



translorial

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NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION • A CHAPTER OF THE AMERICAN TRANSLATORS ASSOCIATION

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Brainstorming our Business

By Yves Avérous, Publications Director

Not unlike Madonna, in this age of Internet access and globalization, freelance translators have to reinvent themselves regularly. We must brainstorm till we drop. In this issue of *Translorial*, we lend you a hand.

Christian L'Écuyer shows us an alternative to the old freelancer/agency model with his experience in the cooperative world; Catherine Theilen-Burke brings the spotlight to the ISO 9001 standard, which can impact your relationships with

agencies; Wassim Nassif titillates our linguistic interest with another exotic theme: the Esperanto language; and Anna Schlegel interviews member Dagmar Dolatschko, and "globalizer" John Yunker for the Go Global column.

We are glad, too, to welcome back Jost Zetzsche and his fantastic Tool Kit. In our *Translorial* digest, we showcase some of his best tips published online over the last quarter.

And after looking long and hard, we believe we may have found our new Content Editor—who just happens to be *Translorial*'s very founder and first editor, 26 years ago! Welcome back, Steve Goldstein. Needless to say, we are in good hands.

We were not that lucky with poetry contributions, but that gave us the occasion to extend our Esperanto theme on the Poetry Around the World page.

Finally, you will find in our General Meeting report a summary of the many ideas discussed to make your association better. For many of these, all we need now is more volunteers. Remember: mixing with your colleagues is the way to better brainstorming! ▲

2004/5 Calendar

- September 11 **Trados IV workshop**
- September 12 **Sonoma Social**
- September 18 **General Meeting**
- October 13 **ATA Conference**
- October 22 **Translorial deadline**
- October 23 **Trados V workshop**
- November 15 **Localization World**
- November **Trados VI workshop**
- December 11 **General Meeting**
- January **Post-Holiday Party**
- February **General Meeting**

Fall Meeting

Success and Specializations

A panel discussion and Q&A with successful translators in various specializations.

Saturday September 18, 2004, 1:00 pm

The Center, 1800 Market St.

(@ Octavia St.), Room 400

San Francisco, CA 94114

(415) 865-5555

<http://www.sfccenter.org/>

Pre-Meeting Networking: 1:00 pm

New Member Orientation: 1:00 pm

NCTA Business: 2:00 pm

Panel Discussion: 2:15 pm

Networking: 3:30 pm

Directions to The Center:

By public transportation, The Center is accessible by MUNI J, K, L, M, N, S or F, or bus lines 6, 7, 61, 71.

By BART, get off at the Civic Center Station. With the U.N. Plaza on your right, follow Market Street up just past Octavia St.

By car, from 101, take the Duboce exit. Take Duboce to Guerrero and turn right. Make another right onto Market St. and The Center will be one block down on the opposite side of the street.

It is a 4-story building with a large section of glass wall facing Market St.

Limited street parking available.

Please be considerate of neighbors and do not block driveways or park in blue or white zones.

Outdoor Parking Lot: 47 Page St.

(corner of Gough St., approx. 1/4 mile from The Center), \$9 flat rate.

Free childcare available by reservation: call the Kidspace Coordinator by September 15th at (415) 865-5553.

Contents

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Contributors

Christian L'Écuyer entered the translation profession thirty years ago, translating musicology articles and musicography. Today, his experience spans the public, private, and international sectors, in subjects ranging from anthropology to medical statistics. Recognized by the Translation Bureau of Canada, he is a member of TTIG and of the Editors' Association of Canada. Following the founding of COTRAD, he was approached by the Quebec Federation of Work Co-ops (FQCT) to act as a consultant in the field.

Wassim Nassif is a former computer programmer who worked for major financial institutions in New York City. Recently relocated to the Bay Area, Wassim had his first encounter with legal interpreting in 1986, but his professional interest in language, specifically translating and interpreting, stemmed from his recent hire by the U.S. Department of Justice to handle cases involving Arabic-speaking litigants in immigration and other matters.

Anna Schlegel is a native of Spain who has been living in the Bay Area since 1992. She has worked as a localization and globalization manager at Xerox and Cisco Systems—for whom she recently wrote a Spanish-English Telecommunications Dictionary—and has served as a consultant with Lucent and Silicon Graphics. Anna is the mother of two children and lives in Los Gatos. For more information, visit: www.annanschlegel.com.

Catherine Theilen Burke has a degree from UC Berkeley and a certificate in Translation from UC Berkeley Extension. Formerly an art teacher and director of a small nonprofit, she works from French to English and specializes in translating medical documents, mystery games and art-related texts when she is not out cycling.

Jost Zetzsche is an ATA-accredited English-to-German translator and translation consultant. A native of Hamburg, Germany, Jost earned a Ph.D. in the field of Chinese translation history and linguistics in 1996. He began working in localization and technical translation in 1997, and in 1999 co-founded International Writers' Group on the Oregon coast (www.internationalwriters.com). In 2003, he published a computer guide for translators, and this year he launched a free computer-related newsletter for translators (subscribe at www.internationalwriters.com/toolkit/).

Let us hear from you!

Translorial is always looking for contributions and opinions. As much as possible, we publish our members' stories, ideas, thoughts, or announcements on translation and interpretation. Moreover, articles can maintain your ATA certification, adding 2 points to your total (see table page 4), and grant you a free "plug" in the Contributors section of this page.

So don't hesitate to send us your articles and/or letters to editor@ncta.org. This is YOUR newsletter. Make yourself heard!

Our next deadline is October 22.

NCTA Board Report

At the April Board meeting

- ▶ The contract for our new website service provider was reviewed in detail, and the transition process and costs were discussed and approved.
- ▶ Planning for upcoming workshops continued, and plans were reviewed for coordinating with the Center for Art in Translation for the literary translation workshop to be sponsored jointly.
- ▶ Changes to the journal, *Translorial*, including improved print quality, were presented and reviewed.

At the May General meeting

- ▶ Energetic brainstorming sessions were held in small groups. Members contributed ideas for future workshops, meetings, and other events.
- ▶ Laura Blijlevens presented the new NCTA website, to be unveiled later this year, and demonstrated features provided by the service hosting the new site.

At the May Board meeting

- ▶ The format for setting up brainstorming groups at the May General meeting was finalized.
- ▶ A membership feedback form for planning the design of the new website was presented.
- ▶ Publicity efforts for the upcoming literary translation workshop were discussed, bringing in contacts from the ATA, ALTA, and CAT, as well as local universities.
- ▶ Expansion of the *Translorial* content was discussed, as well as ways to generate more editorial support for the production team.

At the July Board meeting

(The June Board Meeting was cancelled due to scheduling difficulties.)

- ▶ Several upcoming events were discussed, including the summer picnic, a fall social event to be held in Sonoma county, and the September General Meeting.
- ▶ The website transition was reviewed, and board members prepared to participate in training sessions to optimize use of the service.

At the August Board meeting

- ▶ Planning began for the NCTA presence at the ATA Conference in October.
- ▶ The Fall schedule for Continuing Education workshops was announced.
- ▶ NCTA's participation in the upcoming Localization World Fall event in San Francisco was discussed.

Letter from the President

Notes From a Busy Person

By Michael Metzger



“I am about to miss my deadline.” 24 hours and 7 days a week are just not enough. Can anyone give me an extra day for those times when a regular week just won’t be enough to answer all obligations arising from my public life?

Luckily I am missing the deadline with my “Prezmez,” and not with an important deadline at work. Sure I understand that I am holding up other volunteers and the production and that the date for the “*Translorial* in the Mail” is in jeopardy.

But having been on the Board for so long I also know that we always have luck on our side and that somehow we’ll make it. I’ll ask St. Jerome to be on my side so that you get *Translorial* in time.

