESEARCH, AND INTRODUCE YOURSELF

Social prospecting and marketing is not a numbers game. Sometimes new translators fresh out of college think that

they can increase their chances of getting work by sending out a large number of CVs or by connecting to lots of people on social media. I think freelancers and small companies are in the unique position to choose and research carefully the people and companies with whom they want to work.

Spend the time and go the extra mile to increase the response rate of your leads many times over. Each marketing strategy has a different purpose, so develop a process for your approach. LinkedIn is a great tool to identify and research potential clients and to make the first contact. Mention who you are, why you are reaching out, show what you have to offer (through your well-crafted profile), and why it's worth responding. Never go for the sale in that first message or invitation, since this can put people off. When the potential client turns into a contact, then you can send the "warm" e-mail and talk about how you can help them. ○

NOTES

- ¹ "Top 15 Most Popular Social Networking Sites," <http://bit.ly/1SQSXaa>.
- ² Fry, Erika. "9 Tips to Land Your Dream Job," *Fortune* (September 3, 2014), <http://bit.ly/Fortune-dream-job>.



Catherine Christaki has been a full-time English>Greek translator since 2001, and co-owner of Toronto-based Lingua Greca Translations since 2012. Her specializations include information technology, medical, and technical texts. She has served as the lead Greek translator for Apple software and Help content since 2011. In 2013, she translated ATA's popular guide for translation buyers, *Translation: Getting It Right*, into Greek. She is active on social media, especially on Twitter (@LinguaGreca), writes the translation blog *Adventures in Technical Translation*, and gives presentations on social media and blogging for translators in interviews and conferences. Contact: catherine@linguagreca.com.

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The International Human Rights Arena as an Area of Opportunity for Language Professionals

International human rights organizations need language professionals who wake up each day wanting to do something meaningful and positively challenging. Let's take a look at this area of opportunity and what it takes to cater to such clients.

Last November, I had the privilege of speaking at ATA's 56th Annual Conference to an audience of translators and interpreters about the international human rights arena as an area of specialization. Though raised in the U.S., I am originally from Argentina, a country that underwent several military dictatorships since its independence from Spain in 1816; the last of which was particularly brutal. Argentina's so-called "Dirty War," or "Process of National Reorganization," is in part the reason I was not raised in my native country.¹ The last terrorist dictatorship started roughly in 1974 (though some historians date the beginning back to 1969) and lasted until 1983, when democracy was restored. The "Dirty War" resulted in the "disappearance" of an estimated 30,000 people—presumed

to have been tortured and murdered at the hands of the Military State.

Though I didn't realize it at the time, it was this part of my country's history that got me involved in human rights translation. When I started law school, I had already been working full-time as a freelance translator for six years. By the time I started my internship during the last year of law school (a mandatory requirement for graduation), I had 11 years of translation experience under my belt. (In Argentina, law school lasts five years.)

Because of my interest in human rights, constitutional law, and ethics, my "academic secretary" (similar to a counselor in the U.S.) suggested that I serve my internship at the International Center for Transitional Justice (ICTJ). I applied and got called in for an interview a few days later.

The director of the Buenos Aires office interviewed me in person. When he asked what I could contribute to the ICTJ, all I could tell him was the truth: "I've been a translator for 11 years, but have no legal experience. However, I think my translation experience could be an asset to this organization." When he heard the word "translator" his eyes lit up. "You're just what we need," he said.

It turned out that among many other projects, the ICTJ was working on a protocol for gathering testimony from victims of torture and sexual abuse in the trials against military leaders of the last regime in the Dirty War. I was immediately commissioned to translate reports, testimonies, scholarly articles, newspaper clippings, and all sorts of fascinating texts while working directly with authors and researchers who contributed their knowledge and feedback during each part of the translation process. I learned more about human rights as an intern at the ICTJ than I did throughout all my years in law school. By the time the internship was over, my boss had recommended me to one of the most prestigious human rights advocacy organizations in Argentina, and my translations were being published and making their way to the Human Rights Council in Geneva. It was the beginning of a new path in translation that would take me through some of the darkest events in recent human history while lighting a flame for justice, peace, and democracy in my heart.

Since then, I've worked with dozens of human rights organizations throughout Latin America in cases involving military regimes, racial cleansing, massacres, structural poverty and discrimination, sexual and reproductive rights, and women's rights.

I seem to have stumbled upon something huge: the international human rights arena is desperate for qualified specialist translators and interpreters. Wherever there are people, there's potential for injustice, and wherever there's injustice, there are people seeking justice. These people need to be heard, and language professionals are key players for making their voices sound loud, clear, and intelligible in a world that seems to only listen to a select few languages (i.e., the official languages of the most powerful bodies that make up the supra-state system).²

THE HUMAN RIGHTS ARENA AS AN AREA OF OPPORTUNITY

The human rights arena is a profitable and rewarding area of opportunity for language professionals. Those entering this field might choose to work externally for governments or non-state entities (e.g., non-governmental organizations [NGOs], human rights activists), or else in-house for international organizations such as the United Nations. The field is vast and there are numerous clients throughout the world in need of qualified professionals. As international organizations broaden the scope of players by allowing more actors into an area that was once reserved for member states of the UN alone, the horizon also broadens for language professionals with an interest in making a difference.

It used to be that only member states of the UN played at the international level. It is now the case that new actors are participating in review processes and hearings involving grave human rights violations throughout the world. This is the “market” for language professionals, but a position in this arena should not be taken lightly. After all, what is at stake are none other than the rights that ensure our continued existence and development in virtue of our humanity.

WHAT IT TAKES

Human rights are about ensuring the kind of existence that exceeds our mere survival as a species. They are about ensuring the peaceful coexistence of different people sharing the same world. They are about ensuring dignity and building the kind of future where every person can develop their life plans free from fear, violence, or coercion. They are about keeping an eye on UN states and making sure humanity does not repeat the atrocities of previous periods of our collective history. The system is not perfect. It can be subject to criticism and there is room for improvement. But at its core, and cheesy as it may sound, it essentially is about making the world a better place.

Language professionals in the human rights arena cannot be amateurs. At the top level, it is not an area for learning about translation or volunteering to gain experience. Human rights advocacy organizations need the best of the best in each and every service. They need the best lawyers to present the strongest cases, they need the best public relations professionals to get the general public to

LEARN MORE ABOUT HUMAN RIGHTS ORGANIZATIONS

Amnesty International
www.amnestyusa.org

Human Rights Watch
<https://www.hrw.org>

Institute for International Law and Justice
<http://www.iilj.org>

International Center for Transitional Justice
www.ictj.org

United Nations Foundation
www.unfoundation.org

United Nations Human Rights Office of the High Commissioner
www.ohchr.org/EN/Pages/Home.aspx

United Nations University
<http://unu.edu>

support their messages, and they need the best language professionals to ensure their messages are conveyed adequately.

This field requires professionals who know the target language inside out, who have superlative command and comprehension of the source language, and who have thorough knowledge and a deep understanding of the issues and the law. Human rights organizations need professionals with sufficient cultural and linguistic awareness to help them adjust their messages and review their strategies when necessary.

Catering to this arena requires field expertise and a solid academic and professional background. Amateurs with a kind heart are likely to do more harm than good. So, if this is an area of specialization you are just now beginning to consider, my advice is to train hard and to get involved in causes that interest you before you begin translating. Make sure you know the issues, the terminology involved, and law inside out before you reach out to the higher end of this market.

