

September 2008
Volume XXXVII
Number 9
A Publication
of the
American
Translators
Association

The *ata* CHRONICLE

In this issue:

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Interpreting in Juvenile Court

Thinking Like a Business Owner

Translating for the Cosmetic Industry



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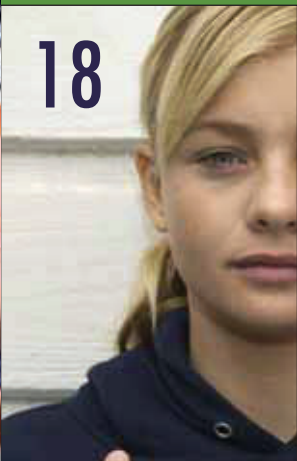
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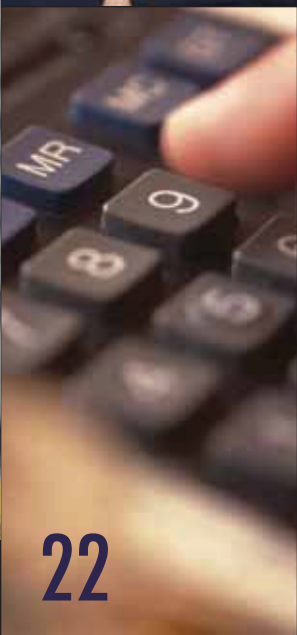
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The ATA Chronicle (ISSN 1078-6457) is published monthly, except bi-monthly in November/December, by the American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314 USA. Periodicals postage paid at Alexandria, Virginia, and additional mailing offices. **POSTMASTER:** Send address changes to *The ATA Chronicle*, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314 USA.

The American Translators Association (ATA) was established in 1959 as a not-for-profit professional society to foster and support the professional development of translators and interpreters and to promote the translation and interpreting professions. The subscription rate for a member is \$43 (included in the dues payment). The U.S. subscription rate for a nonmember is \$65. Subscribers in Canada and Mexico add \$25; all other non-U.S. subscribers add \$45. Single copies are available for \$7 per issue.

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Requests for permission to reprint articles should be sent to the editor of *The ATA Chronicle* at jeff@atanet.org.

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Rob Cruz is a certified court interpreter in Tennessee and the owner of RCIT, a “single operator” interpreting, translation, and consulting company. He has also developed numerous workshops and programs for entrepreneurs and small business owners, and has conducted workshops on business development and best business practices. He was on the board of directors of the Hispanic Chamber of Commerce of East Tennessee. He serves on the board of directors of the National Association of Judiciary Interpreters and Translators and the Tennessee Association of Professional Interpreters and Translators. Contact: rcruz@najit.org.



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From the President

Jiri Stejskal

President@atanet.org

ATA to Host XIX FIT World Congress

Last month, we reviewed

the fifth bylaws objective, namely to “provide a medium for cooperation with persons in allied professions,” and looked at ATA’s cooperation with the Joint National Committee for Languages at the national level. Let us now look at ATA’s international involvement.

ATA has been a member of the Fédération Internationale des Traducteurs (FIT), or International Federation of Translators, since 1963, and has maintained a strong presence in the federation. For the past nine years, ATA’s past president and current treasurer, Peter Krawutschke, has served on FIT’s executive committee—the last three as FIT’s president.

Founded in Paris in 1953, FIT is a federation of associations of translators, interpreters, and terminologists, bringing together more than 100 organizations from all over the world. Its purpose is to promote professionalism in the disciplines it represents. FIT is also concerned with the conditions of professional practice in various countries, and strives to defend freedom of expression in general and translators’ rights in particular. FIT maintains formal consultative relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO). UNESCO’s Recommendation on the Protection and Improvement of the Legal and Social Status of Translations and Translators, adopted in Nairobi in 1976, is a milestone in the history of FIT.

Every three years, FIT holds a World Congress. The event provides translators and interpreters with a unique opportunity to meet their colleagues from around the world and to discuss their professions in formal workshops and informal discussion groups. FIT’s Congress also serves as the supreme governing body of the

organization, where the council and executive committee are elected. The council consists of 17 members, including a six-member executive committee (president, three vice-presidents, treasurer, and secretary). Following their election at the

(South Africa) was elected president, and Huang Youyi (China) and Miriam Lee (Ireland) were elected as the other two vice-presidents. Andrew Evans (Luxembourg) will serve as the treasurer, and Frans de Laet (Belgium) as the secretary general.

At the closing ceremony the organizer of the XVIII FIT World Congress and executive vice-president of the Translation Association of China, Guo Xiaoyong, handed the Congress flag to ATA’s president, who will organize the XIX FIT World Congress in San Francisco in 2011.

Congress, the council and executive committee members assume a three-year mandate to administer the organization’s business.

The XVIII FIT World Congress was held August 4-7, 2008 in Shanghai, and was hosted by the Translation Association of China. The event attracted about 1,500 attendees from more than 70 countries. The theme of the Congress was “Translation and Cultural Diversity,” and over 400 delegates made presentations in 90 seminars on a wide variety of topics. The World Congress was preceded by a Statutory Congress, where the federation’s business was conducted and new council members were elected. ATA maintained its strong involvement during the two-day Statutory Congress, with ATA’s president being elected as one of the three vice-presidents of FIT for the 2008-2011 period. Marion Boers

At its July meeting, ATA’s Board agreed to submit a proposal to host the next FIT World Congress. ATA’s proposal was accepted, and at the closing ceremony the organizer of the XVIII FIT World Congress and executive vice-president of the Translation Association of China, Guo Xiaoyong, handed the Congress flag to ATA’s president, who will organize the XIX FIT World Congress in San Francisco in 2011. This will be the first time the Congress is held in the U.S., and it will provide ATA members with a unique opportunity to interact with colleagues from translation and interpreting associations from around the world. Stay tuned to find out how you can contribute to and benefit from a truly global event that fosters international cooperation. You will find more information on FIT at www.fit-ift.org and on the Shanghai World Congress at www.fit2008.org.



From the Executive Director

Walter Bacak, CAE

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Navigating ATA's Wealth of Information

ATA strives to provide

information to help you do your job better and to grow professionally. To this end, one of the challenges is getting this information to you. We are all facing information overload these days. So, here is what ATA is doing to help you navigate the wide spectrum of material available to members.

Division newsletters: ATA's division newsletters provide a wealth of specialized information that you will not find anywhere else. Division members are notified about the publication of new issues through announcements in ATA's broadcast e-mail, *News and Notes*. By combining newsletter announcements into a *News and Notes* broadcast, we are able to reduce the number of e-mails members receive from ATA. However, in reducing the number of e-mails, we are now hearing from some members and the volunteers who work so hard to produce these fine newsletters that division members are not aware when a new issue is online.

To make members more aware of the division newsletters and how to get to them, we have added a link on ATA's homepage under "In the Spotlight," as well as a separate page under the Divisions section of ATA's website, and also a link under the Publications section of ATA's site. We have also added a feature in *The ATA Chronicle* to publicize and promote the division newsletters and their online links. (Please see page 17.) Related, we are also including links to various division listservs as another means of getting information. (Please see page 42.)

ATA News and Notes: We all know the pluses and minuses of e-mail. It is a cheap and easy way to disseminate information, but on the flip side, it is

just as easy to hit the Delete key without opening the message. *ATA News and Notes* is the name of ATA's broadcast e-mail notifications. Previously, we would send messages when we received requests—or reject ones which were inappropriate for the entire membership. *ATA News and Notes* is sent as often as weekly, depending on the amount, importance, or urgency of the content. In addition, ATA's Member Services and Project Development Manager, Mary David, who produces *ATA News and Notes*, includes some interesting links. For example, the August 21 edition featured links addressing collections issues, so be sure to check them out. If you would like to access *ATA News and Notes* online, please go to www.atanet.org/newsnotes.

ATA Newsbriefs: *ATA Newsbriefs* debuted earlier this year as ATA's online monthly newsletter, providing summaries of articles featuring translation and interpreting in the news. This is a great way to see what the

public is reading regarding the professions. It is also a good way to stay abreast of your colleagues as their companies' activities are featured. Following the news summaries are usually four links to ATA-related news. If you would like to access *ATA Newsbriefs* online, please go to www.atanet.org/newsbriefs.

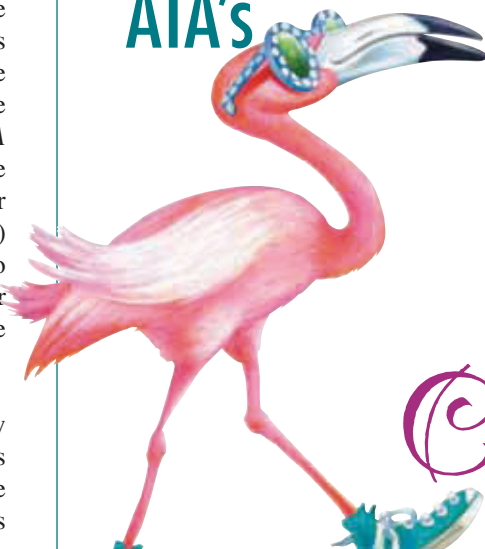
Of course, in addition to these means of obtaining information, I have not even touched on *The ATA Chronicle* (all back copies since 2000 are online in the members only section of ATA's website); the Annual Conference; ATA's various publications; and all the other items on ATA's website.

Thank you for taking the time to look at the e-mail messages ATA sends. You will see that the links provided make it worth your while as you navigate all the content ATA has to offer.

Thank you for being a member of ATA.

ata

Register Today for
ATA's



Make plans to attend ATA's 49th Annual Conference, November 5-8, 2008 at the Hilton in the Walt Disney World Resort in Orlando, Florida. Please visit the conference page on ATA's website for the most up-to-date information on the 150 educational sessions, the sold out Exhibit Hall, and the registration form. Register today online at www.atanet.org/conf/2008.

49th Annual
Conference

ATA Board Elections: Candidate Statements

ATA will hold its regularly scheduled election at the upcoming 2008 ATA Annual Conference in Orlando, Florida, to elect four directors (three three-year positions and one one-year position).



Director
(three-year term)
Lois Feuerle
LoisMarieFeuerle@cs.com

I have been an ATA member for approximately 20 years, and have watched and been a part of the growth of the Association as it has expanded from under 3,000 members to over 10,000 members. For me, joining ATA was the first, and perhaps most important step in building my translation career. I became an accredited translator—that is what it was called in those days—shortly after joining the organization. Now, of course, it is called certification, so I am an ATA-certified German→English translator.

Over the years, I have served on a number of committees, i.e., Dictionary Review Committee, Ethics Committee, and the Honors and Awards Committee (which I now chair). I have presented and co-presented at the national and regional conferences, a professional development seminar, and, in the 1990s, was

honored to be able to represent ATA at the Frankfurt Book Fair while I was in Germany for another purpose.

As ATA continues to grow, I would like to have a more active role in that growth. In particular, I am especially interested in being involved in the Interpreters Division decision-making as it charts the course for the development of an ATA certification examination for interpreters. This exam would serve the needs of both our members and the public, without merely echoing the interpreter examinations that are already available for qualification to work in the state and federal courts. My background in testing with three state court systems and my familiarity with the instruments used in those contexts would provide valuable insights.

Another important aspect that I would like to work on is developing more and closer cooperative working relationships with organizations outside of ATA whose goals and missions complement those of our organization. There is strength in numbers, and we should continue to build on the many ways in which these collaborations make it possible to undertake

ambitious projects that would be difficult or even impossible to undertake on our own. The synergies of collaboration are increasingly important in an atmosphere of tight resources.

The ATA has been doing a tremendous job in terms of outreach and raising public awareness of the importance of translation and interpreting. I hope to participate in helping to make everyone who has anything to do with the selection of translators and interpreters conscious of the importance of focusing on quality when these selections are being made, and of the negative consequences that can result when their entire focus is on obtaining these services at the lowest price.

Finally, as a teacher of translation and organizer of training and continuing education events, I know that the importance of training cannot be underestimated, and I would like to be a voice in ATA that supports variety and quality in these efforts.

I would welcome the opportunity to make a contribution to ATA as a member of the Board. Thank you.



Director
(three-year term)
David C. Rumsey
david@northcountrytranslations.com

I am happy and honored to be nominated to run for a position on ATA's Board of Directors. In the past 17 years, I have been involved in all aspects of the translation business: starting out as a freelance translator (Scandinavian and German into English), becoming a project manager with an agency, being hired to work as an end client at a soft-

ware company, and ultimately back to freelancing.

This broad range of experience, in addition to my practical skills as the administrator of ATA's Nordic Division, will be a valuable asset to ensure that ATA continues to provide the best quality services and resources for its members.

The translation industry has been undergoing major changes. As the global market expands, end clients are realizing the importance of translation, but they struggle to find a way to pay for it or understand what they are buying. Project managers struggle to

educate their clients and meet their demands while trying to find and retain high-quality freelancers. Meanwhile, professional freelancers struggle to distinguish themselves from the millions of amateur and hobbyist translators/interpreters around the world who are creating a wide range of prices.

The importance of large organizations such as ATA in addressing the issues related to our craft cannot be understated. The success of the Certification Program has helped to bring legitimacy to the translation profession among end users. My

two terms as administrator of the Nordic Division and my work with end clients has convinced me of the need to support this program and expand it to smaller languages, so that clients can appreciate the importance of languages beyond the traditional “FIGS” (French, Italian, German, and Spanish).

I also see a greater role for ATA in facilitating better communication between freelancers, agencies, and end

clients, as well as providing a greater number of technical and training services through our website. ATA’s website should act as a portal to the profession with expanded member profiles, forums, online courses, and downloads.

However, serving on the Board of Directors is less about policy and more about doing the work that is required to make the organization run. I have served two terms as the administrator of the Nordic Division and

also as the division’s newsletter editor for *Aurora Borealis*. I have also been a board member of two local service organizations and my condo association. I have the skills and dedication to ensure that ATA continues to provide the best services and features to its members.

I would appreciate your consideration in the upcoming election. Thank you.



Director
(three-year term)
Boris Silversteyn
bsilversteyn@comcast.net

For the past three years, I have had the privilege of serving as an ATA director. I am honored to be nominated for this position again.

When I ran in 2005, I promised to focus on two areas—continuing education (CE) and conferences.

It was necessary to address CE requirements for certification, expand the range of activities counted for CE points, and bring the number of points assigned to each activity into better alignment with their actual educational values. At the time of my election, CE requirements were heavily tilted toward costly activities, including ATA conferences and seminars. A number of highly skilled members were in danger of losing their certification if they failed to meet those requirements by January 1, 2007. Immediate action was necessary to prevent this from happening.

Together with Board members Dorothee Racette and Nicholas Hartmann, I proposed, and the Board unanimously agreed, to extend the

deadline for accumulating CE points and to instruct the CE Requirements Committee to review the requirements to bring them in line with the above objectives. The improvements that were implemented have brought the desired results.

I also suggested finding ways to expand the Certification Program to language pairs for which no exams were offered at the time. With my participation, the English→Ukrainian pair was added in 2006. Several other pairs are in the works.

Having concentrated on solving CE problems during my first term, if elected, I will try to work with the Board and Headquarters to find ways to reduce the cost of attending ATA conferences. Conferences are one of the most valuable membership benefits, but for many members, especially newcomers, their cost imposes a financial hardship. We must find ways to reduce costs so more people can attend. This is a harder nut to crack, but encouraged by the success with the CE requirements, I think that by concentrating on an issue that is clearly in the interests of members, it is possible to change things in the right direction.

A few words about myself. I am a Russian and Ukrainian translator and

interpreter specializing in science and technology, finance, business, law, and environment. I joined ATA in 1986, received English→Russian certification in 1989, and was certified in Russian→English in 1990.

Having been fortunate professionally, I have always tried to give back to the profession when and where I could. For six years I chaired the Dictionary Review Committee. I participate in the Certification Program as an English→Russian and English→Ukrainian grader. I have given presentations at ATA conferences and published papers in various publications. I also volunteer as an interpreter for our county health department.

Being a freelancer, I know freelancers’ needs and interests. As a Board member, I always keep my eye on defending those interests. I will continue doing this if elected.

For many years now, ATA Board members have been guided by the common goal of serving the members and advancing the profession. With your support, I would be honored to continue working toward this objective.



Director
(three-year term)
Milly Suazo-Martinez
milysuazo@gmail.com

Growing up, I had the best role model regarding service: my father. As early as I can remember he was always an active participant in both community and professional organizations, so it was no surprise to my parents to see me run for class treasurer or class president, organize the graduation trip, and be involved in all kinds of activities. From him I learned that everyone has something to offer and that serving others can be extremely rewarding.

I joined ATA and the Spanish Language Division (SPD) in March of 1999, when I finally decided to take my translation career to the next level. Little did I know that I would be writing this candidate statement 10 years later. Interestingly enough, the first ATA Annual Conference I attended was in Orlando in 2000. I had

been participating in Espalista, the SPD's listserv group, and was really excited to meet my colleagues in person. By the end of the conference, I felt empowered to continue my freelance business not only because of the information and knowledge gained, but also because of the networking and friendships developed. A few months later, SPD's administrator, Rudy Heller, asked me if I would be willing to take on the role of division treasurer. Pleasantly surprised and feeling honored, I said yes.

I served two terms as division treasurer and another one and a half as division administrator, and was part of many exciting events. The SPD was able to organize its very first Mid Year Conference in January 2002, and went on to have successful conferences in San Antonio, Jersey City, Las Vegas, and Philadelphia. Espalista continued to grow and our newsletter, *Intercambios*, started to be published in electronic format.

Organizations like ours function thanks to the dedication of volunteers who are passionate about the issues

that matter to their members. I have always believed that you can get people more involved in service when they are personally invested, and the only way to achieve that is through personal relationships. The work of a freelance translator can be quite lonely at times due to the very nature of the profession, and it can be quite comforting to know that there are colleagues available to you at the click of a mouse. This is the area where I believe that most of my strengths are, and where I hope to get an opportunity to work on fostering member involvement and volunteerism.