Which reminds me of the first fun thing to announce for September. We are going to have a party in Sonoma County. St. Jerome hopefully understands that it is a bit before the translator’s patron’s day, but we will have a party!

I imagine this issue of *Translorial* will announce it, but if not, I am sure you will receive more information via our news-flashes.

I also feel that some of you are already excited about the upcoming American

Translators Association conference in Toronto, next October 13-16. If you happen to be going, let us know. We might need your help for our NCTA table at the conference.

Great events gone but still in good memory include the workshop we gave together with CAT (the Center for Art in Translation), back in May. We were very excited about the opportunity to have Marian Schwartz conduct this workshop and give novice and interested translators alike an insight into the road to becoming a successful literary translator. Thanks again to all of you who made this event possible. You know who you are.

Another event to look back on was our last General Meeting, where the Board had a wonderful opportunity to exchange ideas with and hear from the membership regarding what they would like to see the association offer. Stay tuned for things to happen—or, if you can’t wait, give us a call, send us an e-mail, or let us otherwise know that you would be willing to work on the implementation of great ideas for the future of the association.

In the meantime, enjoy this issue of *Translorial*! ▲

Treasurer's Report

By Barbara Guggemos, Treasurer

As of the beginning of August, two months before the end of our fiscal year, NCTA's year-to-date income exceeded year-to-date expenses by about \$2,000. This surplus is approximately \$1,300 less than last year at this time, primarily because of increased expenses: the cost of room rentals for general meetings and workshops has been higher following the closure of the UC Extension building; *Translorial* production costs have also gone up; and, finally, this summer there was a large, one-time expense related to the reorganization of our website.

Increased income from workshop fees and *Translorial* ads have offset most of the increased expenses, and additional income is expected from a few new membership fees, and two more workshops scheduled before Sept. 30. Last spring, the Board authorized the use of \$1,500 from past years' savings to help cover the costs of the website reorganization. It is possible this \$1,500 may not be required. However, even if we do need to use it, we will still have very healthy reserves. Our CDs and the cash in our two checking accounts currently total \$28,594. ▲

Welcome

New Members

Joined NCTA between March 20, 2004 and August 13, 2004

Individual

(Working languages, other than English)

Bay Area residents: people you might carpool with to the next meeting.

Shynia Aoki

San Francisco, CA (Japanese)
aoki@aoki-usa.com

Carolina Arrigoni-Shea

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Glen Richard Wilkins

Davis, CA (Mandarin Chinese)
glentrans@yahoo.com

Recruit!

Invite your colleagues to join the NCTA. Download membership applications from the NCTA web site, www.ncta.org, or call (510) 845-8712 to request forms.

Administrative Appeal

By Evan Geisinger, Ethics Director

At NCTA, we've always prided ourselves on our responsiveness and our ability to take care of membership needs promptly. Currently, due to our administrator being on medical leave, certain administrative functions are being handled by board members, on an ad hoc basis.

This has overlapped with our migration to the new web server company, and has resulted in a bit of a slowdown. Please bear with us, as we are working hard to minimize the effect on members.

As always, we are actively seeking vol-

unteers, both to help with such urgent and unforeseeable needs, and with more regular, ongoing projects. If you can help, please contact us at volunteers@ncta.org.

During this adjustment period, we would appreciate our membership contacting us via the email address administrator@ncta.org or by directing questions and comments to one of the board members, rather than contacting the administrator at her personal email. (All contact information for board members is available at www.ncta.org. Click on Contact Information on the left.) ▲

Translorial Ad Rates Up

By Ginger Wei, Marketing Manager

In July, the NCTA Board of Directors announced that effective August 1, 2004, advertising rates for *Translorial* would be increased.

Over the years, as a means of showing appreciation for our loyal and supportive advertisers, the Board has continually worked to keep rates low. Still, as we have upgraded our paper and printing processes to provide a better journal and a better medium for advertisement, our production costs have soared, and we must now pass on a small portion of this increase in order to mitigate those expenses. Current contracts are not affected.

In spite of the increase, the Board believes that the new, flexible rates are still quite reasonable given the potential 1,000+ readers of *Translorial*. We even have a new ad format that is less expensive than anything available previously: a third

of a column for \$20 per insertion when purchased for four insertions!

At the other end of the spectrum, a single insertion on our back page is available at the advantageous rate of \$250 (and less for multiple insertions). This is a new and special premium position with a 50/50 chance that a translator's or agency's ad will be face up on a professional's table! With its growing popularity, *Translorial* is an increasingly effective promotional vehicle for a variety of organizations, from academic institutions to technology developers to emerging business entities.

The Board wishes to thank all of our advertisers for the support they have given to NCTA over the past year, and looks forward to continuing our mutually beneficial relationships with each one; their contribution has played, and continues to play, an essential part in our success. ▲

NEW AD RATES (Effective 08/04)

SIZE	Cost per insertion			
	1	2	3	4 or more
Full Page	\$225	\$210	\$195	\$178
Half Page	\$115	\$105	\$98	\$89
Full Column*	\$78	\$72	\$66	\$60
Back Cover	\$250	\$225	\$200	\$175

* Half and third column sizes available, proportionally priced.

trdb Activity Report

By David Lakritz

Searches of NCTA's online translator database at www.ncta.org

Second quarter 2004 (April 1-June 30, 91 days): during this period there were a total of 6,376 search requests (~70/day), a 1% increase from first quarter 2004.

Of those, 21.0% were specialty matches. The breakdown of these requests is shown in the table at the right (some requests were for multiple specialties).

TOP 20 LANGUAGES REQUESTED					
From English INTO:	Into English FROM:	Other languages FROM>INTO			
351 Spanish	244 Spanish	69	Spanish>Italian		
199 French	147 French	55	Italian>Spanish		
175 Chinese	145 Chinese	46	German>Spanish		
123 German	123 Japanese	45	Latin>Spanish		
115 Japanese	103 German	42	Spanish>French		
108 Arabic	91 Arabic	41	Portuguese>Spanish		
84 Italian	87 Latin	31	Spanish>Swedish		
67 Swedish	84 Dutch	31	Spanish>Arabic		
67 Russian	64 Swedish	27	Swedish>Spanish		
63 Portuguese	64 Russian	27	French>Spanish		
59 Turkish	63 Italian	25	Dutch>German		
59 Polish	61 Portuguese	24	Spanish>German		
55 Vietnamese	51 Finnish	22	Spanish>Portuguese		
53 Hindi	50 Polish	22	Dutch>Spanish		
52 Tagalog	43 Norwegian	20	German>Polish		
49 Danish	41 Turkish	20	Dutch>French		
48 Finnish	41 Greek	17	Spanish>Japanese		
47 Dutch	36 Czech	16	Chinese>Swedish		
43 Korean	31 Korean	15	Spanish>Chinese		
41 Hebrew	29 Romanian	14	Polish>German		

MOST REQUESTED SPECIALTIES		
166	26%	Medicine
163	26%	Arts/Humanities
146	23%	Education
142	22%	Business
124	19%	Engineering
117	18%	Law
108	17%	Advertising/Marketing
95	15%	Computers
91	14%	Software/Localization/QA
76	12%	Voiceover
61	10%	Biology
60	9%	Economics
59	9%	Chemistry
55	9%	Finance
42	7%	Telecommunications
38	6%	Electronics
30	5%	Environmental Fields
17	3%	Patents
17	3%	Insurance

To Edit Your Info

You can make changes to your address, telephone numbers, or emails, by sending email to updates@ncta.org, fax to (510) 883-1355, or mail to NCTA, P.O. Box 14015, Berkeley, CA 94712-5015

Call for Candidates

Would you like to help shape the direction of NCTA? Here's your chance!