It's one thing to volunteer to translate e-mail or newsletters for a local NGO, charity, or church. It's a whole other thing to translate at a professional level for international NGOs or organizations advocating and litigating before international bodies and courts. It's simply an entirely different ball game; one for which language professionals must prepare accordingly.

This is one of those areas of specialization where formal education in human rights (be it from a purely legal perspective or an interdisciplinary perspective) is as important as experience in translation. Though a law degree is not necessarily a requirement with all clients, having one helps. Translators in this field are expected to be highly educated in human rights related fields, such as law, political philosophy, political science, and economic science and Law and Economics (L&E). Translators for whom law school is not an option can look into a variety of programs offered by the United Nations University or international human rights programs aimed at non-lawyers offered by several U.S. universities.

HELPING INFORM THE CONVERSATION

As Martin Luther King once said, “[t]he hope of a secure and livable world lies with disciplined nonconformists who are dedicated to justice, peace, and brotherhood.” The international human rights arena is for the nonconformist translator and interpreter. It's for the language professional who wakes up each day wanting to do something meaningful and positively challenging. It's for people who want a better tomorrow and are willing to work hard to make it possible. It's for those who wish to be “a voice in the conversation of mankind.” And what a conversation it can be with the right language professionals leading it! 🍷

NOTES

- ¹ Argentina's “Process of National Reorganization,” www.britannica.com/event/Dirty-War. Also see: <http://www.derechoshumanos.net/lesahumanidad/informes/argentina/informe-de-la-CONADEP-Nunca-mas.htm>.
- ² “The UN and the Regions,” <http://bit.ly/UN-regions>.



Paula Arturo is a co-director of Translating Lawyers, a boutique firm designed around and tailored to the language needs of the legal community. She's a lawyer, translator, and law professor with over 15 years of experience in the language business. She is an established translator of non-fiction works in jurisprudence, international law, and human rights law, and has translated works in major international journals for high-profile authors, including five Nobel Prize laureates. She currently serves as assistant administrator of ATA's Literary Division. Contact: paula@translatinglawyers.com.

An Interview with Miguel Jiménez-Crespo

Welcome to the second installment of Our World of Words. I caught up with my guest for this episode of OWOW while he was on sabbatical at the University of New South Wales in Australia. Professor Miguel Jiménez-Crespo, who is originally from Spain, is the director of the Translation and Interpreting Program in the Department of Spanish and Portuguese at Rutgers University.¹

Miguel, 20-some years ago you started studying for your MA and BA equivalent (*licenciatura*) in translation and interpreting at the University of Granada, Spain, where you eventually earned your PhD in 2008. You majored in translation and interpreting English, Russian, and French into Spanish, and you focused on technical, legal, medical, and scientific translation. What originally motivated you to study translation and interpreting, and what was your connection to those three languages?

Language has always been my favorite subject. I started learning English when I was 11 and French when I was 13. In the 11th and 12th grades I took Spanish language and literature, Latin, Greek, English, and French.

When I got accepted at the School of Translation and Interpreting at the University of Granada, Spain, we had to have an A language and a B language. Since I already spoke French fluently, I decided to add a third modern language, and chose Russian pretty much randomly because it seemed like a challenge.

I received a scholarship to spend a year at the University of Glasgow during my third year in college, and in my fourth and fifth years I received scholarships to Moscow State Linguistic University. I became fluent in Russian during those last two years. That stint in Moscow was one of the best experiences of my life.

You're now the director of the Translation and Interpreting Program in the Department of Spanish and Portuguese at Rutgers University. Among other things, your research focuses on translation theory.



Miguel Jiménez-Crespo

Does knowledge of translation theory help students after they graduate and start work? For example, is it useful for a freelance translator working on, say, a legal or medical text?

Translation theories and research currently involve a wide range of approaches, but a basic knowledge of the evolution of these theories—from the linguistic equivalence theories of the 1950s and 1960s to the communicative, functionalist, cultural, cognitive, social, or technological approaches of today—can be of great assistance to any translator.² From my own experience of teaching translation theory, I've found that many practicing professionals find it fascinating. Many discover that it allows them to re-conceptualize their long-held approach to translation and interpreting, giving them greater confidence and a deeper understanding of their profession.

Can you learn translation or interpreting on the job and from life experiences, as opposed to studying these disciplines in a formal academic program?

Translating and interpreting in a professional setting is an expert skill that can only be acquired through systematic, structured, and deliberate practice with

appropriate feedback. In terms of learning on your own, I would say that you could learn to play tennis or a guitar on your own, but reaching an expert level in this manner would prove extremely difficult (though it can happen with highly gifted individuals). Nobody would suggest that you could learn nursing or surgery on your own or from accumulating life experiences. Nor would anyone imagine that classically trained pianists could learn on their own without extensive and structured practice guided by expert trainers.

Among your research interests you list cognitive processes in translation and interpreting. Briefly, how does the human mind function differently from one of those disciplines to the other?

Cognitive translation and interpreting studies attempt to decipher the workings of what is known as the “black box”—the mind of the translator and interpreter—during the process. It has been a sub-discipline within translation studies since the 1980s and 1990s, inspired by process research based on theories and methodologies from the various disciplines that study cognition.

Since the very beginning, those working in cognitive studies have empirically

researched the differences between professionals, experts, students, novices, and bilinguals to discover what exactly translation and interpreting experts can do that novices cannot. This has important implications for training, certification, and quality evaluation.

Translation is considered a “problem-solving” activity. For instance, experts in the field usually automatize a number of tasks and recurring problem-solving routines. When confronted with new challenges, they must employ new problem-solving strategies to find solutions. This means that with the development of translation competence, more and more tasks are automatized and more problem-solving techniques are acquired. Translation, however, does not get any easier with practice. Studies have found that the subjective perceived effort involved in the process can be the same for students and professionals: the so-called “translation does not get easier” phenomenon.³ This is because novices do not usually “see” translation problems, or they tend to solve them quickly and inaccurately.

In your opinion, what innate qualities best equip a student to become a professional interpreter?

There are basic cognitive differences between translation and interpreting that lead some people to prefer interpreting or to perform better in that discipline. Interpreting requires the ability to solve problems quickly, outstanding memory and concentration, an excellent command of both languages involved, an accumulation through practice of a number of solutions for transferring problems and specialized vocabulary, and training in coping techniques to solve basic problems, among other skills. As an instructor, I find that while most bilinguals can, with extensive training, work professionally in community settings, not everyone can easily achieve the level of performance required in advanced fields, such as federal court or conference interpreting. This is due to the demanding cognitive-processing involved in these highly specialized settings.

This is a question that often comes up in workshops. How should a translator handle a poorly written source text?

That depends, and this is where translation theory can help. The short answer is that the translator should communicate with the client about any problems in the source text. In the U.S., there are many people with an MA in writing, so many texts are probably written by someone with an MA or a BA.

As an instructor, I find that while most bilinguals can, with extensive training, work professionally in community settings, not everyone can easily achieve the level of performance required in advanced fields, such as federal court or conference interpreting.

Translation and interpreting also require college-level proficiency in both languages. If an English source text is written by someone with an MA in English technical writing but the translator does not have at least an MA, can he or she produce a translation of the same quality as the original? (Here I am just talking about writing, one of the many aspects of the translation process.) Functional theories of translation can help solve the problem.