As a member of ATA's Board of Directors, I hope to bring with me the experience gained during my years of service with the SPD, the largest ATA division with about 4,000 members. It has not been a simple task to create cohesion in such a big group, but we have made much progress. I know that I have a lot to learn, but if given the opportunity, I will do my best to make a difference in the future of ATA. Just like my dad taught me.



Director
(three-year term)
Naomi J. Sutcliffe de Moraes
moraes@justrightcommunications.com

During an economic downturn, there are two principal ways for translators and interpreters to make more money: work more hours or work faster. Since few of us want to work longer hours, we must learn to work faster and smarter, which, aside from years of experience, comes from studying translation techniques and specialty areas, such as law and

finance, and using computer tools. To be competitive and improve our quality of life, we must never stop learning. Fortunately, our intellectual curiosity probably inspired most of us to become linguists in the first place.

I am amazed at how much easier and faster I can now translate legal documents after studying for a law degree. While my BS in mechanical engineering and MS in physics (both from the University of California, Los Angeles) allow me to translate engineering and science documents faster, they were not much help when translating contracts.

Most cities do not have a university graduate program in translation, and I

feel privileged to have studied translation at the PhD level in São Paulo, Brazil, and to have taught the Portuguese→English medical and scientific modules of a two-year professional translation course. ATA should provide more information on how translators can get translation-related and subject area training through online or distance-learning courses and through universities and other associations.

I also feel that ATA should attempt to determine what kinds of training translators want and need and then plan a way to provide it at the Annual Conference and regional seminars—rather than just relying on spontaneous session proposals on ➡

random topics. Some members complain that ATA's Annual Conference is too expensive, and it is expensive, but over the years no one has found a way to make it cheaper. Perhaps the problem is not the absolute price, but rather the cost/benefit ratio. Some members attend the conference just for the networking functions and forgo the sessions altogether! I would like to work to bring more outside speakers to ATA conferences—specialists in areas such as law, finance, and medicine—so that no one will leave the conference without knowledge they can use immediately when working.

ATA should also provide more computer tool learning opportunities for members at the Annual Conference and other continuing education programs. I hope my articles in *The ATA Chronicle* and Language Technology Division newsletter column on computers have increased members' knowledge of available tools and the importance of using them to increase productivity, but they are just a beginning. Another important area in which ATA could offer training is business skills, including tax preparation, accounting, and direct marketing techniques.

I would like to thank the Nominating Committee for their confidence in me. Your vote will indicate that continuing education, not just certification maintenance, should be more prominent. Better trained members are better linguists, better paid, and thus happier, which will keep the profession interesting for its practitioners and make us more valuable to our clients. I hope to represent you over the next three years.



Director
(three-year term)
Izumi Suzuki
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It is an honor to be nominated for the Board again. It has been eight years since I was last a Board member. When I completed my three-year term, I was slated to be administrator of ATA's Japanese Language Division (JLD), so I did not run again. Fortunately, JLD is administered under very capable hands now.

I joined ATA in 1989, and became a grader for the English→Japanese certification exam in 1991. I served as a language chair a couple of times within ATA's Certification Program, but now I am back to being a grader. I have been mainly an interpreter for the past 30 years, since my training is in conference interpreting. I am a member of JLD and the Interpreters Division. Back in Michigan, I am the president of the Michigan Translators/

Interpreters Network, an ATA chapter. I own a boutique firm specializing in Japanese and English translation and interpreting, and work as the chief interpreter and translator of the firm.

While I was interpreting at a district court about 10 years ago, I was shocked by the lack of competence of these so-called interpreters that the police and the court hired. When I learned that California offered court certification in Japanese, I took the exam and was certified in 2001. Since that time, more and more courts have started to require certified interpreters in the court, which is a wonderful development. I strongly feel that certification would definitely help raise the public recognition of our profession, as ATA's translation certification shows. Although court interpreting certification is covered by the National Consortium of Supreme Courts as well as the National Association of Judiciary Interpreters and Translators, there is no certification for general interpreting. ATA should be the organization to lead this effort. I would like

to see ATA truly represent interpreters, as it does translators.

When I first joined ATA, I was extremely impressed with the JLD. I think people join ATA mainly because they are attracted to meeting and working with others who are involved in the same language or the same subject. Divisions are vital to the future growth of ATA. In recent years, it seems to me that increasingly ATA has negatively restructured division activities. There is a growing perception among division leaders that their relevance is gradually being taken away. I feel that the Association needs to improve its communications with divisions. I support active divisions and chapters, and would like to commit myself to further the growth of divisions and chapters, which will strengthen ATA.



Director
(one-year term)
Lilian Van Vranken
lilivw@comcast.net

Since I joined ATA in 1990 as a newly immigrated translator from Argentina, our association has seen an explosive growth and positioned itself to create much needed awareness about our profession. I am indebted to all our colleagues who had the extraordinary vision to shape the future of ATA.

I have a degree in legal translation from the University of Buenos Aires (*traductora pública*), and in my 20 years of experience, I have worked as a staff translator for a law firm in Argentina, as a project manager and in-house translator for a translation company in Houston, and as a full-time freelance English→Spanish conference interpreter, translator, and editor.

The opportunity to make a difference in our profession prompted me to get involved in ATA activities. I became a grader (English→Spanish) for the Certification Program in 1995, and after holding the positions of language chair and member of the Certification Committee, past ATA

President Ann Macfarlane honored me with the invitation to chair the Certification Committee. During my tenure, and with the unwavering support of ATA's Board and dedicated graders, the Certification Program underwent pivotal changes that elevated the stature of our exam, created more transparency for graders and candidates, and helped us reach a new level of excellence.

It is my goal to apply the same work ethics to the service of ATA and its members and, in the past year, I have undertaken the following projects that resonate with many of us who work in a highly competitive language combination:

1. Tools for freelance translators to market themselves better: As a full-time freelance translator and editor, I have experienced major changes in the way business is conducted, and there is no denying the ever-increasing need to reinvent ourselves to keep a grip on a changing market. I have stated this need, and the Board responded by requesting the Public Relations Committee to design workshops for the upcoming Annual Conference in Orlando.

2. Health insurance: Together with Mary David, member benefits and project development manager at ATA Headquarters, we have been researching health care programs offered by other associations. It is a complex issue due to significant differences in state and federal regulations beyond our control, and while there is no national group coverage available, I remain committed to exploring this area of member benefits.

3. Accreditation: I continue to be involved in the efforts to pursue ANSI accreditation of the Certification Program spearheaded by fellow board members Dr. Claudia Angelelli and Professor Alan Melby, who are working closely with the Certification Committee.

I will always strive to do what is best for the translation and interpreting community, and I firmly believe that our mandate as professional translators and interpreters is to seek continuous self-improvement, create translation and interpreting education awareness, and fight for recognition. Thank you for trusting me with your vote.

ATA Annual Conference | Job Analysis Focus Group

You've explained your job at parties, business meetings, and even to the cashier at the grocery store. Now you have the opportunity to make it official in a job analysis focus group being held at ATA's 49th Annual Conference. Participants will be asked to offer feedback on prepared statements that describe the job of a translator, such as published articles on translation competence and international standards. This free session will include lots of brainstorming and a fun exchange of ideas. Open to ATA-certified translators. To register for this session and for more information: www.atanet.org/ata_activities/job_analysis_focus_group.php.

PROPOSED CHANGES TO THE BYLAWS TO BE PRESENTED TO THE MEMBERSHIP FOR VOTING IN NOVEMBER 2008

References are to Articles, sections, and subsections of the ATA Bylaws as revised on November 2, 2006.
Material proposed to be deleted is struck through; material proposed to be added is underlined.
To see the marked up bylaws as proposed, please go to www.atanet.org/bylaws_change.php.

Category 1 Objectives and means for meeting them

Key no.	Reference	Text with markup	Accompanying comments
1	II.a.4)	".. stimulate and support the training <u>education</u> of translators and interpreters.."	According to experts in the field of translation and interpreting pedagogy, the term "training" is discouraged and the preferred usage is "education."
2	II.b.4)	"maintaining membership in working relationships <u>with</u> professional organizations in related fields;"	This change is proposed in order to reflect the fact that ATA's purpose is not simply to maintain membership in organizations such as the Localization Industry Standards Association (LISA), National Association of Judiciary Interpreters and Translators (NAJIT), American Council on the Teaching of Foreign Languages (ACTFL), Joint National Committee for Languages (JNCL), etc., but in fact to cultivate relationships with those organizations and their members.
2a	II.b.5)	"... in such matters as the training <u>education</u> and continuing education of translators and interpreters;"	See Key no. 1 above.
3	II.b.6)	" supporting a system of mutual assistance for its members, including a reference library, a consultation service, and the like; "	Article II.a.2) already states the objective of "[promoting] the communication and dissemination of knowledge for the benefit of translators and interpreters," and the means identified in II.b.6) are considered overly specific and now outdated.
3a	II.b.7)	" 7) 6) <u>6)</u> conducting any and all other activities ..."	Renumbers this section to reflect deletion of the former section II.b.6) (see Key no 3 above).

Category 2 Consistency and format

Key no.	Reference	Text with markup	Accompanying comments
4	II.a.1)	"... translation and interpretation <u>interpreting</u> professions..."	The preferred term used in our industry is "interpreting" rather than "interpretation."
4a	III.2.e, f, h	"... translation or interpretation <u>interpreting</u> professions..."	See Key no. 4 above.
5	Articles III, IV, VII	[Capitalize names of membership categories, i.e. Active, Corresponding, Associate, Student, Institutional, Corporate, Life, Honorary]	This change is proposed in the interest of clarity and consistency.
6	III.4.b, XVI	"... officers and directors <u>Directors</u> ..." "... Director(s) director(s) ..."	By established usage, the word "director" (uncapitalized) refers to all 13 members of the Board of Directors, including the Officers. The word "Director" (capitalized) refers only to the nine members of the Board who are not Officers. This change is proposed in order to ensure consistent usage of the word.
6a	VI.1.c, XI.2	" directors <u>Directors</u> "	See Key no. 6 above.

Category 2 Consistency and format *Continued*

Key no.	Reference	Text with markup	Accompanying comments
6b	X	directors Directors	See Key no. 6 above.
7	III.2.g.	"Life: Life membership is available to any person who has reached 60 sixty years of age and has completed at least 20 twenty consecutive years as a member of the Association."	This change is proposed in the interest of consistent usage.
8	IV.3.b.	"Special meetings of the Board of Directors may be called by the President, and the President must call a special meeting at the written request of <u>at least</u> six members of the Board."	This stipulates that a minimum (rather than an absolute) number of Board members must request a special meeting.
9	IV.3.e	<u>"Notice of any meeting of the Board shall be given by mail, electronic mail, or fax."</u>	This new clause globally defines how notice of Board meetings is to be given.
10	XI.1	"Regular or special meetings of voting members shall be held at such locations as shall be determined by the Board of Directors within or without the State of New York. "	The existing wording is felt to be superfluous and archaic.
11	XI.5	"For the purpose of determining the members entitled to vote at any meeting of voting members or any adjournment thereof, or for the purpose of any other action by the voting members, the Board of Directors may shall fix, in advance, a date as the Record Date for any such determination of voting members. Such Record Date shall not be more than fifty nor less than ten days before the date of such meeting."	The proposed change better expresses the fact that fixing a Record Date is a requirement, not an option.

Category 3 Procedural

Key no.	Reference	Text with markup	Accompanying comments
12	III.4.c	"... When a period of three or more years has elapsed since the applicant was an active member of the Association, the Association may require either passage of a (or another) certification examination or the recommendation through a peer review process for reinstatement in that membership class. For membership lapses up to three years, membership dues in arrears must be paid before membership may be reinstated. "	It is felt to be unfair to require payment of membership dues for a period during which a person was not receiving any of the benefits of membership.
13	V.2.a.	"[...] The President shall share with the Treasurer the right to sign checks and warrants for the withdrawal of Association funds and, at the expense of the Association, shall furnish a bond in a sum fixed by the Board of Directors. [etc.] "	A bond is no longer required, since the Treasurer is now covered by Directors and Officers insurance.

Proposed Changes to the Bylaws Continued

Category 3 **Procedural Continued**

Key no.	Reference	Text with markup	Accompanying comments
14	V.2.d	"The Treasurer shall perform the duties prescribed by these Bylaws, by the parliamentary authority adopted by the Association where it does not conflict with the Bylaws, or as may be provided by the Board of Directors from time to time. Some of the duties of this office may be delegated, if so authorized by the Board of Directors. The Treasurer shall, at the expense of the Association, furnish a bond in a sum fixed by the Board of Directors. [etc.] "	See V.2.a (Key no. 13): a bond is no longer required since the Treasurer now is covered by Directors and Officers insurance.
15	V.2.d	"[...] Disbursement of Association funds shall be by check only. [etc.]	This is an outdated provision, since payments have for some time also been by credit card, and electronic payments are an additional option.
16	X	"The annual meeting of all members shall be held at a time and place determined by the Board of Directors in conjunction with the annual meeting of the voting members of the Association, and shall include such matters as determined by the Board of Directors, including presentation and installation of newly elected directors and officers, and other matters or resolutions presented by the members at such meeting in accordance with procedures adopted by the Board of Directors."	Since only voting members can take action on resolutions, it is felt to be more sensible to move consideration thereof to the meeting of voting members.

Category 4 **Status of proxy holders**

Key no.	Reference	Text with markup	Accompanying comments
17	XI.8	"Every member entitled to vote at a meeting of members or to express consent or dissent without a meeting may authorize another <u>person or persons voting member or members</u> to act for such member by proxy.	Although New York State law does not require that a proxy-holder be even a member, legal counsel suggests it is reasonable that proxies be exercised only by persons who are themselves entitled to vote.

Continued on p. 61

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interpretation in Juvenile Court

By Alexandra Wirth

Although interpreters in the juvenile court system use the same basic skills as their colleagues working in the adult courts, juvenile court proceedings have unique characteristics that interpreters need to be aware of to be successful in this setting. For instance, in most modern legal systems, crimes committed by children and minors are treated differently from the same crimes committed by adults. In the juvenile courts, the rehabilitation of the individual is the primary focus. In addition, court interpreters working in the adult courts might face a broader spectrum of cases on a daily basis, but, because of the complex relationship and the age of some of those

The court interpreter must have a very clear understanding of the role each participant has in the proceeding, plus knowledge of the basic principles of juvenile law.

involved, interpreters working in the juvenile courts usually deal with highly emotional issues on a more regular basis. Of course, court interpreters must demonstrate the same level of competence and professionalism no matter where they interpret.

This article presents an overview

of interpreting within the juvenile courts. The types of cases an interpreter is likely to encounter, including some differences in procedure and terminology, will also be covered.

Juvenile Court: Some Basics

A juvenile court is generally

defined as a court with jurisdiction over all cases involving children under a specified age, usually 18 years. Most statutes provide that anyone under age 18 must first be processed by the juvenile court. The juvenile court can then, at its discretion, assign the case to an ordinary court.

Cases within juvenile court are divided into two major categories: 1) child protection cases, where issues such as child abuse or neglect are resolved; and 2) juvenile justice cases dealing with delinquent acts committed by minors. In delinquency cases, the child is alleged to have violated the law through activities ranging from staying out past curfew to the most serious charge, murder. In child protection cases, the child's parents are alleged to have created a condition that places the child's health and welfare at risk. In both cases, the focus of the proceeding is to provide supervision over services for the child in order to return the child to law-abiding behavior or to correct the condition that places the child's health and welfare in danger.

Juvenile court delinquency matters are not open to the public, except when serious crimes are committed

Working in a termination of parental rights trial can be exceptionally demanding and emotionally draining for interpreters because of the finality of its consequences.

by children over the age of 16. Despite the confidential nature of juvenile hearings, court interpreters have the right to review case files prior to commencing any interpreting assignment.

Child Protection Cases

In general, child protection cases require the appearance of several participants. Among the parties involved are the minor's parents or guardians, the parents' attorney, a guardian *ad litem* (not a legal guardian, but a person appointed by the juvenile court to represent the interests of the minor during the duration of the proceedings), a social worker or representative from a child protection agency, the foster parents, and a state attorney. Owing to the nature of these cases and the number of participants involved in

juvenile court proceedings, the court interpreter must have a very clear understanding of each participant's role in the courtroom. For this, it is important for interpreters to know the basic principles of juvenile law.

Throughout the U.S., juvenile law pursues what is called "the best interest of the child." In other words, state laws try to ensure the physical safety and welfare of the child by making certain that basic needs such as food and shelter are provided while trying to safeguard the child's emotional stability.

Child protection cases are usually initiated after a referral is made to a child protection agency. If the complaint is substantiated upon a preliminary investigation, a petition is presented in front of the court. The name of this initial hearing varies from state to state. For example, in Illinois, the initial hearing is referred to as a temporary custody hearing, and in Wisconsin, it is known as a detention hearing. Regardless of its name, the intent of the hearing is to present the facts to the judge and set up a plan of action that will ensure the best possible result for the children involved. (See Figure 1 for some other designations states have for court proceedings involving child protection cases.)

Once a minor has been determined to be in need of services, a series of hearings will follow in order to implement services for the parties involved. The number of hearings will ➔

Figure 1: Sample State Child Protection Case Terminology

Wisconsin	Indiana, Massachusetts, New Hampshire, New Mexico, Washington, Virginia	Illinois
CHIPS: Children in need of protection or services	CHINS: Children in need of services	Child Protection Division Cases
JIPS: Juvenile in need of protection or services		

Interpreting in Juvenile Court Continued

vary from case to case because the court may impose a number of conditions on the parents to ensure the safety of the minor involved. Such conditions may involve the parents monitoring and enforcing the rules set down by the judge and social worker, attending family counseling sessions, or taking part in parent education classes. The length of time that it takes the parents to satisfy the conditions will vary, so the length of each case is dependent upon their level of compliance.