The NCTA Board of Directors cordially invites you to place your name and/or that of others in nomination as candidates for NCTA Board positions in the annual election coming up in early 2005.

The open positions are: President, Vice President, and three of six Director positions. All board positions entail attendance at monthly board meetings and quarterly general membership meetings in San Francisco.

The President's duties additionally include:

- ▶ Chairing board meetings and general membership meetings
- ▶ Working closely with board members and the Administrator

(clip and mail or copy and email to nominations@ncta.org)

I nominate myself, _____, for the position of _____ with the understanding that the Nominating Committee will contact me to confirm my decision to run.

Phone _____ E-mail _____

- ▶ Interacting with the ATA and other cooperating organizations

The Vice President's duties additionally include:

- ▶ Working closely with the President on all matters pertaining to the business of the organization
- ▶ Standing in for the President when he/she is unavailable
- ▶ Chairing a committee in an area of interest

Directors' duties additionally include:

- ▶ Chairing a committee in an area of interest and availability such as Continuing Education, Publications, Individual & Corporate Membership, Ethics, Events, Webmaster, and Legislation

I nominate _____ for the position of _____ with the understanding that the Nominating Committee will contact this person to confirm his/her decision to run.

Phone _____ E-mail _____

Continuing Education

Center for Art in Translation Reports on Joint Workshop

By Shevi Berlinger and Olivia E. Sears of the Center for Art in Translation



Marian Schwartz captivated a packed room of translators for this joint CAT/NCTA workshop at the Mechanics Institute.

The Center for Art in Translation was thrilled to present its first collaborative workshop with NCTA, entitled "Literary Translation: An Introduction for the Novice and New Ideas for the Experienced Literary Translator." Hopefully the first in a series, the workshop was presented at the Mechanics



Photos © Center for Art in Translation

Institute in San Francisco and was well-attended by an audience of almost 50 literary and nonliterary translators alike.

The workshop provided an overview of the field of literary translation, covering both practical advice and artistic approaches to the craft. Opening with a discussion of thorny copyright issues, the workshop included an informative slideshow, group translation exercise, and ample opportunities for questions and answers. Marian Schwartz, an award-winning Russian translator and former President of ALTA, was the workshop facilitator. Judging from the overwhelmingly positive feedback from the audience, CAT is looking forward to holding many more translation workshops in the future. We thank NCTA for this wonderful opportunity. ▲

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samskrta@aol.com ● www.samskrtam.org

NCTA Website Update: Results of the Member Poll

By Laura Blijlevien, Webmaster

At the Spring Meeting, attendants were given a preview of our new website, and asked what new features they would like to see. Some very interesting suggestions came out of this. The poll was repeated on the email list, including suggestions that were proposed by multiple members at the meeting. Below is an overview of the results, and of how the NCTA board will be using your suggestions.

Feature		General meeting	Web poll	Total score	Added to new website?
Database search features	Translator's last name	56 points*	20 (100%)	High	Yes
	Translator vs. interpreter	65 points	20 (100%)	High	Yes
	Area code / region	64 points	17 (85%)	Moderate	Yes
	Search for certified translators	Member suggestion**	13 (65%)	Moderate	Maybe
	Degree	Member suggestion	7 (35%)	Low	Maybe
Job postings		82 points	16 (80%)	High	Yes—we will research the best options
Local events by other organizations		56 points	13 (65%)	Moderate	Maybe—we would need a volunteer to update the listings
"Marketplace" with links to sites that sell dictionaries etc.		Member suggestion	9 (45%)	Low	Maybe—we will keep this in mind for the future
Articles on how to get started as a translator / how to get certified		Member suggestion	12 (60%)	Moderate	Yes—we will gather suggestions and articles among the membership
Continuing education opportunities throughout Northern California		Member suggestion	19 (95%)	High	Yes—we will need a volunteer to research and update listings
Links to useful websites		69 points	18 (90%)	High	Yes—this will be a continuing project for the association
Chat feature		32 points	4 (20%)	Low	No—lack of interest in this feature

*At the GM poll, members were asked to rank the options by order of importance. Each selection was awarded 5 points for being 1st choice, 4 points for being 2nd, etc.

**Suggestions that were entered by multiple members at the General Meeting were added to the online poll. This time, voters could not rank their choices, but simply checked all the items they liked.

From the above information, you can see that the website would be much improved through the help of volunteers in certain areas. In other words, we need you!

Specifically, we would like to have help with the following:

- A volunteer who would periodically research and publish local events by other organizations
- Someone to write an article about how to get started as a translator and/or how to get ATA Certified
- A volunteer to keep track of education opportunities in Northern California
- Someone who would like to gather useful links and publish these on the website

These tasks would be greatly simplified under the new web system. You will get a password that allows you to make changes to the site. No web skills are necessary – this is no more complicated than writing something in MS Word. Members will be encouraged to send contributions to you (a designated @ncta.org web address could be created if necessary). A regular contact person on the board will answer any questions and help publicize important content updates to the whole membership.

This would be a great way to help out the association, and to gain contacts and experience in the translator community. If you are interested in any of the above roles, please contact webmaster Laura Blijlevien at webmaster@ncta.org. ▲

Spanish English

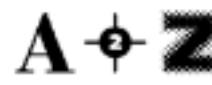
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Translator & Interpreter

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Loyalty Management in the New Economy The COTRAD Co-operative Model

By Christian L'Écuyer, President

Les Traductions COTRAD Translations (Quebec, Canada)

(Editor's note: This article is a condensation of a much larger piece originally published in "The Voice," the Newsletter of the Translators and Interpreters Guild (Canada), in 2002. With generous permission from its author, the article has been significantly abridged and edited for publication in Translorial.)

What is a co-operative, and how does it work? Does it have realistic and potentially profitable applications—both in monetary and social terms—for translators in today's commercial environment?

Unlike a purely commercial venture at one end of the spectrum and a non-profit association on the other, a co-operative lies somewhere in between. It actually combines a "cooperative," people-oriented strategy with sound business principles designed to generate self-sustaining (and beyond) income. Sometimes known as "employee-owned companies," co-ops may be less well-known than other types of businesses, but they are far from uncommon. As of 2001, according to a study by the government of Quebec, there were 47,000 co-ops in the United States, with over 100 million members.

In the Canadian model, where self-employed professionals cannot create or become a member of a trade union, co-ops have tended to emerge in a particular market or field in response to needs that have often remained unmet in the economic environment, participating in the mainstream economy largely by default. Viewed this way, cooperatives are often seen by their proponents as correctives to the prevailing profit-driven economic structure in a specific market.

In this structure, co-operatives may in fact have a greater success rate than that of commercial ventures. The reasons for this may be traced to investors' frequent lack of interest in serving a particular community, or too keen an interest in the bottom line. Co-op members are concerned with profits, too, of course, but their criteria for success encompasses more than just merely financial rewards. A co-op's strengths and success-

es, in fact, stem from sustained grassroots links with a community of members, in the localities in which they live, or even through the Internet.

This egalitarian perspective is showcased by the democratic structure of a co-op, in



"Co-ops" too now have a World Wide Web top domain that distinguishes them from other forms of businesses.

which share-holding is not a factor: the association operates on the principle of "one person/one vote" for all business decisions, as distinct from a system in which seniority, job title, or even relative economic value determines influence. Participating in the co-op as both workers/artisans and as managers/directors, all regular co-op members share in the joys and pains of co-ownership and co-management. This means that regular co-op members can bring issues to the attention of fellow "cooperators" and to the elected board, and participate in finding a solution from within. They are the ultimate decision-makers. In this sense, some cooperators consider their statutes and by-laws as a type of collective agreement.