Functional theories, which appeared in the 1980s, sought to dethrone the belief that equivalence to the source text was the main criterion when assessing a translation. These theories claimed that the function of the translation, the client’s instructions, and the end audience were the most important aspects. So, if the source text is poorly written but the purpose of the translation is to communicate a message efficiently (i.e., a medical brochure), then producing a quality translation that will achieve the intended goal of helping the audience,

without replicating the problems in the source text, becomes more important.⁴

To discuss functionalist theories in my classes, I use a poorly written text with typos and cultural sensitivity issues related to weight restrictions for a zipline in Costa Rica. Students are asked to produce three translations: 1) one for the owner of the zipline who wants to attract customers from the U.S.; 2) another as an extremely literal translation for a lawsuit against the company; and 3) a third for a late night TV show that attempts to convey the humorous aspects of ziplining. Through this exercise, students are able to grasp the implications of these theories and learn to see themselves as experts in intercultural communication at levels that are far beyond the literal translation of texts.

Where do you think translation and interpreting teaching is going, in terms of style, market demands or pressures, focus, and priorities?

As the need for skilled linguists increases in the U.S., there is a huge demand for highly trained translators and interpreters. This demand is indicated regularly in Department of Labor reports,⁵ but universities have been slow to catch up with the trend. More and more American universities now offer programs, but in my opinion the demand cannot be met at existing levels. Some language industry niches, such as translation management, are taught at very few universities, such as Kent State University in Ohio and the MA programs at the Middlebury Institute of International Studies at Monterey in California. Very few universities teach court interpreting in their MA programs as we do at Rutgers. We also need more PhD programs to train the next generation of tenured professors to continue defending this field of study from within. Currently, many tenure-track positions in the U.S. are offered to professors trained in Canada or Europe (like me).

Your research has also focused on localization. What are your thoughts on how the U.S. approach to localization is changing as the globalized world becomes more homogenous?

The localization industry actually emerged in the U.S. in the 1980s, when personal computer software developers started selling their products in other countries. This expanded to the localization of websites, video games, and smartphone apps. The most widely used software is the product of U.S. innovation, but nowadays users can have their own localized versions. The most popular websites in the world, such as Google, Facebook, Yahoo, and Twitter, are also the result of U.S. innovation, but they have opened up new participatory avenues for translation through crowdsourcing. Users have translated these sites in creative ways, subjecting the language industry to new waves of disruption.

How has social media affected the teaching of translation and interpreting?

Various modes of social media are now part of our students' lives. Studies have examined whether having online platforms that resemble social networking

sites can help with teaching, or even whether using Facebook or Twitter can enhance students' motivation and engagement.⁶ Social media and online reading have also changed how young generations approach a text, shortening their attention spans, which can be a challenge when translations of longer texts are required.

In translation circles one sometimes hears that translation and interpreting professionals do not receive the acknowledgment they deserve. Do you think there is an increasing awareness, and therefore recognition, of the translator and the translator's task?

Translation and interpreting per se tend to be "invisible" activities, but research in recent years has focused on the concept of "agency," showing that translators and interpreters are not invisible agents in the process but can, and in fact do, intervene and help create different results.⁷ Visibility issues are also related to "translator status." Without a clear acknowledgment of the translator's "socio-professional status," compensation for services will not increase. I personally think that the increased availability of translation and interpreting training programs is a key step toward this acknowledgment.

Many thanks, Miguel, for sharing your time and your very interesting thoughts with readers of Our World of Words. See you all next time! ◉

NOTES

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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.

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On Passing the Federal Court Interpreter Certification Examination

In February 2014, I wrote about a subject that I had hoped I would not have to address: the experience of not passing the Federal Court Interpreter Certification Examination (FCICE) for Spanish. Well, after retaking the exam last year, I'm happy to report that I passed. I was very open about writing about my failed first attempt, and now I can present you with some thoughts on passing the exam.

Preparation: There's no magic answer or magic pill, and certainly no prep course that will guarantee you'll pass. I strongly recommend staying away from any course that promises you a passing score—no one can do that. I also wouldn't recommend that anyone emulate my rather erratic preparatory phase for this exam, but I did make some good decisions in terms of prep courses.

I took a two-day court interpreting boot camp with Alfonso Villaseñor, who has taught interpreting at the Defense Language Institute and Agnese Haury Institute. I really enjoyed his no-nonsense approach and the small group setting. I also went to the University of Arizona in Tucson for a weekend course the week before the exam, and it was beneficial, even though I was surprised that there were no interpreting booths in which to practice. I was impressed by our instructor Joshua Elliot's depth and breadth of experience and vocabulary, and even though I didn't do as well as I would have liked on the practice exams, I left the weekend inspired and ready to take the actual exam.

In terms of general practice, my plan for the year leading up to the exam was to interpret one video per day (e.g., through the practice material available from Speechpool, ACEBO, etc.), but I will be the first to admit that I didn't always stick to this plan. The exam was in July, and I didn't really kick my preparation into high gear until June, which was probably a bit late—but it was enough.



Vocabulary: Many think that memorizing lots of specialized vocabulary is key to passing this exam, but I would disagree. While having more knowledge of vocabulary is always good, I believe this exam tests your general skills as an interpreter rather than your knowledge of highly specialized vocabulary. I do think that I was probably a better interpreter in 2015 than in 2013, which is partially why I believe I passed the exam. Rather than spending lots of time studying vocabulary, as I had done in 2013, my test preparation in 2015 involved practicing general interpreting techniques. For example, I focused on increasing my *décalage*, which is something I took home from Alfonso Villaseñor's workshop. (*Décalage* is the length of time between the start of the speech and the beginning of your interpretation. A longer *décalage* allows for higher accuracy because you get more context before interpreting.)

While this approach worked for me, it might not work for others. My general criminal and civil law vocabulary is already quite strong, and I believe that most state-certified interpreters already have most of the vocabulary they need to feel quite prepared for the exam.

Preparing for the fast simultaneous portion: Many exam candidates tend to be the most intimidated by the second simultaneous portion of the FCICE, which is also the last portion of the exam, when most test-takers are quite fatigued. This was also the most challenging portion for

me, as it's quite fast at approximately 160 words per minute. However, something that helped me was to keep in mind that I routinely interpret at this speed already, and under worse audio conditions than at the exam. This helped provide me with some perspective, and it's nice to know that the audio conditions are usually ideal during the exam. (There are also no distractions, such as attorneys interrupting each other, which is fantastic.) So, sometimes it helps to look at the exam just like any other day at work.

Logistics: I took the exam in Tucson, Arizona, because that was one of the closest exam locations to my home in Las Vegas. I also chose to stay at the hotel where the exam was taking place. I tried to make everything as easy on myself as possible, so I flew in the afternoon before, had a leisurely dinner with colleagues, and went to bed early. I had a 10:30 a.m. exam slot, so I got up early, worked out, did my warm-up vocal exercises, and listened to some songs I like—some of which I sang at the top of my lungs (badly, I might add), in both English and Spanish. Incorporating singing as part of your vocal exercises is one of the techniques I learned from Joshua Elliot at the University of Arizona, and it got me pumped and ready.

I am absolutely delighted to be a federally certified court interpreter. I know that this is just the beginning and that I have a lot to learn, but I very much look forward to the challenges and opportunities ahead. ○



Judy 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.

Five Essential Coping Tactics

“The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.”

—William Arthur Ward, writer

Upon setting sail from the Spanish port of Seville in 1519, Ferdinand Magellan was unsure of just what to expect. He had a hunch that he should sail west, believing this route would take him to the lucrative spices that grew in the Indies.

He took along the best technological and human resources available to him and left port with a flotilla of five ships loaded to the hilt with provisions, hoping for the best in a voyage whose duration he could not estimate. Under his command sailed a contingent of 260 men seduced by the promise of fortune and glory, their only chance to escape a miserable existence.