In addition to temporary custody hearings, interpreters working in the juvenile court system will also render their services at permanency hearings. One of the main goals of child protection proceedings is to accomplish some sort of permanency for the children involved in the case. A plan for family reunification and/or adoption may be proposed at a permanency hearing.

Moreover, court interpreters in the juvenile court system often work on cases involving the termination of parental rights. Terminating parental rights means ending the legal relationship between a parent and his or her children. A termination of parental rights decree has often been described by experts in juvenile law as the imposition of a “civil death penalty.”¹ Hence, working in a termination of parental rights trial can be exceptionally demanding and emotionally draining for interpreters because of the finality of its consequences.

Juvenile Delinquency Cases

The second category of cases heard in juvenile court involves minors who commit illegal acts. Under this category, we find juveniles charged with crimes similar to those tried in the adult courts. Most juvenile court delinquency cases are not open to the

Figure 2: Terminology Differences Between Adult and Juvenile Court

Adult Court	Juvenile Court
Arrest	Take into custody, Apprehend
Warrant	Capias
Probation	Supervision
Plea of not guilty	Deny the (facts of) petition
Plea of guilty	Admit to the (facts of) petition
Misdemeanor, Felony	Delinquent act
Sentencing	Disposition

public, with the exception of serious crimes committed by children over the age of 16.

When a minor commits a delinquent act, the state attorney usually files a petition alleging that a minor has committed a delinquent act. The

Want to Learn More?

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Online Glossaries

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www.citizenlaw.com/pdf/a.pdf

California Juvenile Crime Glossary

www.courtinfo.ca.gov/selfhelp/espanol/glosario.htm

Federal Court Terminology

www.id.uscourts.gov/glossary.htm

Juvenile Court/Child Welfare

<http://courtcafe.com/glossary>

Juvenile Court Statistics Databook

www.ojjdp.ncjrs.gov/ojstatbb/jcsdb/asp/glossary.asp

Juvenile Law Glossary

www.lawyershop.com/news/practice-areas/criminal-law/juvenile-law/glossary

Multilingual Glossary of Legal and Court-related Terms

www.legalglossary.ca

National Association for Court Management

www.nacmnet.org/glossary.html

National Association of Judiciary Interpreters and Translators

www.najit.org

National Center for State Courts

www.nesconline.org/wc/CourTopics/ResourceGuide.asp?topic=CtInte

Navegador Jurídico Internacional

www.juridicas.unam.mx/navjus/gob

Nolo Legal Glossary

www.nolo.com/definition.cfm/alpha/A

case is then conducted in a way that is very similar to any adult court proceeding. Again, the number of participants in this type of hearing might be greater than its adult counterpart. Minors are often referred to mentoring programs, therapy, group homes, and shelters, just to name a few. Frequently, a representative from each entity involved might be required to appear in court.

Although delinquency hearings are similar in nature to their counterparts in the adult court system, different terminology is used to refer to some of the same concepts. For instance, the word “arrest” is not used when talking about apprehending a minor. The phrase that is favored in these situations is “to take into custody.” Another interesting example of a term used in adult court but not in juvenile

court is the word “probation.” “Supervision” is the preferred term here. Figure 2 on page 20 illustrates a few of the other terminological differences between adult and juvenile court. Please note that terms vary from state to state, so interpreters need to verify the exact terminology being used in their state.

Understand the Issues

To conclude, court interpreters working in the juvenile court system must understand the importance of the issues being tried in these courts. They must understand the concepts underlying juvenile cases because they differ from those found in the adult courts. There is the mistaken perception that juvenile court cases are not as serious as those tried in the adult courts, causing the inexperi-

enced interpreter to think that interpreting in juvenile court is easy. However, juvenile court cases must receive the same consideration and respect as any other type of case. Any interpreter who is considering interpreting in the juvenile courts should take into account the differences outlined in this article before accepting an assignment in this setting.

Note

1. Wall, Joseph. “Evidentiary Issues in Termination of Parental Rights Trials.” *The Wisconsin Defender* (Summer 2003), 4.

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The “Business” of Freelancing

By Rob Cruz

Freelance translators and interpreters need to start thinking of themselves as business owners as well as professional language service providers. Many times, however, translators and interpreters only consider themselves business owners when they operate an agency or employ other individuals. As a result, freelancers can find themselves in a competitive business environment without having learned the proper mindset to be as successful as possible. As you will learn from this article, thinking like a business owner requires skills that are quite separate from those necessary to translate or interpret.

First, the owner of any company should place the interests of the business above everything else. This can be difficult, however, when the business owner also serves as the com-

pany’s sole employee, responsible for all the translation or interpreting. It is in these situations that the rules of business can get blurred or may not even get defined. It is imperative that we recognize that as freelance translators or interpreters, we still must discipline ourselves to behave as a small business and to attend to the details of daily operation.

Thinking like a business owner requires skills that are quite separate from those required to translate or interpret.

The Need for a Plan

There are certain fundamental principles of small businesses that can and should be applied for practical, economic, and legal reasons, even by freelancers. These principles can be woven together into what is commonly referred to as a business plan. Many believe a business plan is reserved for larger entities or different types of businesses that require such plans in order to secure financing or capital. In

my experience, successful businesses of any size, even those with “single operators,” usually have some type of concrete plan. It is precisely while creating this plan that one begins to develop the insight crucial to

every business takes time to “ramp-up” to peak cash flow. Truly analyzing this issue will allow for a projection of just how the “ends” will meet. Everyone’s situation is different, but the conclusions reached

successful small-business owners. For instance, the interests of these different “departments” may be at odds with those of the “talent.” The successful business owner will know the proper hat to wear for every decision. Although at times it is a tough lesson to learn, the “talent” should not make all the decisions. Certain decisions should be made through the eyes of the owner, not the individual rendering the services.

As freelance translators or interpreters, we still must discipline ourselves to behave as a small business and to attend to the details of daily operation.

becoming an effective business owner. Some of the topics discussed in this article should be a part of every business plan, but remember that a plan need not be lengthy or complicated. It is simply where questions that are critical to the viability of your endeavor are posed and answered.

Is This the Right Type of Venture for Me?

This is usually viewed as a financial question, but it also has several other implications. From a financial standpoint, it is imperative that one’s immediate and long-term income needs be compared to the forecasted revenue that can and will be generated. For example, the first thing I did when contemplating the field of judiciary interpreting was to determine the supply and demand of court interpreters within my own market and to examine the other possible revenue streams associated with the profession based on my qualifications. I then compared that forecasted possible revenue to my long-term income needs, weighing my immediate income needs against the fact that

will help with the decision of how best to develop the business to be as profitable as possible. Be mindful that a lack of immediate profitability or positive cash flow need not be a deterrent. In certain circumstances, such as when equipment must be bought for a particular project or when a significant period of time will pass before invoicing is completed and collected, instruments like a line of credit or a purchase order loan can be obtained from financial institutions. Such issues can be discussed with an accountant or banker.

Apart from financial viability, it is important to know what other skills will be needed to build the business, especially since one must wear many hats. Usually, single operators also find themselves functioning as the sales, marketing, accounting, human resources, legal, and collections departments, in addition to doing the actual work (what I call functioning as the “talented professional,” or just the “talent” for short). Giving serious thought to the nature of the business we are creating allows us to examine the characteristics required of suc-

How Should I Organize My Business?

Creating a business entity is often referred to as “organizing,” since one must choose what type of organization that entity will be. All individuals who work as a subcontractor should consider organizing themselves as a corporation (usually a Subchapter S), a limited liability corporation, or a limited partnership. When one operates simply as a subcontractor, the Internal Revenue Service considers it a sole proprietorship. Sole proprietorships offer no legal separation between the business and the individual. In matters of liability, this places every personal asset at risk for legal remedy should something unforeseen happen through some type of litigation. The cost of organizing can range between \$500 and \$1,500 for a basic entity, and do-it-yourself websites such as Legalzoom.com or Legalresourceonline.com offer this service for under \$200. Everyone is urged to either talk to a lawyer, an accountant, or otherwise carry out extensive research to determine which structure best meets his or her needs.

Will I Need Licenses or Permits?

Apart from any possible professional licensing by individual states or trade organizations, every business, including sole proprietorships, ➤

must have a business license. The rules will vary according to the jurisdiction. A business license is usually required by the county and by the city when one operates within the city's limits. The cost is typically nominal, but it will vary. Some municipalities also require an occupational license or permit. This is done to regulate the types of commercial and home businesses that can operate within the city's limits and to comply with zoning laws where applicable.

How Will the Business Affect My Taxes?

It is highly recommended that everyone use an accountant's services to answer questions related to taxes. It is worth mentioning that Subchapter S Corporations, limited liability corporations, and partnerships usually file taxes on an attachment to an individual taxpayer's form, and therefore benefit from the lower individual tax rates. Again, you will need to consult with an accountant.

The other tax issue is whether or not to pay the "talent" as an employee or as a contractor. Although it is not a business's choice but the nature of the work that ultimately determines this, our profession lends itself to this option. In most cases, the benefits to the business of considering the "talent" as a contractor far outweigh the benefits of being an employee. However, this option should also be discussed with an accountant.

Although the above questions should be addressed in every plan, there are many other questions that the business plan can address, and they will vary with every individual situation. Some examples of questions to ask include:

- What financial institution will be used and what types of accounts will be needed?
- Will office space be needed?
- Will location be important?
- Will startup capital be needed?

Additionally, there are several concepts and factors that can be problematic for the fledgling business owner in

impact margins can be fixed expenses such as rent, telephone service, and Internet access, or variable like payments to contractors or purchases of software or equipment for a particular project. Revenue, income, and profit margin are all different concepts that are interconnected, but are not interchangeable. Translation and interpreting businesses have the potential

Giving serious thought to the nature of the business we are creating allows us to examine the characteristics required of successful small-business owners.

general and for translation and interpreting services in particular. The following may also prove helpful.

Understand the Concept of Profit Margin

Profit margin is an indicator of a company's pricing policies and its ability to control costs. Because translators and interpreters in essence are charging for time, either by the hour or by the word, it is easy to forget to perform this elemental business task. To calculate profit margin, first subtract expenses from revenue (sales) to determine net income. That number is then divided by the revenue. It is expressed as a percentage using the simple formula:

$$PM = \text{Net Income} / \text{Revenue}$$

This calculation can be done for individual projects as well as for the business as a whole on a monthly or quarterly basis. Things that can

for a very high profit margin in comparison to other industries that often operate with margin percentages in the single digits. Knowing this measure allows for concessions that can be chalked up as a marketing or public relations expense in high margin situations. This measure can also help to determine whether the project, contract, or client is really worth having. It is a fundamental metric that should play a role in practically all decisions. For more information, see the entry on Wikipedia at http://en.wikipedia.org/wiki/Profit_margin.

Productivity is Key

As simple and basic as this may sound, time management is quite often one of the greatest obstacles to a successful business. When one is charging for time, nothing can be more important than managing that time wisely. Successful planning and forecasting of a project's duration allow for maxi-

More on what you need to know to start a business

ATA Business Practices Education Committee Business Smarts Online

www.atanet.org/business_practices/index.php
(Compilation of the popular column in *The ATA Chronicle*)

Business.gov

www.business.gov
(Official business link to the U.S. government managed by the Small Business Administration)

BusinessWeek Small Business News

www.businessweek.com/smallbiz

BusinessWeek BizCenter Small Business Tools

<http://bw.smartonline.com/syndication/marketing.do?method=biztools>

Déjà Vu

www.atril.com

Do-it-yourself Legal Sites

Legalzoom.com
Legalresourceonline.com

Inc.com

www.inc.com/resources/solo
(Daily resource for entrepreneurs)

Internal Revenue Service

www.irs.gov

IRS Publication 1779 "Contractor or Employee"

www.irs.gov/pub/irs-pdf/p1779.pdf

Microsoft Money

<http://www.microsoft.com/money/default.msp>

Profit Margins

http://en.wikipedia.org/wiki/Profit_margin

QuickBooks

<http://quickbooks.intuit.com>

Small Business Administration

www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/serv_bp_markanal.html

Trados

www.translationzone.com

mization of earnings and can both create and maintain a healthy profit margin. Utilization of basic technology can be one way to streamline the process. E-mail and calendar programs like Outlook or Lotus Notes can help with communication and schedule management. Blackberry devices, iPhones, or a Pocket PC can allow you

to check and answer e-mails remotely at any time. Simple accounting software such as Microsoft Money or a basic edition of QuickBooks can simplify your finances tremendously. All of these programs are relatively inexpensive and quite intuitive. With plenty of tutorial software and instructional books on the market from sources like

www.videoprofessor.com and www.dummies.com, learning how to use these tools should require no more than a basic understanding of a computer.

Additionally, sophisticated translation software like Déjà Vu or Trados, for instance, can truly maximize your efficiency and consistency throughout all of your projects. Keep in ➡

mind, however, that there will be a learning curve, and since these programs are not inexpensive, one should examine whether or not the type of work that is being done merits the investment of money and time. In any event, the key to productivity is time management and maximization.

protection, but for all practical purposes, contracts require litigation to be enforced. In an industry where time literally is money, these types of situations are time consuming and can take a bite out of productivity as well as the bottom line. One may be better served by borrowing common practices from

may not work in very competitive markets, and these strategies are not necessary in every case. Experience should teach when these types of preemptive tactics will be useful. No one wants to scare off the client with cumbersome prerequisites, but that should be balanced against one's billing history and delinquency rates.

There are certain fundamental principles of small businesses that can and should be applied for practical, economic, and legal reasons, even by freelancers.

Whether one uses the tried and true Day Runner or the latest cutting-edge digital gadget, focusing on this concept is vital to any business's success.

Be Preemptive in Order to Avoid Collection Issues

Although payment delinquency is a fact of life in almost every industry, there are steps that one can take in our industry to head off possible problems. Entering into contracts with clients can offer some semblance of

other industries when requiring partial payment to begin large projects or when dealing with individuals rather than with companies. The concept of a retainer is one that can also be implemented. To use a retainer properly, one should bill the client once the billable services have reached approximately 70% of the retainer amount. In this way, should the bill not be paid, the retainer would cover the time already spent plus any billable services rendered after submitting the bill. This

You Are Responsible for Your Success

Although there is no one simple recipe for success in business, having a plan and understanding some basic concepts will greatly improve the odds. Always remember that whether you own a translation or interpreting agency or you are a freelancer working alone out of your home, you are a business owner. When making decisions, it is important to be informed about the fundamentals of the business as well to be flexible and patient in order to adapt to different situations. If possible, attend presentations or workshops like the one this article is based on that are interactive and teach basic business and entrepreneurial skills. It will be these skills that give us the proper mindset to be not just talented professionals, but also successful and savvy business owners.

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Scam Alert Websites

Federal Bureau of Investigation/
National White Collar Crime Center
The Internet Crime Complaint Center
www.ic3.gov

Security Fix
Brian Krebs on Computer Security
<http://blog.washingtonpost.com/securityfix>

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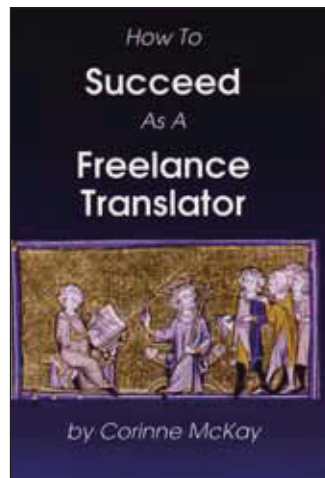


The UNIVERSITY of CHICAGO
Graham School of General Studies

How to Succeed as a Freelance Translator

The road to a successful translation business is often much harder than it has to be. In this guide to setting up shop, freelancer Corinne McKay offers lessons learned and shows you how to avoid the most common mistakes—from finding clients to collecting payment. This how-to is great for translators and interpreters just entering the field as well as for old hands who want to make their businesses run better.

How to Succeed as a Freelance Translator (members \$20, nonmembers \$30) is available from ATA's website. Look for the online order form at www.atanet.org/publications or call 703-683-6100.



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49th Annual Conference
Orlando, FL
www.atanet.org/conf/2008



Translating for the Cosmetic Industry: An Introduction

By Karen M. Tkaczyk

The cosmetic, toiletry, and fragrance industry, frequently referred to simply as the cosmetic industry, produces personal care products that are considered everyday essentials. What follows serves as a brief introduction to translating technical material for this field. It covers common terminology and provides definitions, resources, and reference materials. Although the author translates from French into English, the information presented here will be useful for any translator working in the cosmetic field.

Areas of Interest

For the technical translator, the most important areas of the cosmetic industry are:

- Laboratory and manufacturing processes (e.g., batch records, formulation, standard operating procedures, packaging).
- Patents and regulatory affairs (e.g., labeling, litigation).
- Science (e.g., skin, hair, aging; emulsions, surfactants, dyes).

Typical texts for technical translators could deal with the following:

- A justification for the use of a certain active ingredient in a sunscreen, its formulation, and protective effect on the skin.
- Manufacturing procedures for producing lipsticks on an industrial scale, then packaging them.

- A patent application for a hair permanent, complete with equations and chemical formulae.
- A label and insert for an anti-aging moisturizer that must comply with rules governing the nature of the terms and claims used.

Industry Resources

The following are important industry associations whose websites are generally excellent sources of wide-ranging background information:

Personal Care Products Council

www.personalcarecouncil.org
(Formerly the Cosmetic, Toiletry, and Fragrance Association)

European Cosmetics Association

www.colipa.com

Food and Drug Administration Center for Food Safety and Applied Nutrition

www.cfsan.fda.gov

La Fédération des Industries de la Parfumerie

www.fipar.com
(This site contains links to other related French organizations.)