The COTRAD example

In an organization like COTRAD—as with any other generalized co-operative—the "company" model comprises two parts: an association of members, and the

actual business run by it. As distinct from consumers' co-ops, where membership is open to all who care to shop there, membership in professional organizations such as COTRAD is limited to skilled workers—here, translators and language specialists.

Within this context, COTRAD has evolved its own "co-operative difference." Among its unique characteristics is the equal distribution of work allotted to each member, in order to eliminate a sometimes cannibalistic mentality regarding job assignment, and to give all members a chance to earn a reasonable living.

This equity is achieved through a work allotment formula based on specific criteria as derived from the association's experience over the past five years. In short, the member who has received the least work in the preceding ten weeks gets first choice in accepting incoming work. A sub-formula allows integration of a member's fields of expertise in the process. The allotment formula, or "work roll," is updated as new work comes in.

COTRAD requires regular members to manage a particular aspect of the overall business side: supervising the insurance file, maintaining the database for professional development, picking up the mail, actively promoting the co-op's services, making sure the amounts paid or received are consistent with figures in appropriate databases, etc. These administrative responsibilities are done more or less on a bartering basis, in the sense that they are the members' claims to ownership of the co-op.

The association is administered through a project management approach. Although an administrative assistant is employed on a part-time basis, the group nonetheless believes that involving the regular members in the administrative aspect of their own business is the best way for them to keep control of it. This process insures that the co-op remains the property of its artisans and reflects their inputs.

COTRAD hires, or “recruits,” new members only if the translation volume in a given field has increased in a steady and consistent manner, or to comply with the required minimum number of members. Candidates must of course provide an up-to-date résumé, an example of their translation skills with source text, and—in the case where a candidate does not have a recommendation from a current member—a 200-250 word composition in the second language, on cooperation or a related subject.

It is important to keep in mind that COTRAD is a legal entity separate from the individual translator or language specialist. Thus, it is first in the client’s line of fire when things go wrong, which is why the association pays extremely careful attention to the monitoring of all outgoing jobs. Monitoring involves one or more of the following: spot-checking, copyediting, intermediate revision, or full revision. All target texts are spot-checked by the project manager, who then decides if it is good enough to be sent to the client as is. If not, further copyediting or revision is applied to the target text. Such

Getting started

Co-ops tend to generate a higher level of motivation among members than a traditional corporation does. It also nicely smoothes out the pitfalls of independent work.

Four or five members with common and/or complementary interests is all it takes to start; virtually no startup money is required, only the usual dictionaries, software and computers. All members work from home, are linked through e-mail, or fax, or phone. They meet perhaps every three weeks in a chat forum, on an intranet site, or in person to resolve management issues or organize special production projects. Members revise each other’s work without fear of reprisals and at lower cost; as to the business side, all members look for, receive a commission on, and can accept work in all specialties that all members have. Add an administrative assistant to the group if you have some start-up money, and you’re on your way. Bonne route!

There are currently very few schools of co-operative management training

When developing a new section or module of the cooperative, COTRAD calls on freelancers, allowing members to monitor the linguistic skills of the prospective new cooperators and put their co-operative spirit to the test. Rates are negotiated on a per job or per period basis, as in any agency, but members of COTRAD are paid according to specific guidelines (see sidebar).

In all, a little over 90 percent of the total fee paid by the client is re-circulated among the members who participated in getting the job done, and in getting the job in the first place. All surpluses generated in the fiscal year are reinvested in the company’s growth fund.

As to management training, there are currently very few schools of co-operative management, in Quebec or in North America as a whole. Many managers in commercial enterprises are trained to think in terms of hierarchy, not of democracy. This can create problems in managing a co-op, especially the tendency for such managers to want to transform their co-operatives into share-holding ventures.

That said, it is quite interesting that some profit-based approaches nevertheless struggle to emulate a community-based business model that is over 175 years old; we should thank work-team theorists for bringing the work co-operative formula back in the spotlight of 21st century management and for arousing a new interest in the true co-operative approach. ▲

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close monitoring is a value-added process that clients tend to appreciate.

One of the distinguishing characteristics of the COTRAD co-op is that translators are always paid. If the client has not paid a validated job within a reasonable period of time, the co-op will pay the translator his/her full honoraria and then use whatever legal recourses are available against the delinquent client.

COTRAD’s payment guidelines

The company keeps 15 percent of all jobs as the “co-op’s earnings,” to pay its overhead, the administrative assistant, the accountant, its Internet connections, and its phone lines; to guarantee the members’ and the general public’s preferred shares; to defend a member’s work if necessary; and to provide for the members’ common fund, called the Co-operative Advantage Fund.

The project manager and/or finder share 12 percent of the paid amount. It is important to keep in mind that the finder or project manager for a particular job is usually a fellow member. Thus, this money is effectively redistributed among members (another way to reduce cannibalism and inequity).

If a translation is sent to the client after spot-checking, the translator gets approximately 73 percent of the fee. Should a translation need full revision, the translator would be paid only 50 percent. Although 23 percent is subtracted from the honoraria in the latter case, it helps a fellow member make a living and saves professional embarrassment in the process.

Add to these honoraria the 5 percent or so from the Co-operative Advantage Fund that the language professional can use for professional development workshops, collective insurance premiums, or for other work-related advantages, and the pay system is complete.

For more information

www.magma.ca/~cotrad, for more on the COTRAD Translation Cooperative.

www.ica.coop, the International Cooperative Alliance. You will find on this site numerous internal and external links on a variety of coop-related subjects. Reading ICA’s « Declaration of Cooperative Principles » is a must. Among other functions, the ICA has the mandate of representing the world’s co-ops at the UN.

www.ncba.coop, the National Cooperative Business Association in the US.

www.coopca.com, the Canadian Co-operative Association.

www.orion.qc.ca, a Canadian Counselling and Research Co-operative

You may also want to search the Web for “ica-groups” (International Cooperative Alliance Groups); “cooperatives US; “workers’ co-ops” US; etc.; the USDA for its section devoted to cooperative businesses; and various American universities for their Co-op Management Programs—their sites often have links to successful American cooperatives or co-op resource groups.

ISO 9001: Understanding the New Agency Certification

By Catherine Theilen Burke

Translators are hired based on their knowledge and mastery of language. Part of NCTA's mission is to provide information and professional development opportunities for translators. The following article reviews how ISO 9001 standards affect translators, and how translators can position themselves to offer their services to agencies having received ISO 9001 certification.

The ISO 9001 standards originally represented the efforts of 148 countries to agree to norms in regards to the production and manufacture of technical products. Although translation is regarded as a service, a process of certification has nevertheless been developed and implemented to verify the integrity of an agency's internal processes, thereby allowing clients of ISO 9001-certified companies to enjoy an increased level of confidence in the services—high-quality, accurate translations—they obtain.

The ISO 9001 standards are updated from the ISO 9000 standards to reflect a more modern understanding of quality and current business practices. These new standards differ from the originals in several important ways. First, the role of the client in the relationship is expanded, incorporating from the very beginning the client's needs and wishes. Communication is emphasized between agency administration and personnel. Staff training is a critical component; everyone must have access to information. And all steps of a project—and the people handling each step—are accessible.

ISO 9001 also requires an agency to have implemented sophisticated, accessible project management software systems that include all relevant information about a translator, such as technical expertise and area specialties. In addition, a business with 9001 certification must also demonstrate ongoing progress toward process improvement through feedback from staff, clients, and vendors.

For translators, ISO 9001 mandates a formal hiring process that includes such steps as applications, tests, and reviews. An agency must change from a subjective



model of intuition to an objective list of requirements. The translator becomes a vendor, whose work is now one step in a series of procedures toward the end product of a quality translation. A file for each translator is established by the agency, containing documentation of that individual's credentials and qualifications—data that ISO 9001 inspectors would verify during the agency certification process.