The captain general knew he would be up against more than just the ferocity of the southern seas. He had dared to question age-old tenets of pseudo-religious beliefs, and many among his peers were certain that, despite his conviction, Magellan was attempting the impossible.

The intrepid navigator would have to prove the foolishness of countless medieval superstitions. Legends spoke of sailors swallowed up by boiling waters south of the Equator and of ships torn apart by magnetic isles that could pull the nails out from the hull. Ferdinand Magellan was a determined explorer, ready to put his life on the line. But he was also a man of the times and certainly not immune to the superstitions of the day.

GOING BEYOND THE EDGE

Like sailors contemplating an imminent journey into uncharted waters, interpreters, too, have to grapple with a number of ghosts as they prepare for, and later reminisce about, their maiden voyage. Myths abound and are bred by ignorance and by panicky fantasies



Like sailors contemplating an imminent journey into uncharted waters, interpreters, too, have to grapple with a number of ghosts as they prepare for, and later reminisce about, their maiden voyage.

that tend to beset the unsure mind. Fear—be it endogenous or induced by circumstance—is how humans react to the unknown.

Yet, deliverance comes only from experience, and one has to muster the courage to set out to sea, hoping there is no cliff at the edge of the world after all. As they sail away from safe harbor, interpreters would do well to master at least some basic tricks while still ashore. So, lantern in hand, let us shed light on five important coping tactics every interpreter should have in their toolbox as they prepare to weigh anchor.¹

1. Simplifying discourse through acronyms and generalizations:

This common strategy, which soon becomes second nature, is a safe way to deal with speed, as it saves time while preserving content. For example, United Nations becomes UN; International Monetary Fund becomes IMF; and *pyruvate dehydrogenase* might be rendered simply as “the enzyme in question.” The downside is that acronyms do at times get translated, and the effort required in realigning the letters may take longer than simply repeating a mouthful.

2. **Keeping a word or term in the original language:** This is somewhat counterintuitive. Aren't interpreters supposed to translate every word?

Well, not quite. Rather, their job is to convey ideas, which occasionally means recognizing which concepts are better left unchanged. But this tactic can also be used as a temporary crutch in a fix until a linguistic equivalent can be recalled for use a second time around. If relevant, a term will certainly occur innumerable times and will eventually be rendered satisfactorily. If not, keeping it in the original language won't have been all that unforgivable.

3. **Changing the order of elements in an enumeration:** Here's a rather elaborate yet very useful strategy. Say the interpreter is lagging behind in a sentence as the speaker suddenly rushes through a long list of countries. Anticipating an imminent clogging of his short-term memory, the interpreter stores in his mind the first two or three names on the list and jumps straight to the ones being spoken next, which he renders immediately as heard. Once the list comes to an end, only the first few names he skipped need to be recovered from memory. The result is usually 100% retrieval and zero overload.
4. **Reconstructing meaning from context:** This is a dangerous yet useful tactic, where the loss of a word or idea is compensated for by the introduction of the most probable corollary to a preceding argument or semantic construct. At such times, besides their linguistic skills and their ability to improvise, interpreters rely heavily on extra-linguistic information (i.e., previous knowledge about the subject matter being discussed or the content they have gained in the course of the conference itself). This is time-consuming and requires a good sense of timing to be done properly. Given the possible loss of content and the reputational risk, this tactic ought to be avoided to the extent possible. There will be situations, though, when nothing else works.
5. **Knowing when to acknowledge mistakes:** As much as we hate to admit it, interpreters do make mistakes, and handling them properly is an important survival skill. It is also

tricky. Saying "sorry" or "rather" may solve the problem of context, but it leaves the impression that the mistake was the speaker's and that she is the one apologizing. This tactic doesn't go unnoticed to more experienced interpreters, most of whom have occasionally passed blame in cases of immaterial omissions. Yet, when dealing with a serious misnomer or inaccuracy, ethics dictate that the interpreter rectify a potential misunderstanding, making sure to speak in the third person to avoid confusion. This momentary admission of guilt is important specifically to protect the speaker, and while it could potentially undermine the interpreter's credibility, it may also enhance it. Admitting a mistake denotes self-assurance. Working to fix it denotes conscientiousness.

SAILING ON

The mechanisms listed above don't even scratch the surface, but they are a good starting point. To grow as an interpreter one has to expand this repertoire of coping tactics while working hard to question any nonsensical myths. In a world long haunted by imaginary demons and shadows, lighting a candle still works better than cursing the darkness. The ghosts of our time must be challenged, one by one. And while these specters may impress us with their power, they are seldom unknown.

Other than scurvy, whose cause would remain a mystery for another three centuries, all of Magellan's adversaries were known and very powerful—the violent seas, the raging storms, the mutinous sailors, the famine. The captain general never did encounter boiling waters or magnetic rocks. When he finally succumbed while still *en route*, it wasn't in the jaws of a mythical sea creature. Rather, he got himself killed during an ill-considered and unnecessary show of force against a tribe in the Philippines.

Ultimately, Magellan's expedition paid a high price for challenging established myths and traditions. Four of five ships were lost and over 200 men were killed. It was, by most objective standards, an unqualified failure. Yet in confronting

and debunking many medieval myths, it changed the world forever. ○

NOTE

- ¹ For additional coping tactics in interpretation, please see chapter 8 ("Coping Tactics in Interpretation") in Daniel Gile's *Basic Concepts and Models for Interpreter and Translator Training* (John Benjamins, 1997).



Ewandro Magalhães is an experienced conference interpreter and interpreter trainer. He has a master's degree in conference interpretation from the Middlebury Institute of International Studies at Monterey. He is the head of conference management service, and former chief interpreter, at the International Telecommunication Union in Geneva, Switzerland. He is the author of *Sua Majestade, o Intérprete—o fascinante mundo da tradução simultânea* (Parábola Editorial). You can read his blog at ewandro.com.

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Hiding in Plain Sight: Analytics Features in LinkedIn and Twitter

You've probably heard the old adage "Know thy audience." Both LinkedIn and Twitter now provide a number of easy-to-use but powerful analytics functions that help you better understand your followers so that you can tailor tweets and posts accordingly. Best of all, it won't cost you a dime to access the analytics functions on LinkedIn and Twitter!

LINKEDIN ANALYTICS

Who's viewed your posts: LinkedIn has made stats on who's viewed your profile available for a long time. Now LinkedIn has added a similar feature that tells you who's viewed your posts. In fact, you can access both functions using the same path. On the LinkedIn home page, click "Profile > Who's viewed your profile > Who's viewed your posts" and then select the post you want to check. Alternatively, you can go directly to your post and click the "View" stats button just above the title of your post.

The "Who's viewed your posts" function lets you select individual long-form posts to see how many views each post got over a user-selectable period of time (e.g., last 7, 15, 30 days, last 6 months, last year). You can also compare the total number of views, likes, comments, and shares each post received. The most useful feature of these stats, in my opinion, is the ability to hover over each individual data point to see the number of page views for that data point. (See Figure 1.) You can use this function to see how long a post "stayed fresh," and you can also determine if and how promoting a LinkedIn post on Twitter (which is something I always do) or another channel affected your readership.

Reader Demographics: LinkedIn also provides detailed demographic information on the readers of your posts, such as top industries, top job titles, top locations, and top traffic sources. Reader demographics information helps you determine if your posts reach the right



crowd or whether you need to adjust your content. Reader demographics are available on the same screen as "Who's viewed your posts." (See Figure 2.) You get there from the LinkedIn home page by clicking "Profile > Who's viewed your profile > Who's viewed your posts" and then selecting the post you wish to learn more about.