Society of Cosmetic Chemists

www.sconline.org

Soap and Detergent Association

www.cleaning101.com

Japan Cosmetic Industry Association

www.jcia.org

Other useful industry sites include:

Translators need to understand the differences in the ways cosmetics, drugs, and soap are regulated in order to grasp the context in which their documents are framed.

SpecialChem Cosmetics

www.specialchem4cosmetics.com
(Contains information on formulation and ingredients.)

CosmeticsDesign

www.cosmeticsdesign.com
(This is a source for business news on cosmetics formulation and packaging in North America.)

HBA Global Expo Annual Health and Beauty America Trade Fair

www.hbaexpo.com
(This is the place to go to find information on the largest product development event and education conference for the personal care, fragrance, wellness, and cosmetic industry.)

Quid.fr

www.quid.fr/selection.html?catid=17&subcatid=527
(This site has links to many of the world's large cosmetic companies, with flags showing the languages of each website)

Defining Cosmetics, Drugs, and Soap

There are differences in the ways cosmetics, drugs, and soap are regulated. Translators working in the cosmetic industry need to understand

these differences in order to grasp the context in which their documents are framed.

Cosmetics

In the U.S., the Food, Drug, and Cosmetic Act [FD&C Act, sec. 201(i)] defines cosmetics as:

“Articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance.”¹

It is this *intended use* that is important, and products that have two intended uses are classified as both drugs *and* cosmetics. A shampoo is a cosmetic because its intended use is to cleanse the hair. An antidandruff treatment is a drug because its intended use is to treat dandruff. Consequently, an antidandruff shampoo is both a cosmetic and a drug. Other examples include fluoride toothpaste, deodorants that are also antiperspirants, and moisturizers and makeup marketed with sun protection claims.

Over-the-counter Drugs

Many products that are commonly referred to as cosmetics or toiletries are in fact over-the-counter (OTC)



drugs, that is, drugs sold without a prescription. The Food and Drug Administration (FDA) website, and particularly the Center for Drug Evaluation and Research (CDER), provides a detailed explanation of the criteria and process for marketing OTC drugs. Some relevant links for these types of drugs from the FDA and CDER include:

FDA Center for Drug and Evaluation and Research Office of Nonprescription Products

www.fda.gov/cder/offices/otc/default.htm

FDA Frequently Asked Questions on the Regulatory Process of OTC Drugs

www.fda.gov/cder/about/smallbiz/OTC_FAQ.htm

FDA Center for Devices and Radiological Health

www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?FR=201.66

(This site contains information on labeling.)

In this area, it is important to understand monographs, which specify active ingredients for OTC drugs. Monographs are different from new drug applications (NDAs), which are required for prescription drugs. The CDER explains the distinction as follows:

“Legal marketing is in compliance with an OTC drug monograph. Unlike NDAs, which are based on drug products, monographs specify the active ingredients that can be contained within OTC drug products. An OTC drug product containing ingredients that comply with standards established in an applicable monograph is consid-

ered to be ‘generally recognized as safe and effective’ (GRASE), and does not require specific FDA approval before marketing. For example, OTC sunscreen drug products can be legally marketed if they contain ingredients which comply with the standards estab-

lished in the OTC sunscreen monograph for formulation, labeling, and testing.”²

Soap

Soap is a special case. Not every product marketed as soap meets the official definition of the term. The

Navigating the Cosmetic Industry

EU Cosmetics Directive

ec.europa.eu/enterprise/cosmetics/html/consolidated_dir.htm

U.S. Food and Drug Administration

www.cfsan.fda.gov/~dms/cos-218.html

Japan's Pharmaceutical Affairs Law

www5.cao.go.jp/otodb/english/houseido/hou/lh_02070.html

Comparison of FDA and EU Regulations from the Consumer's Point of View

www.pgbeautyscience.com/u.s.-and-eu-cosmetic-regulation-similarities.html

Cosmetic Ingredient Review

www.cir-safety.org

Cosmetics & Toiletries

www.cosmeticsandtoiletries.com

The Beauty Brains

www.thebeautybrains.com

(A humorous blog: cosmetic scientists answer readers' questions.)

FDA interprets the term “soap” to apply only when:

“The bulk of the nonvolatile matter in the product consists of an alkali salt of fatty acids and the product’s detergent properties are due to the alkali-fatty acid compounds,” and “the product is labeled, sold, and represented solely as soap.”³

Regulatory Bodies

The three most important markets for the cosmetic industry are the European Union (EU), the U.S., and Japan. Although there are moves to standardize regulations worldwide—Japan, in particular, used to have substantially different rules from the EU and the FDA—fundamental differences still remain in terms of permitted efficacy and marketing claims, as well as ingredients on the positive list (the list of permitted ingredients). As a result, familiarity with the statutes and regulatory bodies governing these key markets can be very useful for translators practicing in the cosmetic field.

In Japan, the cosmetic industry is governed by the Pharmaceutical Affairs Law (www5.cao.go.jp/otodb/english/houseido/hou/lh_02070.html). The U.S. cosmetic industry is regulated by the FDA, relevant links for

The three most important markets for the cosmetic industry are the European Union, the U.S., and Japan.

which were provided earlier in this article. In the EU, the important resource is the Cosmetics Directive, which can be found in 19 languages at ec.europa.eu/enterprise/cosmetics/html/consolidated_dir.htm. The “Annexes” included at this site are very useful. This website also contains a very informative table comparing FDA and EU regulations from the consumer’s point of view (visit www.pgbeautyscience.com/u.s.-and-eu-cosmetic-regulation-similarities.html).

Know the Industry

Familiarity with basic product categories, key markets, and regulatory environments is important in understanding the worldwide cosmetic industry. Translators will find these core concepts very useful as a basis for tackling the more detailed technical problems common to translation

for the cosmetic industry.

Notes

- 1. U.S. Food, Drug, and Cosmetic Act, sec. 201(i)**
www.fda.gov/opacom/laws/fdact/fdact1.htm
- 2. FDA Center for Drug Evaluation and Research, Regulatory Mechanisms for Marketing OTC Drug Products**
www.fda.gov/Cder/Offices/OTC/reg_mechanisms.htm
- 3. FDA Center for Drug Evaluation and Research, Center for Food Safety and Applied Nutrition [21 CFR 701.20]**
<http://vm.cfsan.fda.gov/~dms/cos-218.html>

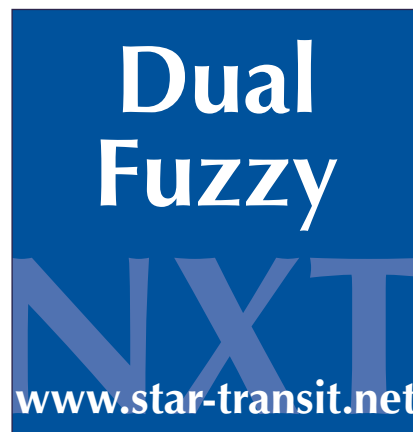
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Divisions up to now? For the latest news and events, visit

www.atanet.org/divisions/division_news.php.



The Translator's Binoculars, Part II: Desktop Search Tools and How They Can be Used to Search Reference Texts



By Naomi J. Sutcliffe de Moraes

In Part I of this article in the August issue, I described several corpus tools that can be used by linguists to search monolingual reference texts. This month, I will discuss various desktop search tools that were not created specifically for linguists, but can be used to search reference texts with differing degrees of ease.

Desktop search tools usually create an index of the contents of all the words in files on your computer. Generally, only unformatted text is stored in the index to speed access when searching. LogiTerm, mentioned in Part I of this article, also indexes files in this way.

Archivarius 3000

I downloaded Archivarius for the first time in order to review it, and now I cannot imagine how I lived without it. With eight years of files on my hard drives, finding an old file used to be impossible, and both Archivarius and Copernic, discussed below, are great at finding files containing specific words.

A search on “evapotranspiration” in my monolingual reference files on my hard drive is shown in Figure 1 on page 33. The left panel shows several

occurrences of the search term with a few words of context to each side. Clicking on the “Switch List” button at the bottom shows the same list, but with full path information for each file instead of context. The right panel, a preview pane, shows much more context for the occurrence selected on the left. Note that the context is shown as

your hard drive and give the indices names. This is very good for people who share their computer or use it for both work and other purposes. Note, however, that Archivarius has an index size limit of 1.5G that may not let you create one index of your entire hard drive, though you can create many indices and search them all

Desktop search tools usually create an index of the contents of all the words in files on your computer.

simple text with no formatting. To open the original file, click on the “Open file” button in the lower left. One nice feature is the ability to search within the preview pane without having to open the original file (note the navigation buttons at the top of the right pane). You can even search for a different word inside the text version of the file in the right pane.

You can index different parts of

simultaneously. Note that 1.5G is the size limit on the index, which contains only text without formatting or images, so the size of the indexed files would be much greater.

Archivarius includes morphological searches for many languages and indexes mailboxes for many e-mail formats besides Outlook, including PocoMail, Barca, Netscape, and Thunderbird. ➔

Figure 1: Archivarius Search Results Window

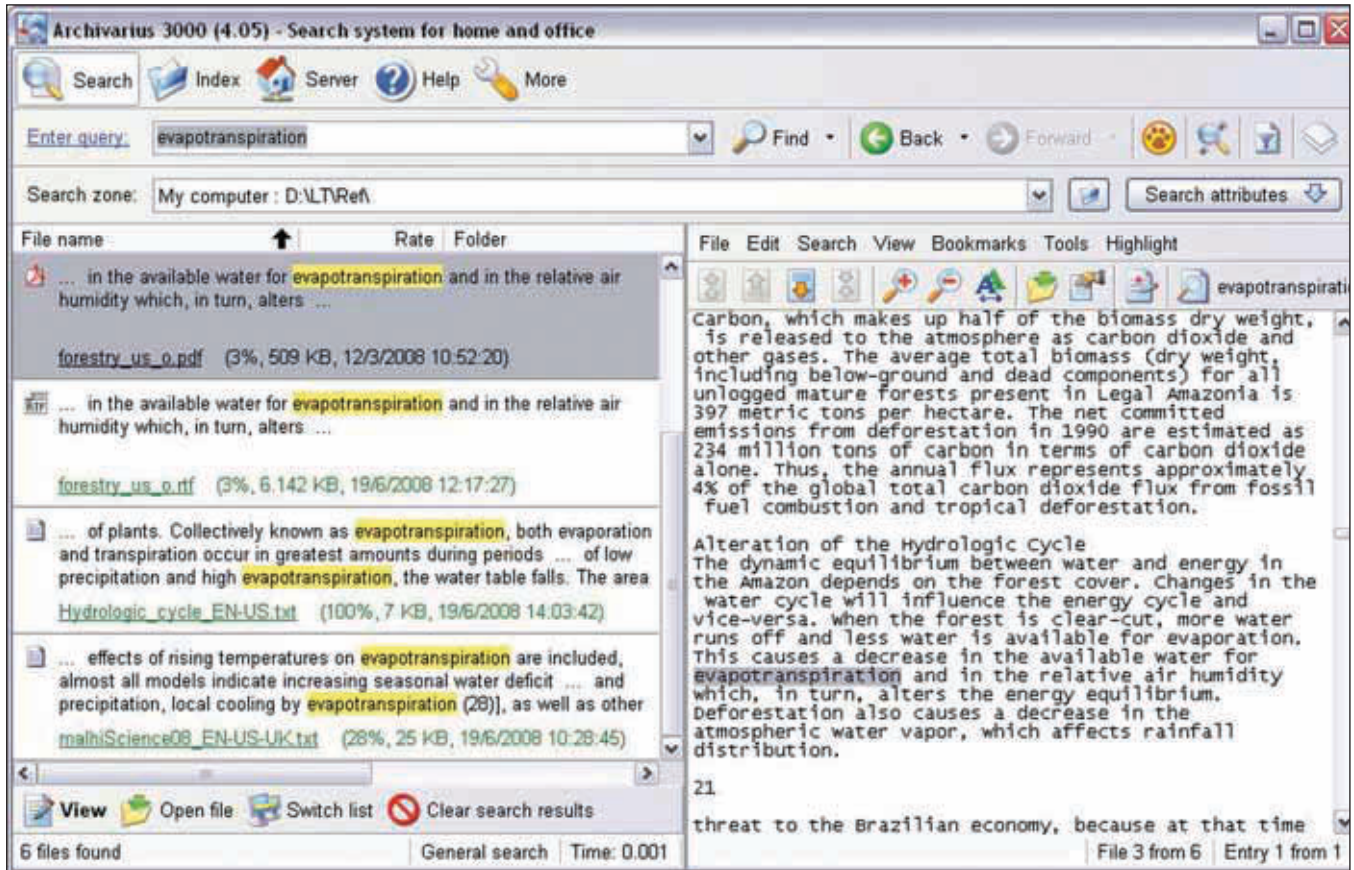


Figure 2: Copernic Desktop Search 2 Search Results Window

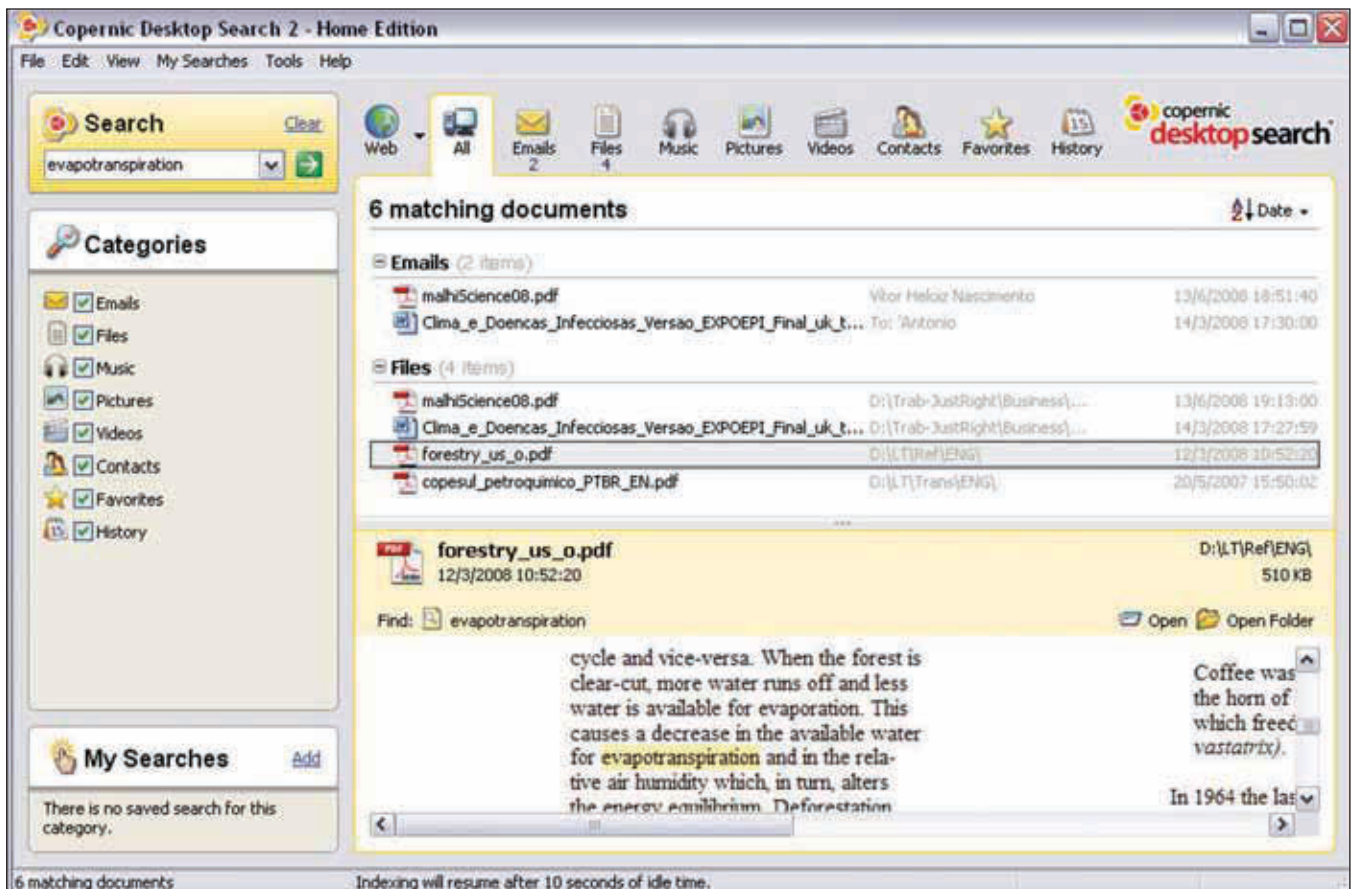


Figure 3: Google Desktop Search Results Window



Copernic Desktop Search 2

Copernic is a free desktop search program that many readers may already use. It classifies files by types and lets you search just in e-mail (but only Microsoft Outlook) or just in documents, for example. Its interface is very clean and intuitive. Unlike Archivarius, you cannot create more than one index. The program allows some special folders and drives to be excluded from the index, but is inflexible. I back up files on my D drive to my C drive nightly, and I must exclude my entire C drive if I do not want two copies of every file to appear in search results.

Copernic's search results window is similar to that of Archivarius, but it uses a viewer to open the original file in the preview pane and highlights the search term. (See Figure 2 on page 33.) Archivarius is better for the linguist because it gives you a bit of context in the left pane so you can quickly scroll through the results, whereas Copernic provides no context except in the preview pane. In Copernic, you cannot search for another word in the preview pane, though you can scroll through the file. The original file can be opened by clicking on the Open button.

Unfortunately, on my computer, Copernic hangs (sometimes for several minutes) when trying to preview large Excel files and certain other file types. There is no way to open a file through the program without previewing it first, and context can only be seen in the preview window.