It is important to note that ISO certification is not just a stamp of approval; by encouraging agencies to comply with established best business practices, the process is designed to help organizations improve productivity and efficiency, which in turn results in a host of benefits including lowered costs (work doesn't have to be redone as frequently) and therefore higher profits, access to new markets, and, ultimately, attractiveness to customers—some of whom are even beginning to request certification.

The process of certification for an agency is not without cost, however, in terms of both time and money. The application process is very elaborate, and involves literally adding a bureaucratic layer to an organization, including dedicated staff to manage all administrative matters pertaining to the application process, to audit and review all procedures

for developing products, and to create all systems of review. This represents a substantial investment in personnel and resources for a small agency.

What's more, any insufficiencies revealed in the audit must be corrected before the application can go to the next step in the process of certification. For example, the editing process is described in detail: Who is responsible? At what level? How is fact checking, proofreading, and formatting performed? How is each step reviewed and checked?

Because of some or all of these considerations, not all translation agencies believe certification is worth the investment involved, including those agencies that know they produce quality translations with their current systems and processes, and have excellent reputations. What's more, fear of revealing practices that required large investments over the course of time can also deter some organizations from seeking certification; these agencies tend to regard their work methods as proprietary, and require anyone working at the agency to sign a confidentiality agreement to not disclose the systems and processes used.

For agencies, the need for certification is still an open question: a balance of the investment vs. the marketing opportunity that the endorsement implies. For freelance translators marketing themselves to

For further reading:

<http://www.iso.org> — The official website of the ISO.
<http://the9000store/intro-to-ISO-9001.aspx> & <http://isoeasy.org> — Commercial websites selling products that aid in understanding the standards.

ISO-certified agencies, an understanding of the standards and requirements can be useful, in terms of a knowledge of the process and a willingness to be tested. And once a translator has worked for such agencies, satisfactory performance may be used as an endorsement in applications to other agencies.

ISO certification is an annual process, so translators can be assured that the agency has made a commitment of striving to meet high quality control standards. The agency will have in place methods of reviewing work, a designated editing process, and opportunity for feedback—all of which is always a good sign for a translator. ▲

Trados Workshop Series to be Completed this Fall

NCTA is organizing a series of Trados workshops this year. Each workshop is directed to users with a specific level of expertise. You can find the very latest workshop information and registration forms on our website at www.ncta.org.

WORKSHOP IV: HANDS-ON WINALIGN FOR TRADOS USERS

Date: Saturday, September 11, 2004

Time: 12:00 - 4:00 p.m.

Place: Mechanics' Institute Library Meeting Room, 4th Floor, 57 Post Street (near Market Street), San Francisco
Need directions?

Visit the Mechanics' Institute's website at <http://www.milibrary.org/>.

Objectives: Learn how to use WinAlign to convert previous "non-Trados" translation projects to new Trados translation memory. Converting your previous translations into Trados memory with WinAlign can be a real time-saver, particularly if you have done a similar project earlier and didn't use Trados.

Of course, it's a time-saver only if you know how to use it efficiently... and after this workshop you will!

Who should attend: Those who use Trados Workbench in their daily work but have only limited experience in using WinAlign; those who have used Trados only on a few projects; and/or those who got frustrated with the earlier versions of WinAlign but who haven't yet used the much more functional version 6.5.

Who should NOT attend:

Those who have never used Trados Workbench.

What is required:

- Familiarity with basic Trados commands and functions.
- Since this is a HANDS-ON workshop, you need a laptop computer with Trados Workbench, WinAlign, and Word installed. If you don't have a laptop, please borrow or rent one. NCTA will NOT provide computers.
- If your Trados version is 5 or older you might want to download the most current Trados 6.5 trial version from www.translationzone.com/download.asp?menuItem=12 (112 MB).

About the instructor: Tuomas Kostiainen serves as the Certification and Continuing Education Chair of NCTA, and has given four previous NCTA Trados workshops. He has several years of experience in using Trados as a freelance English to Finnish translator. He has also given private Trados lessons, and has provided "Trados counseling" to his translator colleagues. The workshop will also have several experienced Teaching Assistants to provide individual technical assistance.

WORKSHOP V: TRADOS TAGEDITOR

Date: Saturday, October 23, 2004

Time: 1:00 - 5:00 p.m.

Place: LGBT Community Center, Ceremonial Room (4th floor)
1800 Market Street @ Octavia, San Francisco

Instructor: Michael Metzger

Learn how to translate tagged text file formats, such as PowerPoint, Excel, SGML, XML and HTML files, using Trados TagEditor.

ATA Certification Exam

The next ATA Certification Exam in the Bay Area will be held on Saturday, September 18, 2004.

Please see the ATA website at <http://www.atanet.org> for eligibility requirements, registration, practice tests, and other certification exam related information.

WORKSHOP VI: TRADOS "WRAP UP"

A conclusion of our Trados Workshop series due to happen in November or December at a location yet to be determined, this wrap up session is meant for all previous Trados workshop participants and others who would like to have an opportunity to ask questions and share ideas with other Trados users.

Register now to reserve your space.

Forms available at www.ncta.org.

NO ONSITE REGISTRATION!

PRE-REGISTRATION REQUIRED!

Space is limited.

Cancellation policy: Refunds are issued only if notice of cancellation is received two weeks before the date of the workshop. A cancellation fee of \$10 is charged for all cancellations.

ATA Continuing Education Credit: Earn up to 4 Continuing Education Points.

Questions? Need more info? Email vicepresident@ncta.org. ▲

Continuing Education Points: Easy and Inexpensive

All ATA-certified translators now need to accrue 20 Continuing Education (CE) points during each three-year period, with a maximum of 10 points per year, in order to maintain their certification (see http://www.atanet.org/certification_change.htm for more information). You have many different options available to fulfill the requirement that you can mix and match depending on your preferences, and you can do it all here locally and affordably. If you can't come to every General Meeting, take a workshop or two each year. Two 4-hour workshops each year already give you more than enough points at less than \$100 a year—all tax-deductible. T.K.

Item	Points per 3 years	Notes
ATA membership	2	Maximum allowed per 3 years is 2 points.
NCTA General Meetings	12	4 General Meetings (1 point each) per year for 3 years.
Published article on translation/interpreting (e.g. in Translitorial)	2	Maximum allowed per 3 years is 4 points (2 points per article).
NCTA workshop	4 or more	One 4-hr workshop would be enough for the needed 4 points. Maximum allowed number of points is 10 per year.

General Meeting

Feedback Session Report

Organized by theme, the following summaries represent the suggestions and guidelines for the association that were developed by the members present at the May General Meeting.

Due to space limitations, this list is not exhaustive.

NCTA Services

This topic drew a wide and varied discussion. Could an interpreter-mentor bring his "mentee" to a "public" interpretation job, and let others know so they could come and observe? How can new members find apprenticeships? Could we organize training in specific languages and fields, and offer "union-type" benefits such as health insurance?

Public Relations

Activities in this area might include contacting local companies (end clients) about NCTA's services; fostering client education, such as promoting ATA's "Translation: Getting it Right" program and brochure, and/or writing a prominent "Why Hire Locally" piece, for those tempted to hire overseas pennies-a-word translators. We might also provide more outreach to schools and grad programs: sessions on "what we do," including information on what a typical work week is like for a translator.

Other suggestions included creating awards for local translation businesses, such as "Best Agency" or "Best Website Translation," and affiliating with other associations, such as the Society for Technical Communication, with whom speakers could be shared and collaborations started, or the Language Teachers Association/Foreign Language Project, which often receives requests for translator referrals.