TWITTER ANALYTICS

Just like LinkedIn, Twitter has provided free analytics information to its users for some time. In fact, the free Twitter Analytics service has been available since the summer of 2014. What's new is that now some of the analytics functions are accessible not only from the Twitter Analytics Dashboard, but also right from your Twitter profile page.

Tweet activity per tweet: The "traditional" way of accessing information about how your tweets are doing (and of this writing, the only way documented in Twitter Help) is by going to Twitter Analytics.

The Twitter Analytics page is accessible from your Twitter home page by clicking your profile photo in the upper right

corner (Profile and settings) and selecting "Analytics" in the dropdown menu.

Twitter also makes a lot of this information available right from any given tweet on your Twitter Profile page. Just click the little stats symbol (View tweet activity) in the toolbar below each tweet and a pop-up window displays detailed information about impressions (i.e., total number of times a tweet was served in timelines and search results) and user engagement (e.g., re-tweets, favorites, link clicks, etc.).

Tweet activity over time: Let's say you want to know who your top follower was (by number of followers), or which of your tweets was the most popular (by impressions) or resulted in the most mentions in a given month. Twitter provides these stats month-by-month for up to 3,200 tweets or all the way back to October 2013 right on the Analytics Dashboard.

For a graphical representation of your tweets' performance day-by-day, select the "Tweets" tab from the top menu bar of the Analytics Dashboard, which gives you access to stats for each individual

Figure 1: Who's Viewed Your Post Stats

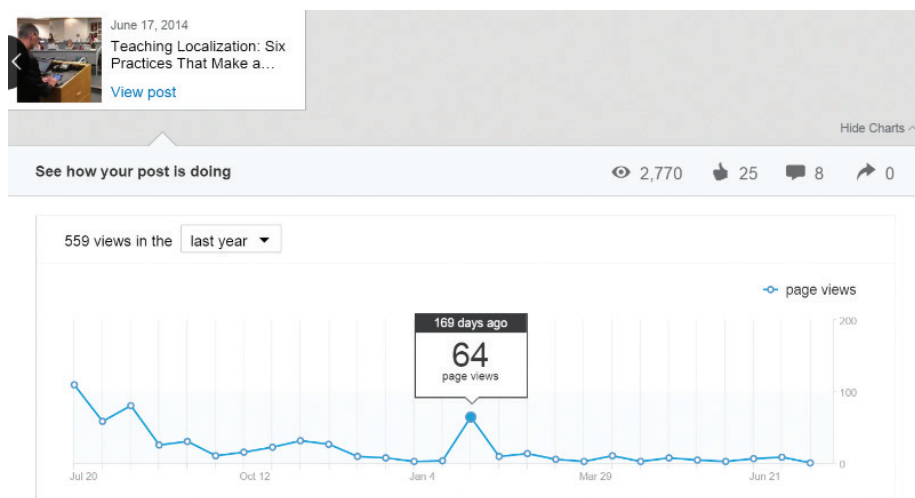
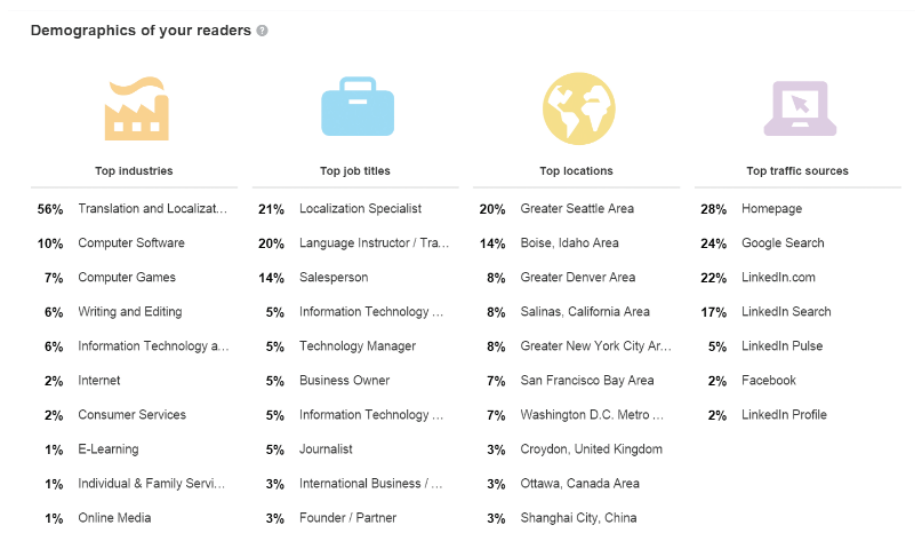


Figure 2: Reader Demographic Stats



tweet you sent during a user-selectable time period—up to 91 days (28 days is set by default).

TAKING AWAY THE GUESSWORK

Now that detailed analytics information is easily available to users of LinkedIn and Twitter, you no longer have to guess who reads your long-form posts on LinkedIn and how your tweets are doing individually and as a group over time. Unfortunately, users of Google+ and Facebook profiles are not so lucky! 🍌



Uwe Muegge is the director of Solutions Architecture at Z-Axis Tech Solutions, Inc. He has more than 15 years of experience in translation and localization, having worked in leadership functions on both the vendor and buyer sides of the industry. He has published numerous articles on translation tools and processes and taught computer-assisted translation and terminology management courses at the college level in both the U.S. and Europe. In addition, he has been active in several standardization efforts; most recently as chair of ASTM F43.03 subcommittee on language translation. Contact: uwe.muegge@zaxistech.com.



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David Brunand

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<http://bit.ly/lgdj-fr-Brunand>

GLOSSARY OF PATENT TERMS (FRENCH<>ENGLISH): SOFTWARE

Authors:
Sebastian Abbo and Pierre Sacconey

Publisher:
Lexicool.com

Number of entries:
3,000

Price:
Around \$19
(Includes bank charges, €16.58 for the software and delivery by e-mail and download)

Available from:
<http://bit.ly/Lexicool-patent-glossary>

Table 1a: French>English Jargon Used in Patents

Term	Dictionary	Glossary	Reviewer's comments
<i>contenir</i>	—	—	
<i>dans lequel</i>	—	—	
<i>destiné</i>	—	—	
<i>envisageable</i>	—	—	
<i>sensiblement</i>	—	substantially	
<i>susceptible</i>	—	[but: <i>susceptible d'application industrielle</i> → industrially applicable; an EPO criterion for patentability]	
TD (WIPO country code)	—	—	Chad; see "Other Resources" sidebar on page 35

In preparing to review these two references, I considered the scope of the terms that I expected them to cover based on my experience as a patent translator and on their titles. With this scope in mind, I somewhat arbitrarily generated four lists of terms in both French and English and then

looked for the entries concerning these terms. The following review is based on the results of my search.

When translating patents or documents relating to patents, such as administrative communications with patent offices, briefs and expert reports submitted to administrative bodies and courts, and subsequent orders and decisions, the specialized translator is faced with terminology challenges falling into three main areas.

1. The first area involves the technical subject matter of the invention described in the patent. This part of the terminology challenge can come from any of a large number of diverse and unrelated subject areas. This often requires the translator to have specialized knowledge of the subject area and to research primary sources. Although I won't be focusing on this area here, you can get more information from an article I wrote for the *Chronicle*.¹
2. The second area involves jargon, specialized vocabulary, and words that are given special meaning by statute or regulation (i.e., terms used within the writing of the patent itself, such as "comprising," "substantially," and "embodiment").
3. The third area involves words and terminology used by patent

SEARCHING FOR DOCUMENTS THROUGH THE EUROPEAN PATENT OFFICE

The European Patent Office (EPO) has three official languages: English, French, and German. Its foundational document, the European Patent Convention (EPC), and many other lesser documents, are prepared in these three languages in parallel and are available for public download. (The EPC is available at <http://bit.ly/EPC-patent-convention>.)