Copernic does have a Corporate Edition that appears to allow customization of the directories to be searched, in addition to other features like company network searching. I did not have time to try it, but the information on the website does not lead me to believe that its interface is different from that of the free version.

Google Desktop

Google desktop is the least flexible of the most common desktop search tools and has almost no settings. It

indexes and searches all hard drives, and as a result, it often shows me several versions of a file: the original and several zipped backup copies. It shows both full path information and a bit of context around the search term. (See Figure 3.) Clicking on the entry opens the original file. It also seems to index only Outlook mail messages and contacts, and not those of other e-mail programs. Google desktop puts a search field on your Windows Start bar for easy access.

Grep

Grep is a Unix operating system utility which is built-in on Linux systems. Unlike the other tools described above, it does not index files in advance, but rather searches through them on the fly when a search is performed. The command "grep" is typed on the command line followed by the search term and the files and/or directories to be searched. Figure 4 shows an example where the file names in which the search term was found are in purple and the search term itself is in red. Note that when a word appears more than once in a file each occurrence is shown with its context on a separate line. This makes it more like AntConc and TextSTAT, which I described in the first part of this article, than the desktop search tools described above. Grep can only search text and text-like files.

There is a version of Grep for

Figure 4: Grep Command and Sample Results on Linux System

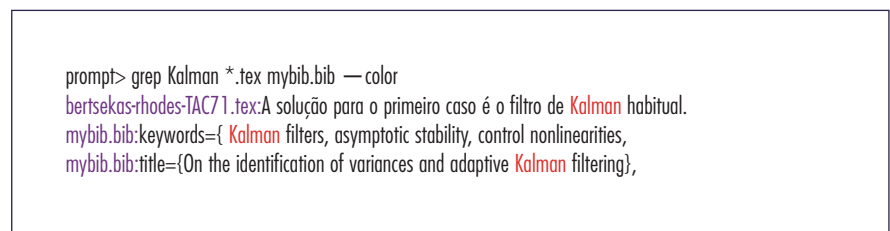
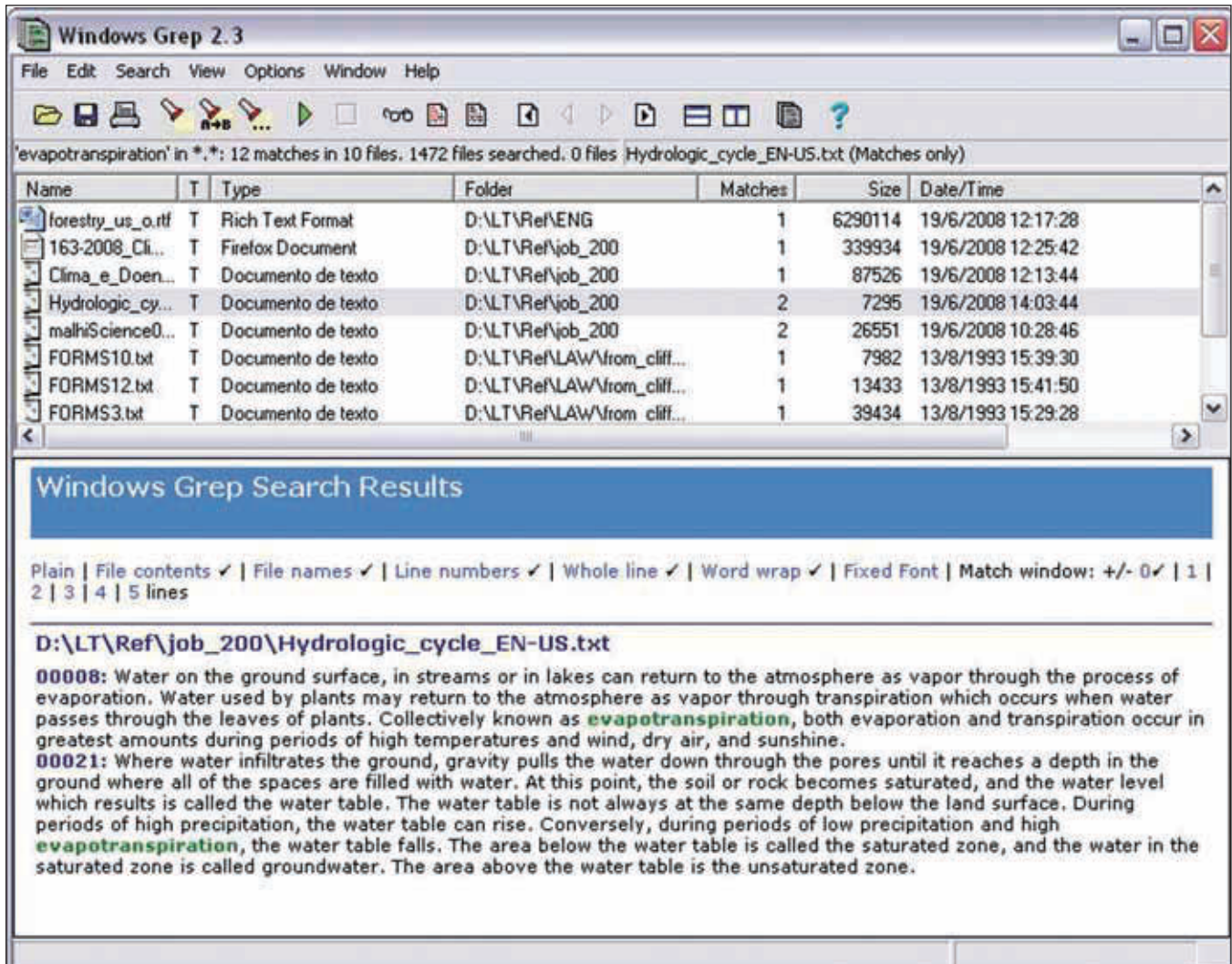


Figure 5: Windows Grep Search Results Window



Windows unimaginatively called Windows Grep. It is similar to the original Unix version, but with a Windows interface. Figure 5 shows the results of a search on “evapotranspiration” in the same files searched in Figure 1 on page 33. The first thing I noticed was how long the program took to search the files, since it does not create an index in advance. The second thing I noticed was the inclusion of some legal documents in the results list that do not actually contain the search term. Clicking on a file name shows the search term and con-

The best program for you depends on how and where you store data on your computer, and which operating system you use.

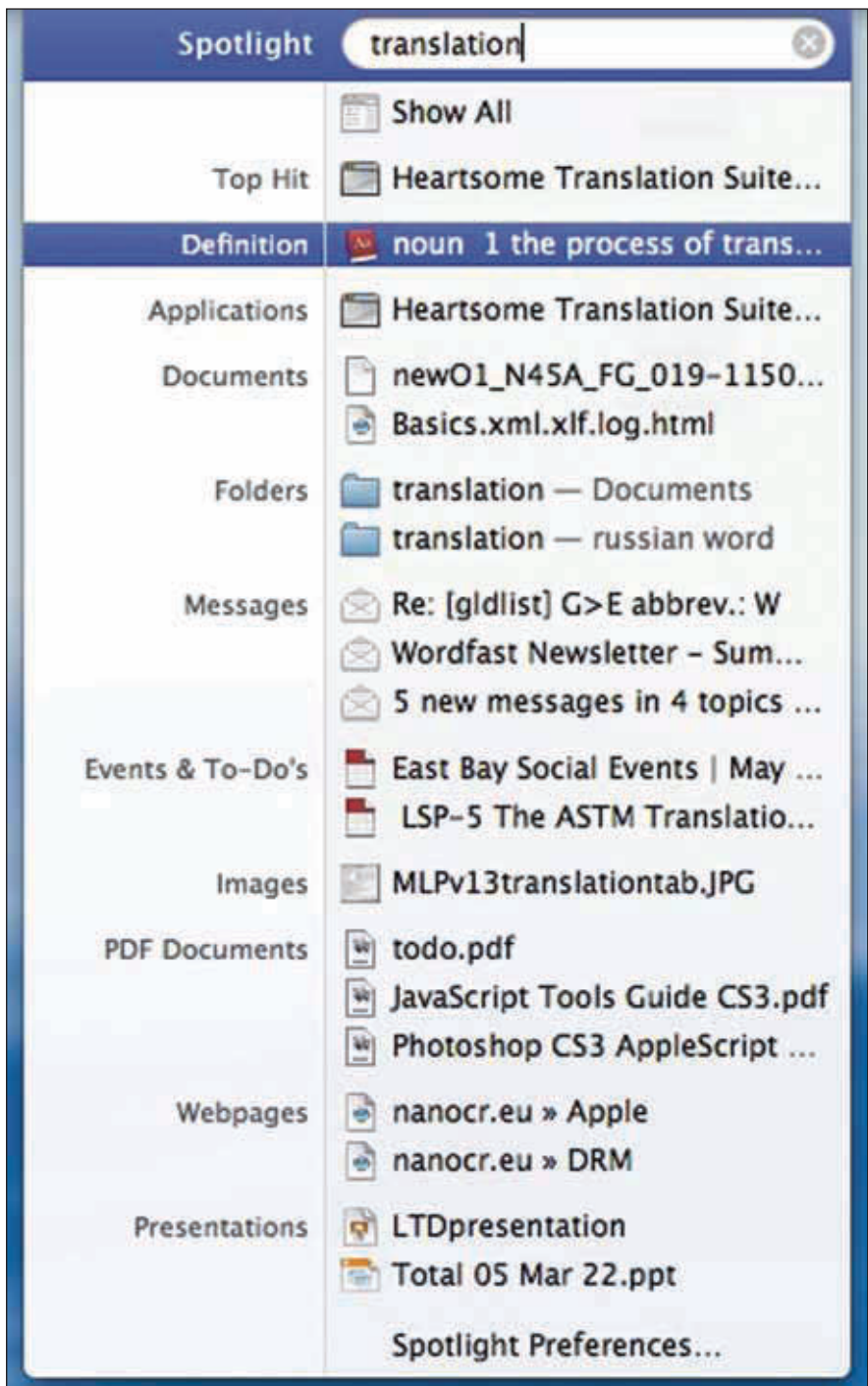
text in the lower pane. Only text and text-like files can be searched.

Spotlight

Spotlight is the built-in Macintosh

desktop search utility. Since I do not have a Macintosh, I cannot say much about it, but a screenshot provided by a colleague is shown in Figure 6 on page 36. Clicking on the file

Figure 6: Spotlight Search Results Window



name opens the original file. Unfortunately, it does not show the context of the search word, just the name of the file in which it occurs.

Windows Search 4.0

Windows Search 4.0 is made by Microsoft and can be downloaded free from the Microsoft site. Why in the world was it not built into the XP operating system!? This program or something similar to it is included in Microsoft Vista.

The program places a search field on the Windows Start bar, and the results window looks suspiciously like the Spotlight window shown in Figure 6. This window can be enlarged to show a preview pane, but the search term is not highlighted and is not necessarily visible in the pane. There are also no navigation tools to search in the preview pane, just a scrollbar.

Indexing

Some people do not like desktop search programs because they constantly index in the background and slow down your computer. Some programs only index when the computer is idle, while Archivarius allows you to schedule indexing. LogiTerm, mentioned in Part I of this article in the August issue, indexes only when you choose Index from the menu. Grep and Windows Grep do not index at all, and thus take longer to search files. As I write this, I have Archivarius, Copernic, Google Desktop, and Windows Search installed simultaneously, and I have not noticed my computer slowing down.

Parting Thoughts

The best program for you depends on how and where you store data on your computer, and which operating system you use. If you use Windows,

Summary of Programs Evaluated in Part II

Program	Cost	Platform
Archivarius 3000	EUR 29.95 (about \$47.00)	Windows
Copernic	Home Edition is free, Corporate Edition is \$59.95 (about EUR 38.00)	Windows
Google Desktop	Free	Windows, Linux, and Mac
Grep	Part of operating system	Linux
Spotlight	Part of operating system	Mac
Windows Grep	Free	Windows
Windows Search	Free	Windows

I would recommend Archivarius for desktop searching because it is the most flexible and provides the output format most similar to that of the corpus tools described in the first part of this article in August. I usually use AntConc and LogiTerm (see Part I) to search reference files in my reference file folders, but Archivarius allows me to search all files in all data folders.

References

Archivarius 3000

www.likasoft.com/index.shtml

Copernic Desktop Search 2 (Home Edition)

www.copernic.com

Google Desktop

<http://desktop.google.com/index.html>

Windows Grep 2.3

www.wingrep.com

Windows Search 4.0

www.microsoft.com/windows/products/winfamily/desktopsearch/default.mspx

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What's New on ATA's Website?

ATA 49th Annual Conference Program and Registration

www.atanet.org/conf/2008

ATA News and Activities

www.atanet.org/ata_activities/broadcasts.php

Business Smarts August 2008

www.atanet.org/business_practices/smarts_2008_august.php

Division News Updates

www.atanet.org/divisions/division_news.php

Translator Earnings Calculator

http://www.atanet.org/business_practices/earnings_calculator.php

An aerial photograph of a large agricultural field, likely corn, with a road intersection in the center. The field is divided into several sections by the road and other paths. The color of the crops is a golden-brown, suggesting they are ripe. The road is a light gray color, and there are some green areas, possibly grass or other crops, near the intersection.

ATA/Midwest Association of Translators and Interpreters Court Interpreting Seminar

By Eric Vidoni

The Court Interpreting Seminar, a professional development opportunity co-hosted by ATA and the Midwest Association of Translators and Interpreters on June 21-22 at the Embassy Suites O'Hare in Chicago, Illinois, was without a doubt an "ear-opening experience." This two-day event featured four guest speakers and attracted attendees from all over the country.

Retention Enhancement for Consecutive Interpreters

Janis Palma, a federally certified interpreter for the U.S. District Court for the District of Puerto Rico, was the first speaker on the program. Her presentation on retention techniques for consecutive interpreters began with a brief overview of the interpreter's work ethics and environment. Her main message was that to excel as an interpreter, you have to identify with the speaker.

Palma mentioned a short list of specific and practical keys for a successful consecutive interpreting session:

- Create images to accompany the verbal information that the brain is processing to help you grasp the message more clearly and ascertain its meaning.
- Relate to how the speaker is communicating the information: stay with the story and focus on the speaker's feelings.
- Focus on the actual message.
- Maintain the pauses, inflection, and intonation of the speaker.
- Forget all distractions in the courtroom: look at your note pad.

- Do not sabotage yourself: thinking about forgetting will make you forget.
- Do not isolate the words; keep them in context.
- Do your homework.

Palma talked about the importance of advanced preparation in aiding the court interpreter. Interpreters should have a thorough understanding of the legal process. This includes courtroom procedure, such as the typical questions that are likely to be asked during the session (e.g., “How close were you to the defendant?” or “How did you come to learn about this?”). Having these commonplace utterances already “prepackaged” in your head will help smooth the wrinkles in your performance, freeing up your mind to focus on the more important information. On a similar note, Palma discussed elocution, stressing that the concept of what is being expressed is more important than the words. For example, *se me vino el mundo encima* should be rendered as “this is the end of the world,” rather than “the world crumbled upon me.”

Another aspect of preparing ahead, as Palma noted, is to familiarize yourself with the parties involved in the case by reviewing the file record and taking note of the names, dates, and other case-specific information. (Please keep in mind that attaining this kind of information is not always possible and varies according to each court.) Several attendees agreed with this suggestion, including a certified interpreter from Greeley, Colorado, who recognized and praised the help of the court staff where she has worked in providing her with case information ahead of time.

To excel as an interpreter, you have to put yourself in the speaker’s shoes.

Memory and Notes

After the break, Palma presented the “seven chunks of information theory” and discussed different ways to help retain information. According to this theory, our brains are capable of storing an average of seven units of information. As a way of improving memory capability, Palma suggested that instead of remembering isolated words, we should try to group words together that have strong associations with one another. This memory training technique is also known as chunking. For example, while recalling a mobile phone number such as 9849523450, we might break this into 98 495 234 50. Thus, instead of remembering 10 separate digits, which would stretch our short-term memory capacity, we only need to remember four groups of numbers. As another example, if the speaker starts off a sentence with “The cherry red sports car with dark tinted windows...,” instead of taking in every single word as a unit (and thus, running out of memory), visualize the “car” along with its identifying characteristics as a whole concept. Grouping like items together will free up more memory and allow you to focus on the units of information that will follow in the rest of the sentence.

Palma stressed that note taking is key for consecutive interpreting. However, she pointed out that interpreters should not rely on their notes alone, but rather use them as a complementary tool to perform their job. Here are few tips for effective note taking:

- Do not be stingy with the paper.
- Write down the exact words you heard and do not change the language.
- Underline or circle inflected and stressed words.
- Use the easiest abbreviations.
- Do not get lost in your notes.

Palma followed her talk with an exhaustive and useful retention enhancement exercise in which several attendees were asked to participate. She started with one sentence and asked a person to repeat it. She then added an extra sentence to the previous one and asked another person to repeat the whole passage. The process went on until a long paragraph made of eight sentences had to be repeated. Even though there were different levels of expertise among the participants, the exercise proved to be practical (it was done in English only) and valuable, since it tied in all the elements and techniques that had been discussed earlier in the presentation. After a round of questions and answers, Palma closed the presentation with words of encouragement for the attendees and provided a packet with several memory retention and note taking exercises.

Simultaneous Interpreting

Following a relaxing lunch, the 

afternoon session ensued with a presentation covering advanced simultaneous interpreting techniques offered by María Cecilia Marty, a federally certified interpreter and translator.

The presentation began with a quick review of the different interpreting modes, such as simultaneous, consecu-

Are You Good Enough?

Marty discussed the importance of sharpening your skills as an interpreter, emphasizing that practice is the only way to improve. Setting aside just five minutes per day to work on an aspect of your interpreting performance that needs improvement

ments in oral delivery. The practice logs included the type of exercise (such as condensing), the type of text being interpreted (jury instructions regarding various kinds of evidence), the area of improvement (vocabulary), and the self-evaluations (before and after listening to the recording).