Past actions deserving new consideration

Among activities that had been previously carried out or contemplated, the Trade Fair rated a mention—with seminars and introductory courses to the industry, including what it's like to be a translator—as did the workshop idea, with three language groups, and kaffeeklatsches, Spanish tertulia gatherings, and other possible SIG meetings. A certificate program, such as the recently abandoned UC Berkeley course that NCTA had spurred was discussed, as were NCTA participation in Public TV pledge drives.

General Meeting speakers

Two topics were paramount here, as participants expressed a desire to invite as speakers respected translators such as our own Anne Appel, who would speak about their experiences and the successes they've achieved; and agency managers who could address what they look for and how they find their resources.

General Meeting topics

This subject area generated a laundry list of tried and true ideas: the business side of translation; cultural exchanges, to learn about other mem-

bers' cultures and typical language-specific issues; international clients—how to get them, and how to arrange payments; finding work; interpreting in court, and elsewhere; and general billing/business practices.

Social events

On the pleasurable side, participants discussed scholarship fundraisers, cooking demonstrations (eat-a-thon, sushi parties), a party on International Translators Day (Sept. 29), a "cook-in," in which members would teach their cultures of origin via "home style" cuisine at their homes, language-specific book clubs, and a Sonoma wine tasting tour. Yum!

Continuing education

For this all-important topic, ideas included specializations (bring a doctor, bring a lawyer), problems of translation (similar to past workshop with three language groups), how to choose the best clients/agencies for whom to work, web seminars (distance learning), language-specific workshops with practice test for ATA exam, comparing translations from participants, exercises for simultaneous interpreting, getting started in interpreting, and "how to get started in translation" seminars once or twice yearly.

Translorial's content

For our journal, members suggested more academic topics, pages for different languages—including articles on language-specific translation issues, idiomatic expressions for each language, and proverbs—a focus on different languages in each issue, more articles about technology tools, and reports from ATA conferences.

Website

Ideas included offering a downloadable screen saver of an animated NCTA logo; providing an area where outside companies could post jobs (perhaps linked to a mailing list to which people could sign up to be notified of openings), allowing companies to publish an open call for résumés on the website, adding a "Tools" section featuring new technology products and services, listing educational programs and certificates for translators/interpreters, and showcasing ATA's client education materials ("Translation—Getting it Right") on the site home page.

Boosting volunteerism

Suggestions included: "one-shot" tasks, such as stuffing/licking envelopes; breaking down opportunities by the minimum number of hours per month each would take; establishing a "Hall of fame" for volunteers who helped in the past.



Small groups were led by Board members such as Anna Schlegel and Barbara Guggemos (above), or Michael Metzger (top, right). Andrea Bindereif (right), former Board member and Editor of Translorial, still enjoys contributing to the association.



Tuomas Kostianen (top, c) and the NMO group (r)

Lively Participation at May General M

By Naomi Baer, Secretary

The energy of new ideas was in the air at May's General Meeting! A half dozen people attended the New Member Orientation, and everyone participated in a very productive brainstorming session in small groups of old and new members.

Laura Blilleven started out the meeting with a presentation of NCTA's new website, to which we'll be migrating in the very near future. She announced that we've signed a contract with Affiniscape, a company that creates websites for professional associations like ours. Their focus on this area allows them to create cost-effective designs for the range of services that most professional associations need and will allow us to bring our features up to date in a variety of ways.

Laura presented some of Affiniscape's existing websites for other associations, and introduced various modules that can be integrated into our site. Some of the new capabilities could include online reg-



After the New Member Orientation, with Yves Avérous and Patricia Ramos (bottom center), Laura Blijlevens (above, center) gave a preview of our future website.

Photos by Anna Schlegel and Yves Avérous

Attentive new members Lucia Marques and Annie Tseng.

on and Sneak Preview of Website Meeting

istration for workshops, more extensive search capabilities, and a members-only section, where, for example, archived back issues of Translatorial could be accessed. Members were asked for their suggestions about the design and features of the new site, and the feedback that was received will be posted on the NCTA member list.

For the brainstorming session, members broke up into small groups and generated many new ideas, including upcoming events, workshop topics, speakers for General Meetings, member recruitment, and variations on the traditional meeting formats (see Feedback Session Report, p.12). Of course, this wasn't the only opportunity to contribute; new ideas are always welcome! Board members or the NCTA Administrator can be contacted any time with your suggestions.

After this lively discussion, the small groups presented some of their key ideas to the meeting as a whole, and finally,

some great door prizes were given away. Several reference books were awarded, as well as a gift certificate to L'Arc-en-plume.

Several announcements followed, including NCTA's participation in the Public Television pledge drive, one of the events that's become an annual tradition for socializing with other members while generating some publicity for the organization.

This meeting also marked our second General Meeting at the San Francisco Lesbian Gay Bisexual and Transgender Center, and we've moved upstairs into a bigger space. The new environment allowed us to hold the entire meeting in one area, and made it easier for everyone to find a comfortable seat during the presentation, as well as to circulate before and after the meeting.

We look forward to seeing everyone for another uplifting General Meeting on September 18. ▲

Upcoming events

Sonoma Wine Tasting, September 12

Thanks to member Jessica Berman, and a direct product of the May General Meeting feedback session, we are having our very first St. Jerome's International Translator's Day celebration this year, albeit 17 days in advance. This will be a potluck BBQ also featuring wine tasting and sampling of local foods. See www.ncta.org for directions and other details. A map of nearby wineries will be available, and tours will be taken in small groups. All NCTA members are welcome, along with family members and significant others.

Fall General Meeting, September 18

It had been a while since we had a panel discussion for our General Meeting. Under the theme "Success and Specializations," we have looked for the most representative professionals to share the stage and answer your questions. Do not miss this great opportunity to grab some of their knowledge!

Localization World, November 13

NCTA joins Multilingual Computing and the Localization Institute to offer our members amazing discounts on this unique event!

The Translorial's Tool Kit

By Jost Zetzsche © 2004 International Writers' Group, compiled by Yves Avérous

The Tool Kit is an online newsletter that comes to its subscribers' mailboxes bimonthly. In Translorial, we are offering you a quarterly digest of Jost's most helpful advice of the past season. If you would like to subscribe to The Tool Kit, visit www.internationalwriters.com/toolkit/ and mention Translorial during subscription, Jost will put your name in a drawing for one free Tool Box book per edition.

THE Solution to Spam

This heading probably got your attention, but I am only half-kidding.

AnchorDesk's Brian Cooley wrote an interesting article recently in which he compared himself to Hiroo Onoda, the Japanese soldier who didn't get the memo that World War II was over until 1974. Brian feels that he's in the same situation with instant messaging.

A while back, the same thing happened to me (see the chapter on Collaboration Tools in my Tool Box book, www.internationalwriters.com/toolbox). Instant messaging had been around for several years, but I had filed it away as something that 16-year-olds used to chat about acne and boy/girlfriends. Only when I started to work in a workgroup where instant messenger applications was the preferred form of communication did I start to realize how powerful a tool this can be, and how much more effective it is than email. The fact that you can exchange questions and answers instantaneously with your workmates in virtual workgroups can save you hours over just a few days, especially in situations where communication is essential (and isn't that what we as translators do?).



A typical Miranda buddy list, mixing different services.

no spam in instant messenger (if you adjust your settings accordingly)!

Office 2004 for Mac

Office 2004 for Mac was released recently. Though it was praised by most reviewers, I don't think it's that much of an improvement over the previous version. Many of the new features are taken over from the Windows versions of Office (such as the review and research features or the smart buttons). There is one thing that most reviewers overlooked

Even though many of us work in virtual workgroups for much of our time, very few translators use instant messenger applications as work-related communication tools (I would love to be proved wrong on that!).

Aside from the above-described misconceptions, another barrier to the effective use of instant messaging may be that most messaging networks (AOL, ICQ, Yahoo!, MSN, and many others) are not compatible with one other, so you have to agree on one provider in your group before you can actually communicate.