If you are translating between EPO official languages and come across an unfamiliar term, it is highly advisable to search the EPC site for the term and align the search result with the corresponding part in the parallel text in the target language. When this works, and it often does, you can be confident in the result of your terminology research. Don't translate EPO documents without applying this technique for terminology research.

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Applications for Fall 2016 will be considered from August 15, 2015 until May 1, 2016.

For more information, please contact the School of Literatures, Cultures, and Linguistics Graduate Student Services Office at slclgradservices@illinois.edu or the Center for Translation Studies Office at translation@illinois.edu.

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Table 1b: English>French Jargon Used in Patents			
Term	Dictionary	Glossary	Reviewer's comments
aspect	—	—	
disclose	<i>divulguer/exposer (une invention)</i>	<i>exposer (l'invention)</i>	
further	— [but, <i>délai supplémentaire</i> further period]	—	
object (of the invention)	—	<i>objet (de l'invention)</i>	
relates to	—	<i>avoir trait à</i>	
teaches	—	—	
whereby	—	—	See USPTO MPEP 2111.04 (http://bit.ly/USPTO-MPEP)

Table 2a: French>English Administrative Terms Concerning Patents			
Term	Dictionary	Glossary	Reviewer's comments
<i>Conseil en propriété industrielle</i>	—	patent attorney	While I do commonly see patent attorney for <i>Conseil en propriété industrielle</i> (CPI), it is very unsatisfactory for two fundamental reasons. First, the legal functions that a CPI may perform are very different from those that a French <i>avocat</i> or an attorney admitted to the bar in a U.S. state may perform. Second, a CPI has a specialized qualification for trademark and design or for utility patents; hence some CPIs don't work with patents at all.
<i>divulgation</i>	disclosure	disclosure	
<i>épuisement des droits</i>	exhaustion of rights	exhaustion of rights	
<i>fascicule de brevet</i>	<i>fascicule</i> →specification <i>fascicule du brevet communautaire</i> →specification of the community patent	patent specification	patent specification
<i>grief</i>	—	—	
<i>préjudiciable</i>	—	prejudicial	
<i>recevable</i>	—	admissible	

Table 2b: English>French Administrative Terms Concerning Patents			
Term	Dictionary	Glossary	Reviewer's comments
antecedent basis	—	—	See USPTO MPEP 2173.05(e): http://bit.ly/claim-antecedent
continuation-in-part	[Entry contains a substantial paragraph in French with a sound description of a U.S. continuation-in-part application and its relation to practice in France. It is followed by: " <i>Remarque: le terme anglais est en général conservé dans un texte française pour faire référence à cet notion typique du système américain.</i> "]	"continuation-in-part" [sic]	
issuance	—	<i>délivrance</i>	
means plus function	—	—	
(patent) prosecution	<i>procédure d'examen de la demande</i>	<i>procédure de délivrance (d'un brevet)</i>	<i>The American Heritage Dictionary of the English Language, Fifth Edition</i> (Houghton Mifflin Harcourt Publishing Company, 2015) defines prosecution as "the institution and conduct of a legal proceeding." I understand patent prosecution to mean the conduct of the proceedings for obtaining issuance of a patent. The dictionary incorrectly emphasizes examination. Both the dictionary and the glossary do not put enough emphasis on the conduct of the proceedings. Neither entry is fully satisfactory.
preliminary amendment	—	[only an entry for amendment]	
supervising examiner	—	— [but: examiner→ <i>examineur</i>]	
takedown (letter)	—	—	
terminal disclaimer	—	—	

practitioners, patent examiners, court-appointed experts, and patent office officials when writing for each other. Examples include words such as "preliminary amendment," "office action," and "opposition."

I focused on the second and third challenges when conducting my term searches for this review.

Scope of Coverage

The *Industrial Property—Propriété industrielle Dictionnaire juridique bilingue* and the *Glossary of Patent Terms* cover both directions between French and English. The glossary covers patent terms and the dictionary covers intellectual property (including patent terms and trademarks and copyrights). The dictionary is a paperback book with 242 pages, and has ample white space and is easily readable. The back cover states that it has "over 5,000 words and expressions translated." The glossary is a small Windows software application. By default, it is available in a 16- or 32-bit operating system version, which I believe reflects its origin in Windows 3.1. I downloaded a beta 64-bit version that requires me to re-enter the registration number every time I use it. The user interface is minimal but functional. The information on the website indicates that it includes "over 3,000 entries (approximately 14,000 words) pertaining to the world of patents and intellectual/industrial property."

Term Search Results

To conduct the review, I prepared two lists of about 15 words (split between French and English), one list for each of the second and third terminology challenge areas mentioned above. These lists reflect: 1) terms found in patents and related documents that I've translated, or in patents to which I've referred in the course of translating other documents; 2) U.S. terms that I've needed when writing in French to French patent practitioners; and 3) terms from my own glossary that I thought were sufficiently important enough to be included in these reference works.

OTHER RESOURCES

Code de la propriété intellectuelle
<http://bit.ly/code-intellectuelle>

INPI Directives—examen demande de brevet
www.inpi.fr/fr

World Intellectual Property Organization Handbook on Industrial Property Information and Documentation
(Defines the meanings of INID codes [circled numbers] used on patent cover pages; use the English and French versions in parallel.)

English Version
<http://bit.ly/WIPO-standards-English>

French Version
<http://bit.ly/WIPO-standards-French>

World Intellectual Property Organization Country Names and Two-Letter Codes

English Version
<http://bit.ly/WIPO-country-names-codes>

French Version
<http://bit.ly/WIPO-country-names-codes-French>

World Intellectual Property Organization Pearl
www.wipo.int/reference/en/wipopearl
(WIPO's multilingual terminology portal provides access to scientific and technical terms derived from patent documents.)

United States Patent and Trademark Office Manual of Patent Examining Procedure
<http://bit.ly/USPTO-patent-exam>

Overall Evaluation

After reviewing the tables on the previous pages, it should be clear that the *Industrial Property—Propriété industrielle Dictionnaire juridique bilingue* and the *Glossary of Patent Terms* do not provide satisfactory coverage of the jargon used within patents. This result is very disappointing.

For these critical little words, I have no resources to suggest. It seems one must dive into the primary literature, such as the *U.S. Patent and Trademark Office Manual of Patent Examining Procedure* and the corresponding parts of the *French Code de propriété industrielle* and the *INPI Directives—examen demande de brevet* of

the National Industrial Property Institute of France. *Bon courage!*

For the third terminology area, both references did somewhat better than for the second area; the glossary had somewhat more matches than the dictionary. I don't think the coverage provided by either work is sufficiently extensive. Although it may not be evident from this sampling, when there is a matching entry in the dictionary, the dictionary fairly frequently provides a paragraph or more explaining the term. This is a very useful and welcome feature.

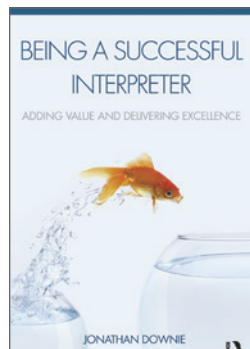
Unfortunately, for the above reasons, I cannot recommend either work at this time.