Setting aside just five minutes per day to work on an aspect of your interpreting performance that needs improvement will help tremendously.

tive, and sight translation. Simultaneous interpreting is actually a misnomer, in that the word simultaneous suggests that the interpreter is interpreting a message as he or she hears it. In fact, there is a delay between the moment the interpreter hears a thought and the moment he or she renders that thought into the target language, because it takes time to understand the original message and generate a target-language rendition of it. Meanwhile, the speaker goes on to the next thought, so the interpreter must generate the target-language version of the first thought while processing the speaker's second thought, and so on. Marty explained that this delay is known as *décalage*, from the French word for time lag. The longer the interpreter is able to wait before beginning the target-language version, the more information he or she will have and the more accurate the target-language version will be. Marty cautioned that each interpreter should know his or her comfort zone in order to avoid getting caught too far behind the speaker. This will help minimize the risk of information getting lost in the interpretation.

will help tremendously. Here are a few aspects of delivery to keep in mind as you practice:

Diction: Do not take shortcuts; pronounce every sound of each word in the sentence.

Speed: Begin slowly; as you progress, increase your speed.

Pitch: Project your voice so that everyone in the room can hear you.

Stress: Make sure the right syllable is being stressed.

During the session, Marty made good use of several tongue twisters to demonstrate how to develop your skills. She started slowly, deliberately pronouncing every sound within each word: "Peter Piper picked a peck of pickled peppers...." She then sped up her delivery while still emphasizing every sound. Marty explained that it is immensely helpful for interpreters to record and listen to their delivery, and provided attendees with a sample log sheet as a means of tracking improve-

Do You Have an Accent?

Marty emphasized the interpreter's accent. Since interpreting is a profession that spans the globe, accents are frequently present in this field. Although a neutral accent is always preferred because it is easier to understand, Marty explained that it is acceptable for an interpreter to retain an accent during his or her delivery provided that it does not create a distraction or a communication barrier. As with the morning presentation, Marty concluded with a round of questions and answers.

Sight Translation

On Sunday, certified interpreter Patricia González Marañá discussed how to practice sight translation as a springboard for simultaneous interpreting. She explained that translators and interpreters who are new to the profession often find it hard to transition from written translation or consecutive interpreting to the more demanding mode of simultaneous interpreting. Furthermore, seasoned professionals may face the challenge of delivering a smooth rendition when sight translating more complex texts.

After mentioning the use of sight translation in court, González Marañá asked attendees if they could read and translate at the same time. After receiving a few puzzled looks, she explained that it is in fact possible and that the same variables that apply to simultaneous interpreting are also found in sight translation. To demonstrate this,

she proposed the following technique:

Deverbalize: Focus on ideas and concepts and the words will follow.

Anticipate: Start activating your long-term memory with words you may have to use.


Scan: Speed read for key words.

Produce: Fill in the blanks (“sight-closing”).

As an exercise, González Maraña provided attendees with an Advisement of Rights, a document frequently used during trials. She asked attendees to think about words that are frequently encountered in this type of document and to scan quickly for them. When asked to read the document (which had a number of words intentionally left out), attendees were able to fill in the blanks with relative ease. A simple scan for key words and concepts combined with the anticipation of the words that would likely appear in such a document had activated their long-term memory, allowing attendees to plug in all the missing words. These exercises helped equip participants with the self-study tools needed to transition from translation or consecutive interpreting to simultaneous interpreting. The tools provided by the speaker also assisted experienced professionals in honing their skills to improve their performance in the sight translation or simultaneous modes.

Interpreting in the Juvenile Courts

The last session of the weekend was presented by Alexandra Wirth, a certified court interpreter, who spoke about interpreting in juvenile or family court. Wirth noted that under-



Resources for Court Interpreters

Federal Court Interpreter Certification Examination Program www.ncsconline.org/d_research/Consort-interp/fcice_exam/index.htm	National Association of Judiciary Interpreters and Translators www.najit.org
Federal Court Terminology www.id.uscourts.gov/glossary.htm	National Center for State Courts www.ncsconline.org/wc/CourTopics/ResourceGuide.asp?topic=CtInte
Federal Interpreter, Translator, and Training Services www.fittservices.com www.acebo.com	U.S. Courts Case Management Electronic Case Files www.uscourts.gov/cmecf/cmecf.html
Juvenile Court/Child Welfare http://courtcafe.com/glossary	U.S. District Court for the District of Puerto Rico www.prd.uscourts.gov

standing the legal system is essential to becoming a good interpreter. Although sometimes incorrectly regarded as a lesser responsibility, interpreting in juvenile courts is often nerve-racking and extremely stressful due to the age of the participants (children and teens), the nature of the issues being treated, and the life-long consequences stemming from the case results (such as the termination of parental rights).

Wirth explained that with more participants required to be present in the courtroom (such as the guardian *ad litem*, the court appointed special advocate, and the social worker), juvenile court proceedings can add another layer of difficulty for the inexperienced interpreter. She then shared some examples of how adult and juvenile courts use different terminology to express the same concept. In her article in this issue, “Interpreting in Juvenile Court,”

Alexandra Wirth lists a few of the terminological differences between adult and juvenile court. Please see Figure 2 on page 20.

Final Thoughts

Overall, the two-day seminar proved to be particularly insightful in terms of the information covered, and provided useful techniques to become a better interpreter. The featured speakers showed a clear understanding of the subject and were able to transmit the content so that attendees could immediately relate to it. In addition, attendees were given ample opportunity to meet with the speakers, network, and share their experiences with colleagues.

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American Translators Association
49th Annual Conference
www.atanet.org/conf/2008

Did you know...

that one of the benefits of joining an ATA division is the opportunity to participate on its listserv?

Chinese Language Division

www.ata-divisions.org/CLD

Listserv:

<http://finance.groups.yahoo.com/group/CLDlistserv>

French Language Division

www.ata-divisions.org/FLD

Listserv:

www.ata-divisions.org/FLD/listserv_info.htm

German Language Division

www.ata-divisions.org/GLD

Listserv:

<http://groups.yahoo.com/group/gldlist>

Interpreters Division

www.ata-divisions.org/ID

Listserv:

<http://groups.yahoo.com/group/e-voice4ATA-ID>

Italian Language Division

www.ata-divisions.org/ILD

Listserv:

www.ata-divisions.org/ILD/maillinglist.html

Japanese Language Division

www.ata-divisions.org/JLD

Listserv:

<http://tech.groups.yahoo.com/group/jld-list>

Korean Language Division

www.ata-divisions.org/KLD

Listserv:

<http://tech.groups.yahoo.com/group/ataKorean/>

Language Technology Division

www.ata-divisions.org/LTD

Listserv:

<http://tech.groups.yahoo.com/group/ataLTD>

Medical Division

www.ata-divisions.org/MD

Listserv:

http://finance.groups.yahoo.com/group/ATA_MedDiv

Portuguese Language Division

www.ata-divisions.org/PLD

Listserv:

<http://tech.groups.yahoo.com/group/PLData-Online>

Slavic Languages Division

www.ata-divisions.org/SLD

Listserv:

<http://groups.google.com/group/ata-divisions-sld-slavfile>

Spanish Language Division

www.ata-divisions.org/SPD

Listserv:

<http://espanol.groups.yahoo.com/group/espalista>

Translation Company Division

www.ata-divisions.org/TCD

Listserv:

<http://tech.groups.yahoo.com/group/ataTCD>

Division membership is included in your ATA annual dues. Visit www.atanet.org/divisions/division_admin.php to join any or all ATA divisions without additional fees.

Visit the ATA Calendar Online

www.atanet.org/calendar/

for a more comprehensive look at upcoming events.

Upcoming Events

October 10-12, 2008

International Medical
Interpreters Association
2008 International Conference on
Medical Interpreting
Boston, MA
www.mmia.org/conferences/default.asp

October 15-18, 2008

American Literary Translators Association
31st Annual Conference
Minneapolis, MN
www.literarytranslators.org

October 17-18, 2008

International Translation
Conference on Health Sciences
Lisbon, Portugal
[www.tradulinguas.com/
conf-med/index.htm](http://www.tradulinguas.com/conf-med/index.htm)

October 18-19, 2008

Colorado Translators Association
Trados Workshop
Westminster, CO
www.cta-web.org

October 21-25, 2008

Association for Machine
Translation in the Americas
8th Biennial AMTA Conference
Waikiki, HI
www.amtaweb.org/AMTA2008.html

October 23-25, 2008

American Medical Writers Association
68th Annual Conference
Setting the Pace
Louisville, KY
www.amwa.org

October 29-31, 2008

Languages and the Media
7th International Conference and
Exhibition
Berlin, Germany
www.languages-media.com/index.php

November 5-8, 2008

American Translators Association
49th Annual Conference
Orlando, FL
www.atanet.org/conf/2008

November 21-23, 2008

American Council on the Teaching of
Foreign Languages
2008 Convention and
World Languages Expo
Orlando, FL
www.actfl.org

November 29-30, 2008

Organización Mexicana de Traductores
XII International Congress of Translation
and Interpretation
San Jerónimo 2008
Guadalajara, Mexico
www.omt.org.mx/general.htm

December 4-7, 2008

National University of Singapore
Centre for Language Studies
3rd International Conference
Singapore
www.fas.nus.edu.sg/cls/clasic2008

December 8-12, 2008

Localization Industry
Standards Association
Forum Europe 2008
"The Business Impact of Operating
Without Standards"
Dublin, Ireland
www.lisa.org/Dublin.613.0.html

December 27-30, 2008

American Assn of Teachers of
Slavic & Eastern European Languages
Annual Conference
San Francisco, CA
www.aatseel.org/program

December 27-30, 2008

Modern Language Association
124th Annual Convention
San Francisco, CA
www.mla.org

March 13-15, 2009

Mid-America Chapter of ATA
2009 Symposium
Overland Park, KS
www.ata-micata.org

May 13-16, 2009

Association of Language Companies
7th Annual Conference
Austin, TX
www.alcus.org

May 15-17, 2009

National Association of Judiciary
Interpreters and Translators
30th Annual Conference
Scottsdale, AZ
www.najit.org



Business Smarts Targeting Your Résumé

An informative *and concise résumé can do much to attract business. This column shares advice on creating and maintaining a folder of specifically targeted résumés that are ready to send out upon request.*

Dear Business Smarts,

As a newcomer to self-employment in translation and interpreting, I have a question about the appropriate format of my résumé. I am currently using my general résumé, which highlights my past work experience and educational background. When prospective clients ask for my résumé, is that what they are looking for, or should I focus on translation experience? This is a little more difficult in my case because I just started out. Any advice?

Pilar S., by e-mail

Dear Pilar,

For maximum effectiveness, your résumé should focus exclusively on your translation and interpreting background. Past work experience should be listed only if it has a direct connection to your area of specialty or current translation work. This means that the résumé templates provided in many software packages are not helpful, or need to be adapted in order to produce an effective freelancer's résumé.

Most project managers and recruiters at translation companies

prefer a concise format that fits on a single page, and are interested in finding out exactly what your language background is, including your education, international experience, and certifications. Translation agencies additionally want to know about your computer equipment and computer-aided translation tools. If you also provide a brief description of past projects and names of references, keep in mind that you may still be bound by confidentiality agreements and cannot disclose, without permission, the identity of specific end-clients for whom you worked through an agency. It is acceptable to state that you worked for Agency ABC, but not that you worked through them for Fortune449 Inc. We also advise asking for permission before you list anyone's name as a reference.

It is absolutely imperative to go over every detail of your résumé with great care. Spelling errors make a bad impression, of course, but so do sloppy formatting, missing commas, or font discrepancies, and they can lead to instant rejection of your application. Print out a copy of your draft and carefully review every aspect of the document, possibly enlisting the help of another person.

Many seasoned translators prepare several electronic versions of their résumé and keep them up to date on their computer. We recommend setting up a separate folder in your com-

puter directory where each version is easy to find. To give an example, a "medical" version of a freelance résumé would focus on past experience translating in the medical field, highlighting project data such as "50-page manual, pacemaker equipment, English into Spanish." This same version of the résumé might also mention membership in ATA's Medical Division, attendance at specific workshops, or other related experience. This document can be sent out promptly in response to a project inquiry about medical material. A slightly modified version, containing different work experience and references, can be saved, for example, as your "pharmaceutical" résumé. This approach saves time in the long run, and helps you provide the specific information project managers are looking for. The only drawback to this method is that you have to keep multiple documents updated, since an assignment you did two or three years ago is not necessarily an indication of your current capabilities.

Another approach is to maintain your electronic résumé files in both English and foreign-language versions. Whether this is worthwhile depends on your typical client profile and marketing approach, but the dual-language strategy can once again save time when an immediate response to an inquiry is needed.

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Comments?

ATA members can discuss business issues online at the following Yahoo! group:
http://finance.groups.yahoo.com/group/ata_business_practices. You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

The information in this column was compiled by members of ATA's Business Practices Education Committee for the benefit of ATA members. This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Send your questions about the business of translation and interpreting to The ATA Chronicle—BPEC Q&A, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314 USA; Fax: +1-703-683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.



GeekSpeak

Jost Zetsche

jzetsche@internationalwriters.com

The GeekSpeak column has two goals: to inform the community about technological advances and at the same time encourage the use and appreciation of technology among translation professionals. Jost also publishes a free technical newsletter for translators (www.internationalwriters.com/toolkit).

As Iron Sharpens Iron...

I have recently worked on a number of projects that have made me realize once again how much our profession is changing.

One project illustrated that in particular. It was a project with 15,000 or so words—or maybe I should say it was a project with 15,000 or so words or so, since I really did not translate many “words” at all. Instead, it was actually just managing language chunks that were all in the translation memory (TM) and termbase. All I needed to do for the entire project was to rearrange and newly arrange. I am not really complaining—it was a well-paid project—and it certainly was not the first project of its kind on which I have worked. But more than ever before it got me thinking: Where is the line between translation and “language management?” And while “language management” still sounds fairly lofty, activities like this should probably more appropriately be termed “language chunk management.”

Obviously I do not mean to complain about the rise of language technology and how it has changed our profession. There is no doubt that it has. What I really wonder is this: Are we caught between a technology that allows us to work much more proficiently by taking away so much of the repetitiveness and brainlessness that we used to get frustrated with, but which is still not good enough to automate the last missing repetitive pieces?

I know that for some of you, I have already raised your hackles, but I really think that language technology needs to take the next jump in the commercial applications that most of us are working in. It is a shame that some advanced technology exists but is not yet readily available for most of us. For instance, I am talking about better confluences of machine translation and translation memory, maybe through Google Translate as presently included in Lingotek, or maybe through some of the partnerships between translation memory and machine translation vendors such as the one between Across and Language Weaver. We need more advanced “chunk replacement techniques” and paths of communication between TMs and termbases as they are used in Déjà Vu’s EBMT feature or Heartsom’s Quick Translation and Swordfish’s Auto-Translation. What we also need is better sub-segmentation processes. For those features, Multitrans or MemoQ have an advantage over other tools. We need ready-made access to online TMs, and not just for corporate tools—sort of what Wordfast offers with its VLTM technology. And the list could go on and on.

The other day, I was introducing a group of folks to translation technology, and they asked me why no one has ever come up with the idea of taking all these good things and combining them into one tool. I did not want to look really stupid so I said,

well, that is because it is not easy to implement technology quickly that someone else spent years developing. But as I was saying that I felt even more stupid because that is really not what it is. I certainly do not have the complete answer, but I think part of it is that often developers live in a slightly different world from the practitioners, that is, the translators. And if they have come up with a couple of good features, as they all have, they tend to get stuck with them instead of going on a truly never-ending quest for the ever-more-sharpened tool.

And though it is always easy to blame the tool vendors, the ball should end up in our—the users’—court. It is up to us to demand those missing features and, if our particular tool vendor does not listen, either to take our business elsewhere or (and this is where it becomes really hairy and demanding) to join one of the ongoing open-source projects.

These truly sharpened tools, filed by the friction of iron upon iron, user upon developer, real life experience and requirements upon theoretical foundations, are not pie in the sky. We need them. Let’s work together to sharpen them into reality.

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Take Advantage of ATA’s Member Benefits

Organization of American States Staff Federal Credit Union

For additional information: www.atanet.org/creditunion.php

Member News

Send your news to Jeff Sanfacon at jeff@atanet.org or American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314.

- The following language services providers have been named among the 5,000 fastest growing private companies in the U.S. by *Inc.* magazine.

CETRA, Inc.
(Elkins Park, PA)

Dynamic Language Center
(Seattle, WA)

Eriksen Translations
(Brooklyn, NY)

Geneva Worldwide, Inc.
(New York, NY)

Iverson Language Associates
(Milwaukee, WI)

JTG inc.
(Vienna, VA)

Language Services Associates
(Willow Grove, PA)

LinguaLinx, Inc.
(Schenectady, NY)

New-Global Translations
(New York, NY)

Sajan, Inc.
(River Falls, WI)

The *Inc.* 5,000 list represents companies that have had significant revenue growth over three consecutive years, are independent and privately held, and are based in the United States.

- Laura A. Wideburg received *ForeWord Magazine's* 2007 Book of the Year Award for Translation for her translation of Inger Frimansson's novel, *Good Night, My Darling* (Caravel Books).

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In Memoriam | Dr. Marijan A. Bošković 1939-2008

Dr. Marijan A. Bošković, who was instrumental in adding Croatian to ATA's Certification Program, passed away on August 6, 2008.

Born in 1939 in Zagreb, Croatia, Marijan began his translating and interpreting career in his native country in the 1960s. He translated Croatian, Serbian, Slovenian, Russian, Macedonian, and Bulgarian into English, and these languages plus Italian, German, and Polish into Croatian.