Fortunately, there are some applications out there that simultaneously support numerous protocols, making it possible to talk to your AOL, Yahoo!, and MSN "buddies" at the same time and from within one application. The one that I have been using is the open-source freeware program Miranda (see www.miranda-im.org). This comes in a bare-bones version when you first install it, but it can be added onto to your heart's content with some of the hundreds of free plug-ins that are available on its website.

Oh, and to come back to the title of this article—there is

but I really like: the Notebook Layout view in Word. I've often complained that a Word document doesn't offer several tabs (like an Excel spreadsheet) so that you can add notes or files to a document without actually inserting them into the text. That is exactly what this feature allows you to do. I don't care for some of its features (for instance, if you switch to a different view, the tabs aren't maintained until you switch back to the Notebook view), but this is a great step in the right direction and makes me hopeful for the next Windows release of Office.

Another Mac tool that was recommended by a reader (Greg Hopper Moore, greg_hopper_moore@sil.org) is the time-and job-tracking tool Clock and Track (see <http://www.bdnsoftware.com/products/clockandtrack/intro.html>). In some ways it is similar to the Windows tool Time Stamp I've mentioned before (see www.syntap.com), but it's significantly more sophisticated (you're able to track time by preconfigured client and project and to write invoices) and a lot more humorous (you'll see what I mean when you start playing with the tool). It is available as a shareware download. If I spent more billable time on my Mac, I would certainly want to use it.

Embedding Fonts in Office Documents

Here's a tip on the portability of fonts: Most of us have been in situations where we receive a well-designed document, but as soon as we open it up on our computers it looks like it was formatted by my four-year-old. Or worse, we spend hours making a document look perfect, proudly send it off, and then receive a screaming e-mail from the client because the document's a mess at the other end. While there could be a variety of reasons for this, the most common problem is that a font was used which hasn't been installed on the recipient's computer.

Fortunately, programs such as Word and PowerPoint offer the capability of embedding TrueType fonts (it isn't possible to embed PostScript fonts), thus making sure that the document or the presentation will look just the same on the recipient's computer.

In Word, select Tools>Options>Save>Embed TrueType Fonts (thanks to Rebecca Davis, rbcDavis@pacbell.net for this contribution); in PowerPoint, select File>Save As>Tools>Save Options>Embed True Type Fonts. The drawback of this method is that you end up with a slightly larger file, but considering the enormous size of files in the latest Office editions, this shouldn't make such a big difference (unless you're using an East Asian or a Unicode font).

Give Excel a Break

One of the most coveted keyboard shortcuts in Excel must be Alt+Enter. Anyone who has ever tried to add a line break into an Excel cell (i.e., force text to the next line within a cell) knows that the "normal" shortcuts such as the Enter key (for a new paragraph or "hard return") or the combination of Shift+Enter (for a line break within a paragraph or "soft return") does nothing but select the next cell (Enter) or the current cell (Shift+Enter).

As you will by now have already guessed, the magic bullet is Alt+Enter, which will break the text to the next line while still staying within the current cell.

For users of OpenOffice.org's Chart program (the Excel equivalent), the shortcuts are a little different: Enter to select the next cell, Alt+Enter to reselect the current cell, and Ctrl+Enter to add a line break with a cell.

Office 2003 and the New Outlook

In my Tool Box book, I make a strong case for why it doesn't really pay to update to Office 2003, with the possible exception of Outlook 2003 (if you choose to use Outlook as your email client). I've rarely been as happy with a program as I am with Outlook 2003, especially because of its outstanding junk mail filter.

Outlook users will also be pleased to find out about the sharpest little Outlook add-

on that I've ever seen, pointed out by Ariella Germinario-Lingenthal (ariella.it@aliceposta.it): Lookout (see www.lookoutsoft.com), a search tool that makes your searches through your Outlook files (including attachments) and any other files on your computer lightning fast. It achieves this through a comprehensive indexing of all content in the files that you are searching.

Apparently, even Microsoft was impressed by this tool, because it recently purchased Lookout Software. What this probably means is that the next version of Outlook (and Windows) will have this as a standard feature. Until then, however, you can download it for free!



Microsoft Outlook 2003's new three-column layout makes better use of your screen.

Microsoft Glossaries and Trados Databases

A few readers asked me again about the URL of the Microsoft glossaries in the last few weeks. It is <ftp://ftp.microsoft.com/developer/msdn/newup/Glossary/>. Unfortunately, the glossary site has been very unstable during the last few weeks, so if it gives you an error message when you try to log on, try, try again....

I recently talked to the person at Microsoft who is responsible for the Microsoft glossaries. She is presently in the process of rethinking and possibly redoing the way the glossaries are being published. One possibility would be to not wait a few months before publishing new glossaries but instead to publish a new glossary for a new product as it appears.

She is very eager to get some feedback. If you care to contribute some feedback, you can either write to termhelp@microsoft.com.

com, or you can write to me and I can compile and forward the responses.

Trados expert Tuomas Kostainen (EN>FI, tuomas@jps.net) reports on a freeware tool that allows for the conversion of the Microsoft glossaries (to be found at <ftp://ftp.microsoft.com/developer/msdn/newup/Glossary/>). It's called MSGloss2TWB (see <http://www.globalready.net/downloads.html>) and, according to Tuomas, it's very easy to use.

Downloadable Glossary of the EU

Walter Weyne of e-globalcom.net (see www.e-globalcom.net—a great company to work with!) recommended the downloadable Eurovoc glossary: <http://europa.eu.int/celex/eurovoc/>.

The Eurovoc covers the fields in which the European Communities are active. It exists in the 11 official languages of the European Union (Spanish, Danish, German, Greek, English, French, Italian, Dutch, Portuguese, Finnish, and Swedish) and has also been translated by the parliaments of Albania, Croatia, Czech Republic, Latvia, Lithuania, Poland, Romania, Russia, Slovakia, and Slovenia.

There are literally thousands of glossaries available on the Internet, but the majority is not downloadable. For me it makes a huge difference whether I can integrate a glossary into my existing terminology database that I use with my computer-assisted translation (CAT) tool or whether I have to go somewhere and make a special effort to look for a term. The more I use CAT tools, the more I believe in the incredible power of well-kept terminology databases. Since I imported the 7,000+ terms of that glossary into my 100,000+ term main terminology database three or four days ago, I've already had five or six occasions where a new term was suggested to me that I may not have thought of otherwise.

CAT-Proofing Your Computer

If all this talk about CAT tools just doesn't resonate with you, here is a tool that you might like: <http://www.bitboost.com/pawsense/index.html>. Have fun! ▲

Members Exchange Valuable Help Online

By Yves Avérous, Publications Director

If you are not a subscriber to the NCTA Members mailing list, you are missing out big time! Some members could not be bothered by the registration process with Yahoo! Groups or were taken aback by the nature and/or volume of messages sent by the list. First, there are ways to minimize your privacy risk—even though it is minimal with Yahoo!, and second, you can turn off the flow of messages while keeping access to the thousands of valuable emails kept archived on the list site. Here is a sample of the information exchanged this past Summer.

Resources—Among the countless links exchanged on the list, two are particularly worth repeating since bad payers remain a sad reality: the Payment Practices list, www.trwenterprises.com/payment_practices.htm, and the Translation Client Review list, www.tcrlist.com. Read more on the site in the May messages. Also, in August, members shared the content of the cover letters they use to certify their translations to their clients—valuable information both for novices and seasoned professionals.

Terminology—It's amazing how some itsy-bitsy words can generate big threads. Now I know what "Vo Bo" means.