NOTE

1. Popp, Bruce D. "Using Patents to Find the Terminology You Need," *The ATA Chronicle* (May 2009), page 16–23.

Bruce D. Popp is an ATA-certified French>English translator and a U.S. Patent and Trademark Office registered patent agent with a PhD in astronomy. He translates patents and scientific and technical documents. Contact: BDPopp@bien-fait.com.

BEING A SUCCESSFUL INTERPRETER: ADDING VALUE AND DELIVERING EXCELLENCE



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At one point or another in our careers, I'd wager we've all asked ourselves how we could become even more successful or deliver true excellence. Thankfully, man of many talents Jonathan Downie claims to have the answers in his aptly named *Being a Successful Interpreter: Adding Value and Delivering Excellence*. Downie has created an excellent 136-page how-to guide with a very hands-on approach that will definitely be worth checking out when it's released this spring. (Available May 12th in Europe; May 21st in the U.S.)

A Well-Rounded Approach

From unleashing your inner potential, to listening to your gut feeling, or getting in touch with your inner self, these types of books often drone on about some vague platitudes while trying desperately to make a point. Thankfully, *Being a Successful Interpreter* takes a different approach and gives you a taste of academic research, combined with relevant interviews, bite-size knowledge nuggets, and practical lessons that can be applied to the life of a professional.

Spanning a total of 10 chapters, Downie covers a large variety of relevant topics, including developing an active working relationship with clients while moving away from a more passive role as a language conduit, branding, and promotion and public relations for interpreters. There's even a chapter entitled "Eating Your Way to Success," dedicated to the tastier side of a professional's life and the dos and don'ts of a freelancer's healthy diet. A French<>English conference interpreter based in Edinburgh, Scotland, Downie covers conference interpreting as well as public service interpreting, and even talks openly about the need to reunite a "divided profession."

Downie is serving his third term on the board of the U.K.'s Institute of Translation and Interpreting, so readers are provided with his extensive academic insights mixed with personal hands-on interpreting experience. Downie skillfully


divides the information in each chapter. The first part is the more “academic” portion, and the second part features interviews with such industry experts as Judy and Dagmar Jenner, Esther Navarro-Hall, and many more renowned industry veterans from across the globe. These interviews underline the main message of each chapter while giving them an added dimension through each expert’s unique industry insights.

Interestingly, Downie also keeps in mind those readers who may be more accustomed to the quick pace of, say, a 140-character Tweet by providing a very succinct three-bullet introduction to each chapter. Even better: at the end of each chapter, he adds the “Putting it into practice” section, in which he handily summarizes the key chapter concepts and main take-aways and suggests how to put them into practice in everyday freelance life. From questions you can ask to things you can do, both on your

own and/or in a group, Downie makes each chapter’s content tangible with these end-of-chapter examples and exercises. Ask yourself: “When preparing for an assignment, how much time do you spend thinking about what your clients will want from the event?” This and many more questions and activities create a very introspective yet active reading experience.

That being said, this might not be a publication for everyone, as some of Downie’s opinions or statements might be subject to a bit of lively debate. While this is certainly a desired effect, not everybody will agree with the notion that interpreters need to abandon the concept of neutrality in interpreting or—a much more serious shock for any practicing interpreter—like the idea that conference interpreters should move on from their best friend, coffee.

OVERALL EVALUATION

Downie successfully mashes his signature breezy and at times laugh-out-loud funny writing style with some great content, intriguing interviews, and practical tips. If you’re a practicing interpreter or even just interested in reading some of what the industry’s greats have to say, this book is a great read by an author who expertly balances style and substance. 



Alexander C. Gansmeier is a freelance German↔English conference interpreter in Munich, Germany. He has a master’s degree in conference interpreting from the University of Central Lancashire (U.K.). He serves on the board of various professional organizations, including the German Association of Conference Interpreters and Germany’s Federal Association of Interpreters and Translators (BDÜ). His specializations include dermatology, automotive technology, and information technology. Contact: alex@gansmeier.com.

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

Katharina D. Jones
Eugene, OR

Julia Glasmann
Tuntenhausen, Germany

Susanne M. Kraetschmer
West Linn, OR

English into Japanese

Yoshihiro Mochizuki
Ann Arbor, MI

Ayako Teranishi
Dublin, CA

English into Portuguese

Marly S. Moro
Sao Paulo, Brazil

English into Spanish

Luis F. Medina Alvarez
Colima, Mexico

María L. Castellá
Buenos Aires, Argentina

Barbara Compañy
Buenos Aires, Argentina

Gabriela I. Haymes
Buenos Aires, Argentina

Victoria M. Kennedy
Madrid, Spain

Ileana Luque
Cordoba, Argentina

Orestes Robledo
Toronto, Canada

Ana Paula Rodriguez
Buenos Aires, Argentina

Carmen Rossell
Auburn, AL

Silvia I. Rubio
Lima, Peru

Alexandra G. Guevara-Salcedo
Charlotte, NC

English into Swedish

Tess Whitty
Park City, UT

English into Ukrainian

Yulia Shevchenko
Palm Harbor, FL

Arabic into English

Yasmin O. Al-Kashef
Williston, VT

French into English

Monika A. Adhye
Napa, CA

German into English

Maleaha M. Laski
SeaTac, WA

Rudolf Vedo
Rockford, IL

Italian into English

Elias Shakkour
Chicago, IL

Portuguese into English

Danielle J. Deremo Cosimo
Campinas, Brazil

Spanish into English

Ingrid A. Holm
Houston, TX

Denise Nahigian
Spring, TX

Collin A. Stewart
Carbondale, CO

Barbara S. Vergara
Atlanta, GA

Certification Pass Rates 2004–2014

The Certification Committee is happy to report here on certification pass rates for 2004–2014.¹ Pass rates have remained relatively stable over time, and this is reflected in the 2004-2014 data as well.

To describe the results effectively and avoid distortion, the information has been divided into two groups: 1) languages with 40 or more exams in the reporting period; and 2) languages with extremely low volume (ELV), defined as language pairs with fewer than 40 exams in the reporting period.

The overall pass rate for ATA’s Certification Program for 2004-2014 was 15.45%. A total of 5,463 candidates (previous period: 6,339) took the exam in 29 language pairs (previous period: 29), and 844 exams were rated “pass” (previous period: 1,032). Of these language pairs, 16 had 40 or more exams over this period (previous period: 16). The Polish>English and Dutch>English exams have entered ELV status due to low demand for these language pairs, while Finnish>English is no longer represented. However, Swedish>English has started as a new language pair.

The individual language pairs are listed in Table 1 in alphabetical order with the number of examinations and pass rate for both sets of data.

Thirteen of the 29 language pairs each had fewer than 40 exams. (See Table 2 on page 38.) The results for these language pairs have been combined in the figures shown in Table 2. This was done because these language pairs cannot be averaged reliably due to their low volume. Another reason is that some languages were not offered for the entire period. The Italian>English language pair was suspended in 2007 and only reinstated in 2015, so it will remain in the ELV category for some time. In addition, Hungarian>English, which had a low volume to begin with, has been suspended since 2008, although work is ongoing to reinstate it.

