



Alina Mugford

**ATA member** Alina Mugford of Bradenton, Florida, took the prize in the Association's third School Outreach Contest. Working through a press release service offered by her local chamber of commerce, she used her award to promote the profession and her own business, drawing attention from Florida Governor Charlie Crist and local media.

**"Between, between and drink a chair."**

To break the ice and show that translation is more than word substitution, Alina welcomed Spanish IV students at Bradenton's Manatee High School with a puzzling, "Between, between and drink a chair." After some blank faces and giggling, a student translated her greeting as *Entre, entre y tome una silla* (Come in and take a seat).

## School Outreach Contest Winner Draws Attention of Florida Governor, Local Media: 2008 Contest Now Open

*By Lillian Clementi*

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It is important that Florida schools accommodate foreign language programs. Your commitment to advancing foreign language has helped to shape the future of education. Congratulations!

— Florida Governor Charlie Crist

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Using a laptop and a projector, Alina highlighted the roles of the translator, interpreter, proofreader, and editor in various work settings, using Internet resources she found on ATA's School Outreach webpage ([www.atanet.org/ata\\_school/school\\_outreach\\_materials.php](http://www.atanet.org/ata_school/school_outreach_materials.php)). She then introduced the students to ATA's website, explained ATA's mission, and concluded her presentation with an online visit to the list of translation and interpreting programs offered by ATA institutional members ([www.atanet.org/careers/T\\_I\\_programs.php](http://www.atanet.org/careers/T_I_programs.php)). She also left a copy of *Park's Guide to Translating and Interpreting Programs in*

*North America* with Manatee's Spanish teacher, Diane Fisher.

"Mrs. Fisher said that she could only give me 25 minutes to do the presentation," Alina said, "but she and the students liked it so much that she asked me to come next year and speak for a whole hour. I enjoyed making the presentation and am looking forward to doing it again next year."

### **A World of Opportunity**

Although she is a relative newcomer to the translation profession, Alina has many years of experience with translation and interpreting in the business world. After holding a variety



she and a friend drafted a press release and uploaded it to the website of the Manatee Chamber of Commerce. Through the Chamber's media service, Alina scored four mentions in three different publications during September 2007, including the online and print editions of the *Bradenton Herald*.

In late October, Florida Governor Charlie Crist wrote to congratulate her on winning the contest. "It is important that Florida schools accommodate foreign language programs to meet the needs of our diverse culture," he wrote. "Your steadfast commitment to advancing foreign language in schools has helped to shape the future of education. Congratulations and best wishes on all your future endeavors!"

School Outreach organizers are currently exploring ways to help future contest winners replicate Alina's successful public relations initiative. Possibilities include creating a kit containing a model press release and tips on using the award to promote the winner's business in his or her local media and business community.

of managerial positions in sales, marketing, and public relations in multinational companies, she recently launched her own business, The Translation Link LLC, providing translation, cross-cultural consulting, and other language-related services to businesses and organizations that want to cater to Spanish-speaking clients. One of her first major projects was the translation of the Manatee Chamber of Commerce website into Spanish.

And she is no stranger to the classroom. For several years Alina taught advertising management, public relations management, and public speaking as an assistant professor at the Universidad Metropolitana in Venezuela, and more recently she has taught Spanish and English as a

Second Language at high schools in the Bradenton area, both as a volunteer and as a staff member.

Alina joined ATA in 2007 and is currently seeking certification for English→Spanish translation. She is also cultivating English↔Spanish interpreting skills, with a focus on business and medicine. "Translators and interpreters have the world in front of them to pursue their careers and serve their communities," says Mugford. "The human side of the profession is extremely important to me."

### **Congratulations from the Governor**

Alina was quick to put her advertising and public relations expertise to work. As soon as she heard that she had won the School Outreach Contest,

### **"I Saw You on TV"**

School outreach can raise your professional profile even if you do not win the contest. Well-known ATA conference speaker Jonathan Hine has become a local celebrity in and around Charlottesville, Virginia, after making a 40-minute presentation to high school students in November 2006. Charlottesville's public access television channel filmed the presentation and has aired it regularly ever since, says Hine. "Not a week goes by that someone does not accost me with 'I saw you on TV the other day.'" The program proved so popular that it has been copied to DVD and made available to all middle school and high school guidance counselors in ➡

**School Outreach Contest Winner Draws Attention of Florida Governor, Local Media: 2008 Contest Now Open** *Continued*

Charlottesville and the surrounding counties.

**Enter the 2008 Contest and Win Free Conference Registration**

ATA is now accepting entries for the 2008 School Outreach Contest. The prize is free registration to ATA's 49th Annual Conference at Walt Disney World in Orlando, Florida, November 5-8, 2008.

**The deadline for submissions is July 21, 2008**, and the winner will be contacted no later than August 18, 2008. Here's how to enter:

1. Visit the School Outreach homepage at [www.atanet.org/ata\\_school/index.php](http://www.atanet.org/ata_school/index.php) and click on Presentation Resource Materials.
2. Pick the age level you like the best and click on it.
3. Download a presentation and deliver it at your local school or university.
4. Get someone to take a picture of you in the classroom. For tips on getting an effective photo, see "Three Steps to a Winning Shot."
5. Send your picture via e-mail to ATA's Public Relations Committee at [pr@atanet.org](mailto:pr@atanet.org) using the subject line "School Outreach Contest," or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include your name and contact information, the date, the school's name and location, and a brief description of the class.

You may submit multiple entries, and any member of ATA or of any ATA-affiliated organization is eligible to enter. For

## Three Steps to a Winning Shot

**1.** Make sure the photo shows clearly that you are talking about translation and/or interpreting. This could include words behind you on a whiteboard, chalkboard, or flip chart; an interesting prop; or classroom decorations such as flags, foreign-language vocabulary, or maps. Visual impact will improve the quality of your photograph and make your presentation more interesting and engaging. Avoid shots of PowerPoint presentations, which usually appear as blank screens in photographs.

**2.** Include yourself and one or more students in the photo if you can. If the school's confidentiality policy prohibits showing children's faces in the photo, try a shot that shows them from the back. Ask the teacher or school photographer to take the photograph for you, or ask if the school newspaper or yearbook is interested in photographing your presentation. You can also invite a colleague, family member, or friend to come along and take pictures.

**3.** Aim for a photo that is clear enough for effective reproduction in *The ATA Chronicle* and promotional materials. Ideally it should be visually pleasing as well, although we are willing to do some cropping and enhancing if the content is good. For a few basics on photography and composition, visit [www.wildthingsphoto.com/tips/tip0206.htm](http://www.wildthingsphoto.com/tips/tip0206.htm).

The ideal photograph would combine all three elements to create a picture that captures the fun of translation and interpreting, your passion for the profession, and the interest and engagement of your audience. For examples, visit [www.atanet.org/ata\\_school/photo\\_gallery.php](http://www.atanet.org/ata_school/photo_gallery.php), where a variety of successful school outreach photographs are on display.

more information, contact Lillian Clementi at [lillian@lingualegal.com](mailto:lillian@lingualegal.com).

### And Even if You Don't Win...

...you can still earn ATA continuing education (CE) points for the time you spend in the classroom. Each hour of school outreach presentation time earns two points, subject to a maximum of six points in each three-year reporting period. Two or more

school outreach presentations of less than 60 minutes may be combined to reach the one-hour mark, and no advance approval is required. Visit [www.atanet.org/ata\\_school/ce\\_points\\_form.php](http://www.atanet.org/ata_school/ce_points_form.php) to get additional information on CE points for school outreach and to download a CE form designed specifically to document CE points for school outreach.