Marijan became an active member of ATA in 1978. He served as language chair for the English into Croatian language pair from its inception in 2004 until 2006.

A Fulbright Scholar, Marijan was one of the first Croatians to attain an advanced degree from the Massachusetts Institute of Technology, where he studied food science and technology. He worked at Kraft Foods as a principal scientist, and was awarded a patent for his research on flavor encapsulation. He was an emeritus member of both the American Chemical Society and the Institute of Food Technologists (IFT), and co-founded a chapter of IFT. He retired in 2004.

For all Marijan's education and experience, he was unpretentious. He was rigorous and disciplined but loved a joke, and he embraced his friends and ATA colleagues with enthusiasm and devotion. Everyone who knew Marijan will miss his curiosity, his kindness, and his zest for life.

Remembrances will appear in the October issue of *Translation Journal* (<http://translationjournal.net>) and in a future issue of *SlavFile*, the newsletter of ATA's Slavic Languages Division.

—Paula Gordon

ATA Certification Exam Information

Upcoming Exams

Florida

Orlando

November 8, 2008

Registration Deadline:

October 24, 2008

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

New Certified Members

Congratulations! The following people have successfully passed ATA's certification exam:

English into Chinese

Samson Wong
San Francisco, CA

English into Russian

Elena Lyness
Astoria, NY

Spanish into English

Piers Armstrong
Los Angeles, CA

English into Croatian

Jasenska Tezak-Stefanic
Culver, IN

Croatian into English

Rudolf Vedo
Rockford, IL

Rose A. Berbeo
Venice, CA

Active and Corresponding Membership Review

Congratulations! The Active Membership Review Committee is pleased to grant active or corresponding status to:

Active

Nelly Chadi Aguilier
San Pedro, CA

Abigail L. Dahlberg
Kansas City, MO

Michael J. Engley
Louisville, KY

Ke L. Liang
Mishawaka, IN

Corresponding

Juan Chen
Jiangsu, China



Roles

www.star-transit.net

The Association of Translators and Interpreters in the San Diego Area (ATISDA) is an independent nonprofit organization devoted to bridging languages and cultures one translation at a time. Formally established in January 2008, ATISDA is an interdisciplinary network of translators and interpreters seeking to represent the profession as a whole, with an emphasis on both bilingual and bicultural translation and interpreting studies and their evolution as an emerging discipline.

Mission

ATISDA's mission is to serve members through education, networking, and the promotion of the translation and interpreting professions, while providing a lively platform for debate, the sharing of knowledge, and the coordination of different translation-related activities, conferences, and publications. ATISDA's other goals include:

- Conducting research in the field, offering consulting services, and facilitating contacts between the profession and potential clients.
- Providing language resources to individuals, businesses, organizations,

Quick Facts

- Established: 2008
- Website: www.atisda.org
- E-mail: president@atisda.org
- Association of Translators and Interpreters in the San Diego Area
3525 Del Mar Heights Road
#610
San Diego, CA 92130

and government agencies in the local and international community.

- Fostering ties with allied organizations.
- Encouraging the improvement of professional standards and ethics, practices, and competence among translators and interpreters.

Benefits

- Voting rights.
- Profile in the online directory.
- ATISDA Google Group, a discussion forum where important information is posted about the industry and the association, and where members share professional resources.

- Educational workshops and networking events.

- *ATISDA Newsletter*, a quarterly electronic publication.

Additional Information

For complete information on what ATISDA has to offer, please visit its website at www.atisda.org.

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ATA's chapters and its affiliates, along with other groups, serve translators and interpreters, providing them with industry information, networking opportunities, and support services. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the profession.

ATA Translation Earnings Calculator Calculate Your Potential Earnings

How much should you charge for your work? This is a great question! When it comes to rates, most translators and interpreters would like to know that they are in the same ballpark as everyone else, and newcomers just want to know what the ballpark is. The best answer? You have to find out how much money you need to earn, and then figure out how much work it takes to earn it. Check out ATA's Earnings Calculator at www.atanet.org/business_practices/earnings_calculator.php.





The Onionskin

Chris Durban

chrisdurban@noos.fr

Kultur automatik in Culture on the Rocks in France

“Me Tarzan, you Christine Albanel,” crowed the French opposition weekly newspaper *Charlie-Hebdo*, taking the country’s eponymous minister of culture to task in early June. Blogs at highbrow *Le Monde* and *Le Nouvel Observateur* agreed. Language was the issue, more specifically what commentators described as a misguided effort to “appear multilingual” in the run-up to France’s six-month presidency of the European Union, which started July 1.

The articles followed a call for tender seeking suppliers to machine-translate all 150 of the Ministry of Culture’s Web domains into eight foreign languages.

The move astonished language professionals, who have long argued that software-generated translation should be used for inbound texts only—to find out what the other guys are up to (sort of), not to promote warty versions of your own products and services to unknown readers. Instant translation by computer is also a handy means of selecting texts to be translated in full by humans—fast and efficient triage upstream from the wordface, say experts.

But in the case of the French Ministry of Culture, the tender specified no revision. When we called, technical advisers confirmed that mil-

lions of words were involved, via several hundred sub-sites. “We simply haven’t got the budget,” a technical adviser lamented, who nonetheless specified that the computer-generated texts would carry a “warning.”

Not good enough, said two of the country’s translator associations, the Société Française des Traducteurs (SFT) and the Association des Traducteurs Littéraires de France (ATLF), who eschewed indignation in favor of an informative joint letter underscoring the pitfalls of this wannabe-multilingual ploy. To make their point, they appended a computer-generated translation of the same letter produced by Google’s language tools from an English version prepared by a professional translator. It was the sillinesses of this French text that caught the eye of the French press.

As usual, the challenge is more complex than it seems: floating in the sea of purple prose of the Google-back-translated letter submitted by ATLF and SFT are some useable phrases. And it is true that computerized translation has come a long way since the early days, not least following a switch to statistical machine translation, where the size of the corpus of vetted bilingual texts on which computer translations are based carries some weight. Here French and

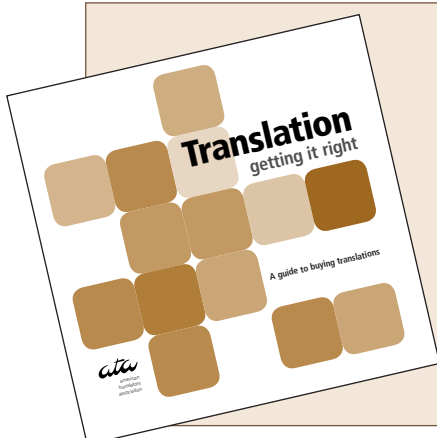
The Onionskin offers a behind-the-scenes look at translations in the public domain—kudos for best practice and advice for perpetrators who could surely do better. Comments and leads for future columns are welcome (please include full contact details).
Contact: chrisdurban@noos.fr.

English are particularly well served given the availability of bilingual proceedings of the European Parliament and Canada’s Hansard, notes specialist Terence Lewis. The same is not true for translations from French into the other foreign languages targeted by Ms. Albanel’s team. The German, Spanish, Portuguese, Italian, Greek, Dutch, and Polish versions will thus be even worse than the English-to-French text the French media poked fun at.

As this Onionskin went to press, there was still no official response from the Ministry of Culture, although its counterparts in charge of the French prime minister’s website (www.premier-ministre.gouv.fr) expressed amazement when informed of the project. The prime minister’s editorial team is subject to the same budget constraints as the Ministry of Culture folk, but has opted to focus on quality rather than quantity. They analyze content up front and translate only a selection of texts deemed to be of particular interest to foreigners—some 1,500-1,600 words per month. They also restrict the number of foreign-language versions to English, German, and Spanish, and use (human) professionals to do the job right. “It’s manageable,” said our contact.

Watch this space for additional comments.

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Translation: Getting it Right

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Dictionary Review

Compiled by

Peter A. Gergay

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Le Nouveau Petit Robert de la langue française 2008 **(v. 3.1)**

Publisher:

Dictionnaires Le Robert/Sejer Windows

Software designer:

Bureau van Dijk

Publication date:

2007

Price:

€70.00

(\$195.00 at Amazon)

Available from:

Amazon.com

Reviewed by:

Françoise Herrmann

Hark! *Le Nouveau Petit Robert 2008* on CD-ROM is fresh off the hydraulic press. Released from the design offices of Bureau van Dijk with an even more user-friendly interface, this version for Macs and PCs contains the complete *Le Nouveau Petit Robert 2008* hardcopy edition. With 60,000 words, 300,000 definitions, 185,000 examples, 35,000 citations culled from 1,200 authors, 180,000 links to synonyms, and 470,000 inflected forms, this monolingual French dictionary remains tops in its category, 41 years following its first publication.

System Requirements

For PCs: Windows XP/Vista; a Pentium III or higher processor; 128 MB of RAM; Internet Explorer 5.5 or higher; and 300 MB of hard disk space.

For Macs: Mac Leopard OS (10.3.9, 10.5 downloadable patch) and higher; 128 MB of RAM; Safari 1.2 or higher; 300 MB of hard drive disk space; and MAC Intel compatibility.

Installation

Installation is an especially fast, three-click process with no reboot needed. You will need to keep your CD handy, however, as it must be reinserted every 45 days for licensing purposes. The CD case includes a small 23-page user manual containing all of the information you need to install and search the dictionary. Once the installation process is started, you will also find an online help button (look for the ? icon) at every critical juncture of the interface.

What's New in *Le Nouveau Petit Robert 2008*?

Le Nouveau Petit Robert's editorial committee, directed by one of the founding fathers at *Le Robert*, Alain

Rey, stresses the importance of capturing both language change and language contact in the 21st-century editions of *Le Petit Robert*. Thus, there are many new words in *Le Nouveau Petit Robert 2008*—some arising out of new 21st-century domains of activity, and others that have been imported from other languages that have experienced significant cross-cultural contact—explained in considerable detail in the *Famille étymologique* (etymology notes) whenever applicable.

Words

New words in the 2008 edition, reflecting significant linguistic change and cross-cultural contact, arise in a series of specifically targeted domains of activity: sports, cooking, medicine, European law, and music. For example, in the exponential domain of medicine, you will find terms such as *électrocardiogramme d'effort* (stress EKG), *myélogramme* (myelogram), and *ostéodensitométrie* (bone densitometry) correlating with new electronic diagnostic procedures. You will also find *anisakiase* (anisakiasis), *atopie* (atopia), *cruralgie* (cruralgia), and *fibromyalgie* (fibromyalgia) correlating with newly identified illnesses. There is also *addictologie* (the study of addictions), *implantologie* (implantology), and *parodontologie* (periodontics), which correspond to some of the new disciplines of medicine and dentistry. These terms seem to permeate everyday language use in an unprecedented manner.

In the domain of cooking, also targeted as an area where significant linguistic change and cross-cultural contact has taken place in the 21st century, you will find it interesting to see how boldly *Le Robert* has elected to include such words as *ceviche*, *chop*

suey, coleslaw, enchilada, fajita, maffé, naan, pancake, and pastrami, which so accurately capture migrations and modern cooking trends, even in a country like France, which prides itself on a cultural heritage several centuries old in the domain of *gastronomie*. Similarly, in the domain of music, you will find newly listed instruments such as the *dijderidoo* (from Australia), the *koto* (from Japan), the *djembe* (from West Africa), and the *berimbau* (from Brazil), each of which correlate with many different fusions of contemporary 21st-century music in France and elsewhere.

Linguistic Pollination

Beyond the more than 500 new words selected as having recently enriched everyday French language, *Le Nouveau Petit Robert's* editorial committee also appears particularly sensitive to language variation and what is traditionally referred to as *la francophonie* (the French-speaking world of Belgium, Switzerland, Luxembourg, Quebec, Africa, and the Caribbean). For example, Léopold Senghor, the former first president of the Republic of Senegal and the first black member of the Academy Française, is now included among the list of cited authors, with a score of citations, in particular to illustrate the term *négritude*, which he and his legendary colleagues, Aimé Césaire and Léon-Gontran Damas, coined in 1933.

Why *Le Nouveau Petit Robert 2008*?

There are many monolingual French language dictionaries. *Le Nouveau Petit Robert*, an institutional giant, is outstanding on more counts than one, especially for translators. First, unattached to myths of language purity, such as those described by Alain Rey in his most recent book *L'amour du français (2007)*,¹ *Le*

Nouveau Petit Robert embraces language change and contact across borders and time. As a result, the timeliness and razor-sharp appropriateness of the information is no figment of your imagination. Second, *Le Nouveau Petit Robert* structures the information in a uniquely useful and complete manner. For each entry listed, *Le Nouveau Petit Robert* provides extensive (pop-up) etymological and grammatical (gender/number) information in a context that includes definitions, examples, citations, synonyms, antonyms, and homonyms. Thus, *Le Nouveau Petit Robert* fulfills several different types of querying needs—semantic, morphological, syntactic, and historical—in a *single* package. Finally, on a bonus qualitative note, you will find that all of the examples and citations, so meticulously selected, function as undoubtedly the best explanations and supplements to the definitions in a didactic mode. Consider as an example the citation culled from Claude Levi-Strauss that is included in the entry for the term *anthropologie* (anthropology): “*l'anthropologie cherche [...] à élaborer la science sociale de l'observé*” (“Anthropology seeks [...] to set forth the social science of observation”).

Why an Electronic *Petit Robert 2008* on CD-ROM?

The CD-ROM version of *Le Nouveau Petit Robert 2008* offers all of the above to the e-power of electronic speed and access, plus more. *More*, in the form of audio pronunciation of terms, hypertext linking of the content, and sophisticated search functions enabling you to perform customized searches, which would have been unthinkable with a paper edition. *More* new features to make your usage nimble and daring, and to give you easy and total access to all of the information

on the disk.

e-access

All of the dictionary's main features have been perfectly harnessed and designed as function buttons appearing on a horizontal tool bar. (See Table 1 on page 52.) Thus, for any given entry, you may click on: *Plan*, for an outline of the article; *Etymology*, for in-depth information, with pop-ups, on the origins of the term; *Conjugation*, for a pop-up window containing all the inflected forms of the verb; or “*Féminins pluriels*,” for a pop-up window with gender and number inflections. Similarly, for any given entry, you may click on: *Citations*, for a list of all the author citations of the article; *Examples and Expressions*, for a list of all the examples; *Synonyms and Antonyms*, for a list of synonyms and opposites; and *Homonyms*, for a list of homonyms. These function buttons let you access and display the information you are seeking in a neatly extracted format, immediately, without searching for it. They greatly simplify navigation of large articles, and even smaller ones, enabling you to target your query with the accuracy of a honing device. There is even a toggle button that allows you to revert immediately back to the full form of the article, no matter how much you have previously sliced through it.

e-audio, e-find, and e-spell

A *Pronunciation* button allows you to hear not only the difficult pronunciation of 16,000 words in this version, but also the pronunciation of 300 complete citations, each of which is tagged with a small speaker icon. There is also a vertical toolbar with a *Find* button (magnifying glass icon) that will locate any word or sequence of words within an article. (See Table 1.) Two arrow buttons enable you to retrace your

navigation steps forward or backward. For those with sore eyes, two letter “A” buttons with ascending and descending arrows let users increase or decrease the size of the screen font. Also included are the familiar MS Office function buttons for pasting and copying, printing, and online help. Last but not least, a spelling (ORTH.) button, located right next to the input field, allows you, in the absence of correct spelling, to enter your search term “just as it sounds” in exchange for a list

of potential matches.

e-search

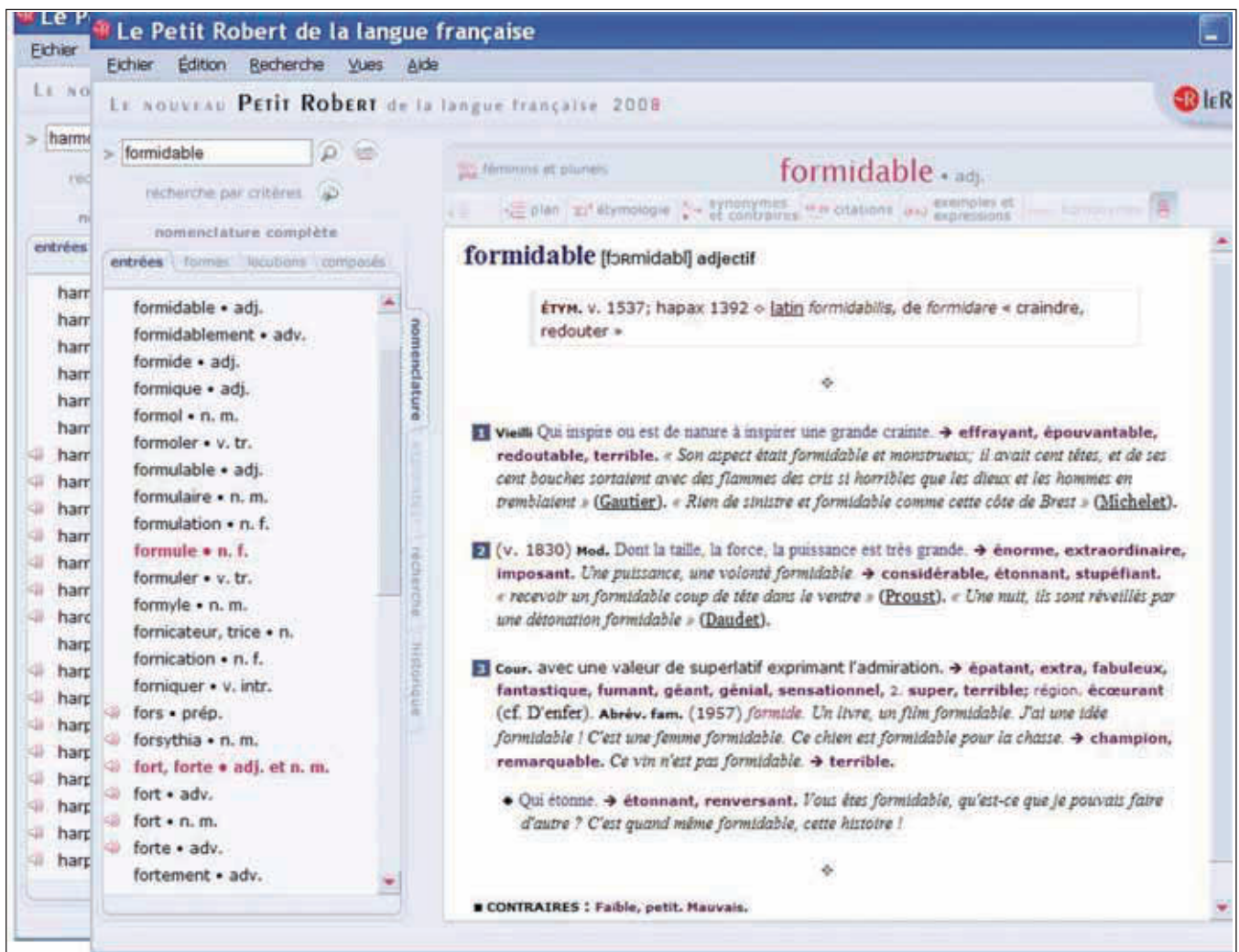
Beyond this perfectly correlated design of the main features of the hardcopy dictionary, Bureau van Dijk has also spruced up the dictionary search functions. You may search the main listing of the dictionary containing all of the entries and any of three tabbed sub-lists containing compounds, expressions, and inflected forms. For example, you will want to search the tabbed compound list when

you are unsure which part of a compound term is listed as a headword. Thus, you will find the term *bête à bon Dieu* (ladybug) listed under the headword *coccinelle* (ladybug) after inputting *bête* or *Dieu* or *bon Dieu* to a compound list search.