Figure 1 presents the data on the high-volume languages in 2004–2014 in graphical form, in a format slightly

Table 1: Language Pairs with 40 or More Certification Exams (16 language pairs): 2004–2014

Language Pair	Number of Exams	Pass Rate per Language Pair
Arabic>English	211	9.00%
French>English	269	18.22%
German>English	239	26.78%
Japanese>English	113	13.27%
Portuguese>English	131	22.14%
Russian>English	124	28.23%
Spanish>English	1,038	12.04%
Total and overall pass rate, foreign into English:	2,125	15.81%
English>Chinese	246	13.41%
English>French	165	9.09%
English>German	106	27.36%
English>Italian	91	28.57%
English>Japanese	95	16.84%
English>Polish	83	19.28%
English>Portuguese	145	28.97%
English>Russian	197	15.23%
English>Spanish	2,040	11.76%
Total and overall pass rate, English into foreign:	3,168	14.11%
Grand total and overall program pass rate:	5,293	14.79%

Figure 1: American Translators Association Translator Certification Examination Pass Rates by Language Pair and Number of Examinations (n=5,463), 2004–2014, Sorted by Pass Rate

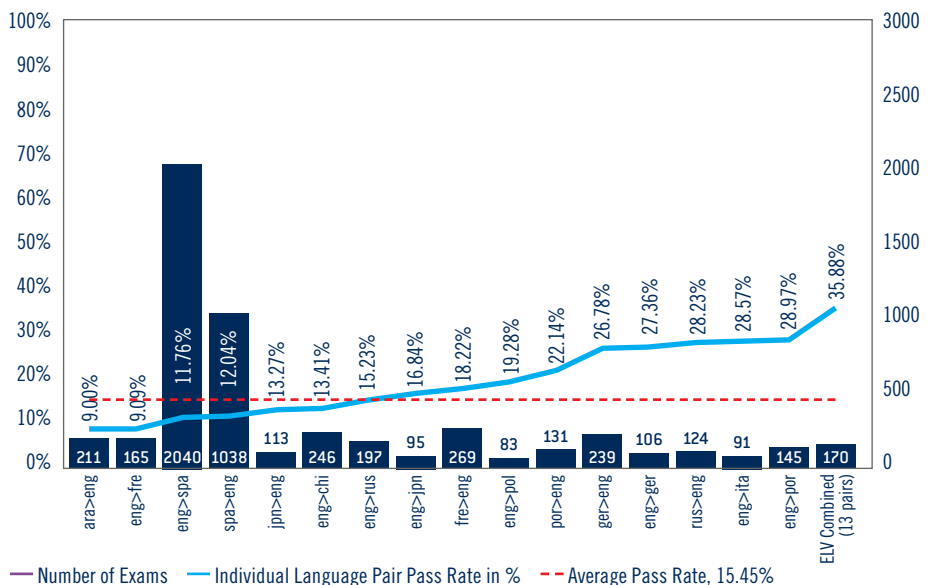


Table 2 : Extremely Low Volume (ELV) Language Pairs with Fewer than 40 Certification Exams: 2004–2014 (n=13)

Language Pair	Number of Exams	Percentage of Total Exams (n=5,463)	Number of Years Offered
Croatian>English	7	0.13%	10
Danish>English	12	0.22%	17+
Dutch>English	25	0.46%	17+
Hungarian>English*	4	0.07%	17+
Italian>English*	16	0.29%	17+
Polish>English	26	0.48%	17+
Swedish>English	7	0.13%	2
English>Croatian	14	0.26%	16
English>Dutch	10	0.18%	17+
English>Finnish	8	0.15%	16
English>Hungarian	20	0.37%	17+
English>Swedish	7	0.13%	4
English>Ukrainian	14	0.26%	10
Totals:	170	3.11%†	

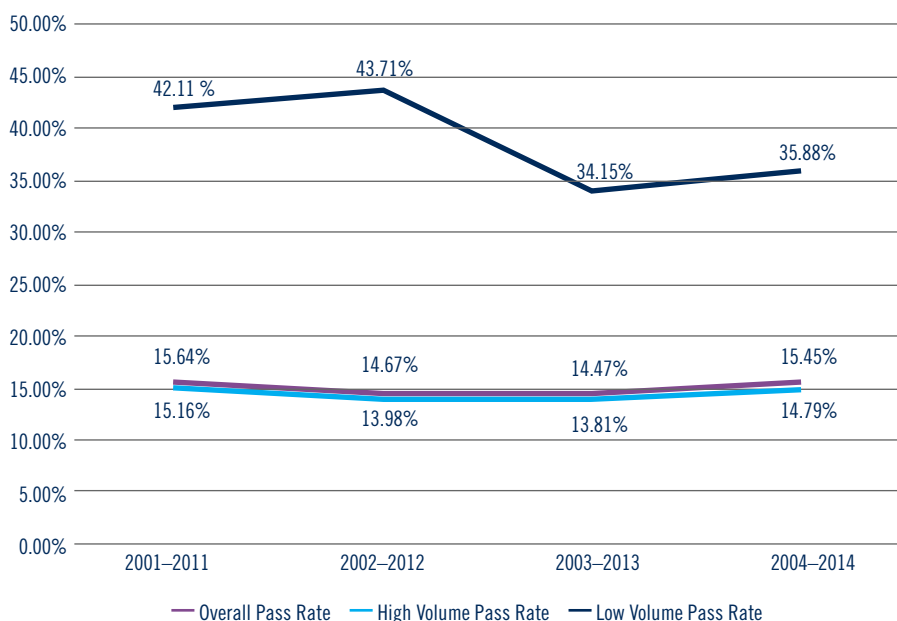
* suspended

† calculated total percentage differs from sum of individual percentages due to rounding

different from previous pass-rate reports. The dashed horizontal red line shows the mean pass rate. No standard deviation is provided for the pass rate percentages because the language pairs have widely divergent numbers of exams. Overall, this

figure shows that the pass rates differ for each language pair. The pass rates for the high-volume language pairs range from a low of 9.00% for Arabic>English to a high of 28.97% for English>Portuguese. The average of 35.88% for the aggregated ELV

Figure 2: ATA Certification Exam Pass Rate Trend, Overall and by Volume



languages (3.11% of all exams) represents 13 language pairs averaging two or fewer exams per year. A slightly higher or lower number of ELV exams passing in any data set can greatly skew the individual average.

Figure 2 compares pass rates over time using four sets of data (2001–2011 through 2004–2014). The overall pass rate has remained largely stable, with a high of 15.64% and a low of 14.67%. The pass rate for high-volume languages closely mirrors the overall pass rate, just slightly below it, ranging from 15.16% to 13.81%. Not surprisingly, the ELV pass rate is both quite a bit higher and more variable. The shift between the low-40% range in the first two data sets and the mid-30% range in the second two sets is attributable to a few language pairs with moderate pass rates moving from high-volume into the ELV category, pulling the average down. This did not have a noticeable effect on the high-volume pass rate, however, which shows how small the number of ELV exams is in the overall system.

We hope that this information on pass rates is interesting and useful to our members and potential candidates for ATA's certification exam. ATA's Certification Committee will continue to report the figures on a regular basis. ●

NOTE

¹ A longer article on pass rates, including an analysis of data over the past four data sets, is available in the Bonus Features section of the *Chronicle-Online* website (www.atanet.org/chronicle-online/magazine/bonus-features).



Geoffrey S. Koby is an ATA director and the immediate past chair of ATA's Certification Committee. He is an associate professor of German/translation studies at Kent State University.

Formerly the coordinator of the university's BS in translation program and assistant to the chair, he teaches undergraduate and graduate courses in translation theory and practice. An ATA-certified German>English and Dutch>English translator, his professional practice focuses on business, legal, and financial translation. Contact: KobyTranslation@yahoo.com.



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inspired **THINKING**

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- Chinese
- Farsi
- Korean
- Russian
- Spanish
- And other less commonly taught languages

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