Advanced e-search

The five advanced search functions (full text, phonetic, etymology, citations, and headword), which are accessed via the double magnifying

Table 1: Interface of *Le Nouveau Petit Robert 2008* on CD-ROM



glass icon below the input field, enable searches that are impossible to perform with the paper edition. For example, you can search the complete text of the dictionary for: all the occurrences of a single word or expression (lemmatized or not); headwords using a few letters or the beginning or end of words (for crossword puzzle buffs); words containing a particular phonetic sound or a sequence of sounds (for translators of poetry, rhymes, or commercial jingles); words according to their origins or dates; and citations according to multiple criteria such as author, periodical, or book, among others.

e-links: Hypertext

The hypertext links in *Le Nouveau Petit Robert 2008* enable double-click navigation from one word to another anywhere in the dictionary. Thus, when the results of your search include words that are unfamiliar, you can just double-click on any one of them to

access the corresponding complete headword entry elsewhere in the dictionary. Single-click hyperlinks also exist for cross-references to synonyms and antonyms, expressions, related meanings appearing in boldface purple, the names of cited authors, and etymological information.

Nothing small About *Le Nouveau Petit Robert*...unless it's nano!

Le Nouveau Petit Robert 2008 is the best, both in terms of content and electronic design. In it you will find: an up-to-date listing of French-language usage, complete with etymologies, multiple definitions, cross-referenced meanings, examples and expressions to illustrate contemporary usage; citations carefully culled to illuminate further and explain meanings; and synonyms, antonyms, and homonyms. Designed in electronic format, you will find direct, targeted, and immediate access to the content, plus the means to navigate easily and retrieve all of this

information in ways that are simply impracticable in a flip page mode. It would be truly difficult, if not impossible, to find a better monolingual (nontechnical) French dictionary, so grab a copy and enjoy!

Note:

1. Rey, Alain. *L'amour du français: Contre les puristes et autres censeurs de la langue* (Paris, France: Editions Denoël, 2007).

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Françoise Herrmann is a freelance translator and interpreter for French and English (sometimes Spanish) based in San Francisco, California. She occasionally teaches scientific and technical translation at the Monterey Institute of International Studies and the Institut Supérieur d'Interprétation et de Traduction in France. Contact: fherrmann@igc.org or www.fhphd.org.

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Upcoming Events in October

See page 43 for a comprehensive list.

October 15-18, 2008
American Literary Translators Association
31st Annual Conference
Minneapolis, MN
www.literarytranslators.org

October 17-18, 2008
International Translation
Conference on Health Sciences
Lisbon, Portugal
[www.tradulinguas.com/
conf-med/index.htm](http://www.tradulinguas.com/conf-med/index.htm)

October 23-25, 2008
American Medical Writers Association
68th Annual Conference
Setting the Pace
Louisville, KY
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The Translation Inquirer

John Decker

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In January 2008, the Translation Inquirer reported the existence of ATA Airlines. While flying on one of their planes in October 2007, I collected two different napkins with the company's logo, which looks nothing like ours. What I did not know in January is that the company was in the final stages of a slide toward insolvency. ATA

Airlines went bankrupt in April 2008. Now I am inclined to preserve carefully the two napkins against the possibility that the company may not be able to reorganize under the corporate bankruptcy laws. If it fails to do so, my ATA napkins may soon be worth something on the collector's market, as in eBay. What fun!

New Queries

(D-E 9-08/1) *Losbladige bundel* caused problems for a Lantra-I user, whose job included a list of publications referenced. The entire citation looked like this: "Delfos-Roy, Y. L.L.A.M. (1998). *Losbladige bundel Jurisprudentie* (N) BW, Samsom H.D. Tjeenk Willink, supplement, D II. *Losbladige bundel Jurisprudentie* (N) BW, pp. 3-6. Wetensch. publ. refereed (*artikel in tijdschrift*)." Is this a replaceable group of pages in a binder?

(Da-Sp [E] 9-08/2) I knew it was only a matter of time before the boilerplate of a prenuptial agreement would come into this column! A ProZer asked about *rådige over vore boer*, which was unclear in this paragraph: *Underskrevne ... født ... cpr. nr ... boence ... Aloe ... Ankeborg og medunderskreven ... cpr. nr. ... boende sammesteds, der begge er myndige og rådige over vore boer, og son agter at indgå ægteskab, opretter herved følgende ægtepagt.*"

(E-G 9-08/3) The term "backlash compensation" appeared in a document on a wire-coding machine, and the ProZ user believes that it relates more to error messages that affect the machine's dielectric than to anything else. The error message was "SET PARAMETER" and the description was "READY ON was attempted before the pitch error compensation

amount and **backlash compensation** were input." What is it, and what is the German for it?

(E-G 9-08/4) The truly arcane term "high-dose hook effect" appeared in a text on pharmaceuticals. Here is more context, happily provided by a ProZ member: "Because of the assay architecture, which employs separate incubation with solid phase and labeled antibodies, no **high-dose hook effect** is experienced." This was in a product enclosure for an assay to determine proinsulin in plasma probes.

(E-Po 9-08/5) In the world of import duties and motor vehicles, how to express Freight Clearance Centre in Polish? It has to do with a motor vehicle brought permanently into the European Community, with instructions that a form must be taken without delay to a DVLA local office, and £1,069 in import charges must be paid.

(E-Sp 9-08/6) Are you adept in pharmaceuticals? Then this brain teaser is for you: with virtually no context, convey *isomeric flavonolignans* into good Spanish.

(F-R [E] 9-08/7) This problem phrase (*Oppositions pour la correspondance*) is one from a graph from a registry of merchants and companies, and it reads like this in the original: **Oppositions**

Abbreviations used with this column

D-Dutch	F-French
Da-Danish	G-German
E-English	I-Italian
[E]-English acceptable as an answer, the original query did not involve English	Po-Polish
	R-Russian
	Sp-Spanish

pour la correspondance: OFFICE NOTARIAL 169 Boulevard 33120. The overall context is patents. Russian, please, or English for this one.

(G-I [E] 9-08/8) This general engineering query comes from ProZ, and is part of a list of hardware. We will provide the listing containing the problem word (*Führungsklotz*) and the listing before it, just to make you comfy: *Stahlbuchse für Aufnahme Hauptkolbenzylinder hinten (im Seitenteil)*, and then *Kolbenführungsrohr-Führungsklotz vorne (Kunststoff)*. Any ideas?

(I-E 9-08/9) A ProZ member working in the field of market research was puzzled by the words in bold print: **I tempi di realizzazione vanno in base al tipo di architettura e alle dimensioni del progetto. Possono variare molto: dal progetto semplice, 10-15 giorni, al progetto molto complesso che può richiedere mesi.** What are they?

(Sp-E 9-08/10) In a text on pesticides to protect the growth of rice, a ProZ user encountered *añublo de la vaina, Rhizoctonia solani*, with the following context: *para el control de añublo de la vaina, Rhizoctonia solani se recomienda aplicar a los 30 y 60 días después de la germinación del cultivo*

a las dosis recomendadas, de acuerdo a la presión del patógeno. Anyone want to try this?

Replies to Old Queries

(E-Sp 6-08/3) (*toggling machine*): Leonor Guidici is not fully satisfied with the meager amount of context, but thinks it might be *báscula*, since the verb for “to toggle” is *bascular*.

(E-Sp 6-08/4) (*source heads*): *Cabeza* is out of context here, says Leonor Guidici. Lacking any broader context, Leonor suggests *fuentes de energía*.

(E-Sp 6-08/5) (*dropbox*): Evidently, says Troy Kelley, this refers to a software backup product. You have to connect to this backup device before you can transfer information to it, and every computer has its unique address called an Internet Protocol (IP) address, which is used to gain access to the product.

(F-E 6-08/6) (*objectif de carrière*): Bougouma Mbaye Fall suggests “objective” or “career goal” for this in a résumé context, indicating what the person is looking for in terms of employment. Peter Christensen likes “career objective,” which is a fixture on most English-language résumés.

(G-E 6-08/7) (*Sundowner*): Yes, this is a German-to-English query, and if you do not believe it, go to page 44 of the June issue. Troy Kelley states that a *Sundowner* is a recreational vehicle. His suggestion for the advertising question is: “It’s still to be known, where your love for nature should be enjoyed—where you are to find your favorite spot for your **Sundowner**.” Ingrid Lansford, however, believes it to be a fruit cocktail including Bacardi

Carta Blanca, Southern Comfort, and about nine other ingredients, some arcane, some not. Norma Kaminsky gives the South African definition of the word: a drink taken at the end of a day’s work.

(G-R [E] 7-08/8) (*Eintopfsonntag*): Gabe Bokor reports that a good description of this phenomenon can be found at <http://de.wikipedia.org/wiki/Eintopfsonntag>. Stew Sunday is his unofficial translation of it. Selma Benjamin describes the occasion as winter Sundays during the Third Reich, when the Germans were ordered to limit their Sunday dinners to one course and donate the money they saved to the national winter charity called *Winterhilfe*. Selma, being Jewish, left the country in 1936 and does not know whether the practice extended beyond that year, but opines that it was one of the few “social” programs of the Nazi government. Her family contributed during the first three winters of the Third Reich, just out of fear of being denounced. Her suggested translation: one-pan Sundays.

(I-E 4-08/8) (*riprendersi la scena musicale*): Besides the suggestion from Mark Herman and Ronnie Apter for this page 45 of the June issue, Gianluigi de Lucca offers “...only during 1940 was the Banda able to be back in the musical scene.”

(I-F [E] 6-08/8) (*godibile*): Arthur McRae quotes the Harper-Collins-Sansoni dictionary in asserting that this simply means “enjoyable.” Gianluigi de Lucca goes with “pleasantly enjoyable,” a phrase typical of art critics. Peter Christensen is offering the French for this, namely *dont la*

dégustation restait toujours un plaisir.

(Sp-E 6-08/10) (*chascarillo*): Coming from a non-sentence, this word, says Leonor Guidici, appears in a context where men are talking about women, adding *chascarillos* (pieces of narratives that include a joke that is light, racy, perhaps spicy, with a double meaning, and containing sexual connotations). Here the word for joke is *chiste*.

(Sp-E 6-08/11) (*potenciada*): Peter Christensen likes “weighted” for this. The word here means “enhanced,” says Leonor Guidici. The context sentence is rendered as “axial and sagittal **enhanced** T1-weighted sequences or images.”

With even a little luck, in October there will be queries involving Oriental languages. We came close this time, but the queries we found were quotes in which English and the Oriental language were mixed, and we feared that would become messy. Thanks to the contributors in the Replies section!

This column is solely intended as a means of facilitating a general discussion regarding terminology choices. For feedback regarding pressing terminology questions, please try one of these online forums: Lantra-L (www.geocities.com/athens/7110/lantra.htm), ProZ.com (www.proz.com), or Translators Café (<http://translatorscafe.com>).

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. E-mail address: jdecker@uplink.net. Please make your submissions by the first of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is gratefully acknowledged

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Humor and Translation

Mark Herman

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English Music? You Can't Be Serious!

Herman is a librettist and translator. Submit items for future columns via e-mail to hermanapter@cmsinter.net or via snail mail to Mark Herman, 1409 E Gaylord Street, Mt. Pleasant, MI 48858-3626. Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.

Popular music has always existed in English-speaking cultures, but during certain historical periods serious American or British music was considered to be something of an oxymoron. Symphonies were German, ballets were Russian, operas were Italian, and all serious music was continental European. Concomitantly, opera singers were, or pretended to be, Italian and operas were routinely performed in Italian even if Italian was not the original language of the operas. The Russian Israel Baline (1888-1989) emigrated to the U.S. as a child and became the quintessentially American popular songwriter Irving Berlin. But the Polish-Irish conductor and arranger of serious music Leopold Stokowski (1882-1977), born in London, England, an American citizen since 1915, and even a champion of new American music, nonetheless saw fit to remain Polish right down to his hard-to-understand and possibly fake Slavic accent.

I say serious music rather than classical music, because, strictly speaking, the term "classical" refers only to serious music of a certain style, written mainly during the second half of the eighteenth century by composers such as Mozart and Haydn.

To English speakers, not only is opera in particular Italian, but so are all musical terms in general. And indeed, many musical terms *are* Italian. Some even have Italian place names associated with them, such as the Neapolitan sixth (a sixth chord which, in the key

of C major, is F, A-flat, D-flat) and the siciliano (a piece of instrumental or vocal music suggestive of a pastoral scene, also called pastorale). But not all musical terms are Italian, and many Italian terms have equivalents in other languages. For example, the German composer Richard Wagner (1813-1883) could stipulate a musical tempo of *mäßig*, and the Russian composer Modest Musorgsky (1839-1881) could stipulate a musical tempo of *умеренно*. But I have yet to hear of an English-speaking composer who did the equivalent by stipulating that his or her music should be played "moderately." English-speaking composers always use the Italian word *moderato*.

However, English musical terms and Italian musical terms, contrary to popular opinion, are not always identical. Even an English term taken directly from Italian, such as "soprano," is, in the plural, usually not the Italian *soprani* but the anglicized "sopranos." And some English terms have been anglicized even in the singular: Italian *tenore* becomes English "tenor," Italian *basso* becomes English "bass."

And then there are those musical terms that sound Italian, and that most English-speaking musicians believe are genuinely Italian, but that differ significantly in some way from any word that Italians would recognize as their own.

Consider voice parts. Soprano, tenor, and bass are mentioned above.

Between soprano and tenor is alto, surely an Italian word if ever there was one. Well, no! English has two words, "alto" and "contralto," sometimes used interchangeably and sometimes used to distinguish between somewhat higher and somewhat lower female voices. Italian has only *contralto*; "alto" does not exist in Italian, or at least did not until it was taken in from another language. And between soprano and alto is "mezzosoprano" (also written as "mezzosoprano" and "mezzo soprano"). This is indeed an Italian word, though the Italian plural is *mezzisoprani* while the English plural is "mezzosopranos." However, far more interesting is the difference in pronunciation. English speakers almost universally say "mezzosoprano," while Italian speakers almost universally say *medzosoprano*.

Finally, there is at least one pseudo-Italian musical term, *glissando*, which has nothing at all to do with Italian etymologically. It is an Italian word now, but again only because it has been taken into Italian from another language. A *glissando* is a rapid slide through a series of scale notes. One of the most famous in orchestral music is the clarinet *glissando* at the beginning of *Rhapsody in Blue* (1924) by American composer George Gershwin (1898-1937). English "glissando" is a graft of "-ando" onto the French *glisser*, meaning "to slide." *ata*

October 15-18, 2008

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www.literarytranslators.org

November 5-8, 2008

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Category 5 Term limits

Key no.	Reference	Text with markup	Accompanying comments
18	V.1	<p>The officers shall consist of a President, President-Elect, Secretary, and Treasurer. The officers shall be elected as provided in Article XI, Section 2. Only the Secretary and Treasurer shall be eligible to succeed themselves for a second term of office. No President shall be elected to serve more than one full term, and no Secretary or Treasurer shall be elected to serve more than two full terms in that office. [etc.]"</p>	<p>Past Presidents of the Association were asked for their opinion on this issue. Unattributed excerpts from their responses, reflecting the approximate proportion of those for and against, are reproduced below:</p> <p>"When ATA had 800 members, or 2,000, it was not outlandish to claim that potential leaders were thin on the ground. But an organization of 10,000 that can't find a new talent to serve in office is just failing in its leadership development effort... Barring repeat service, in short, is not unreasonable. It won't cripple the association or place an unfair burden on prospective officers, and it won't interfere with anyone's 'career' path."</p> <p>"This is an excellent revision and would have my support..."</p> <p>"I completely agree with the change. It is the best way to grow and rejuvenate an organization."</p> <p>"I believe that a change of this nature is in accord with current best practice for associations and I support it. It is vital to continue to draw new blood into the leadership if an association is to thrive."</p> <p>"Why paint the association into a corner? There may be a time when the Association may need a past president to step up because there is no other viable candidate or in the time of need."</p> <p style="text-align: right;"><i>ata</i></p>



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