Jobs—More than 20 jobs were posted, of different kinds, for many languages, during the May-August period, an average of 7 per month. And we can do much better with a little help: we are close to 500 members, individual and corporate, with bare-

ly more than 200 on the list, and much fewer contributing. I was particularly impressed by the response to a new interpretation graduate who obtained two job leads shortly after posting to the list!

Events—We were alerted by fellow members of an international translation conference in Barcelona, a seminar in Rome, a meeting in Palo Alto to do business in Bavaria, and cruise opportunities during this Fall's FIT conference in Finland. Interpreters were also informed through this channel of NAJIT's latest Spanish examination.

Tech help—Advice comes in handy on the list, too, especially since we now have a programmer posting utilities, like a convenient word counting macro currently tucked in the Files section.

Community—And the list would not be such a great online forum without its literary and other cultural exchanges. ▲

New Merchandise Selection at Online Store

If you feel like shopping AND supporting NCTA, there is no better place than the NCTA Merchandise Store powered by CaféPress. In the past, the board has experienced difficulty with finding the right merchandise, in the right amount, and at the right time. CaféPress's solution was too good to pass up: We upload our logo, choose the items we like, they give us a good rendition of what the item will look like with our logo on it, and they make it only when we, or you, order it. It is a little pricier than if we were to order a

series of one item or another, but in the end, everyone wins. We have added 20% onto the cost CaféPress has set for each item—this portion of the proceeds is then paid to NCTA. This is how your purchase benefits the association.



We have used the occasion of our logo gentle rejuvenation to considerably boost the selection of items available. From the \$1.50 magnet to the \$20 organic t-shirt, you will find no less than 16 items on the site. The address is <http://cafepress.com/ncta>. Happy shopping! Y.A.

TransMUG Resumes Meetings

The TransMUG list is a private mailing list created by members of the Northern California Translators Association and aimed at translators using the Mac platform, to discuss and share experiences and solutions pertaining to their profession.

Last Spring, the group managed to meet once a month until work and private schedules started conflicting at the eve of summertime. As Fall is upon us, the group will meet again at the occasion of our General Meeting, on Saturday, September 18 at noon, at the Three Dollar Bill Café, on the ground floor of The Center, one hour prior to the start of the NCTA gathering that will unfold three floors above.

Please refer to directions given for the General Meeting to come join us. And if you are not a "transmugger" yet, visit us on the Web at <http://groups.yahoo.com/group/transmug/> and subscribe! Y.A.

We have our own domain on the Web. Check out NCTA's home page at www.ncta.org. There you will find information about our organization, a selection of past articles from Translorial, and other helpful information. From our home page there is a link to **The Translator's Home Companion**, or you can go directly to www.lai.com/companion.html. As a benefit of membership, NCTA maintains three free mailing lists:

NCTA-Members@yahoogroups.com, for general-interest discussions and exchanges of information;

EntreNous@yahoogroups.com, for francophones and those interested in the French language;

CiberTertulia@yahoogroups.com, for Spanish-speakers and those interested in the Spanish language.

These lists are available only to NCTA members and will not accept messages from non-subscribers. For further information, visit the NCTA website at www.ncta.org/html/list.html. For a free subscription to any of these lists, e-mail a request to **listmaster@ncta.org**. If you are a subscriber and have not recently received any list mail, write to the listmaster and complain.

—Listmaster Mike

O'Reilly Offers Discounts and Review Books

As a general arrangement with Mac User Groups—extended here to the entire NCTA membership—O'Reilly, a Bay Area publisher of technology books, is offering a 20% discount on O'Reilly, No Starch, Paraglyph, Pragmatic Bookshelf, and Syngress books and O'Reilly conferences. You need only use code DSUG. You can find all their titles at <http://www.oreilly.com/catalog/>. Another benefit for you, is the availability of review books: find a book relevant to our profession that you would like to discover and critique among their new and upcoming titles at <http://www.oreilly.com/catalog/new.html>. Contact Yves Avérous at publications@ncta.org, and allow at least four weeks for shipping. Below are two titles that you might find interesting. O'Reilly has a web page for tips and suggestions on writing book reviews at <http://ug.oreilly.com/bookreviews.html>. Your review will be published on the TransMUG and/or NCTA Members lists.

OpenOffice.org Writer—This handy reference to using Writer, the word processor that comes with OpenOffice.org, is the open source alternative to Microsoft Word. You'll learn how to write, edit, and review documents; use templates and styles effectively; control page layout; insert, edit, and create graphics; and much more—even how to make a smooth transition from Word. With the complete office suite included on a CD,

this book makes using Writer an easy decision.

<http://www.oreilly.com/catalog/openoffice/>. Chapter 2, "Writing, Editing, and Reviewing Documents," is available online:

<http://www.oreilly.com/catalog/openoffice/chapter/index.html>

The Spam Letters—From the man behind TheSpamLetters.com comes a collection of brilliant and entertaining

News & Tips from O'Reilly

PDF Hacks author Sid Steward posted a reduced-size file of The 9/11 Commission Report, with added bookmarks, and front-page HTML portal within hours of the report's release. His upcoming book will reveal his many tricks.

21.5 Things You Can Do with Office

2004—Rather than covering all the new features of the software suite, Giles Turnbull shows you 21 and a half things you didn't know you could do in Office.

http://www.macdevcenter.com/pub/a/mac/2004/08/03/ms_office.html.

correspondence with the people who send out mass junk emailings (a.k.a. spam). Compiled from the nearly 200 entries written by Jonathan Land, "The Spam Letters" taunts, prods, and parodies the faceless salespeople in your inbox, giving you a chuckle at their expense. If you hate spam, you'll love "The Spam Letters."

<http://www.oreilly.com/catalog/1593270321>

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By translators. For translators.

"One who hopes" The Promise of Esperanto

By Wassim Nassif

How do you get a German, a Lithuanian, a Yiddish-speaking Jew, a Pole, and a Russian to resolve their differences when there is no common language among them? Such was the dilemma faced by Ludovic Lazarus Zamenhof, an ophthalmologist living in Bialystok, a small rural village in northeastern Poland (then a part of the Russian empire), in the 1870s.

Zamenhof believed that much of the distrust and misunderstanding among his ethnic neighbors was the result of their simple inability to communicate, stemming from the differences in their various languages. This led him to believe that the

creation of a neutral lingua franca—in effect, an international language—would, by breaking down the barriers to communication, open up social and economic understanding not only in his small rural community, but possibly on a much wider and more universal scale as well.

Thus Zamenhof embarked on a ten-year odyssey of researching and developing what would eventually become the constructed language Esperanto. The fruits of that labor, the *Unua Libro de Esperanto* (First Book of Esperanto), was published in 1887.

History of the language

Esperanto was conceived by Zamenhof as a language that would be simple to learn for speakers of any of the world's languages—surely a daunting challenge. At the beginnings of his efforts, he contemplated a revival of Latin as a potential solution, but soon realized the language would prove too difficult for the task. Upon learning English, however, Zamenhof noted several grammatical structures that seemed advantageous—such as the fact that comprehension was not dependent upon how verbs were conjugated—which suggested concepts that would later be incorporated into his finished language.

Zamenhof still had the problem of a large vocabulary base, and how to develop a method of constructing words in an efficient manner. The solution came to him when, upon strolling down a road, he encountered two signs: "vejcarskaja" (Russian for porter's lodge—place of the porter) and "konditorskaja" (confectioner's shop—place of sweets). Reflecting on the structure of these nouns, he realized that the proper use of suffixes could greatly decrease the number of words needed in the vocabulary—a lexicon which in turn was chosen to be recognizable by the greatest number of speakers of the greatest number of languages. As a test of his

emerging language, Zamenhof worked on translations and poetry to determine which of his linguistic theories really worked, and which needed to be discarded as being overly cumbersome or ungainly.

While at university in the early 1880s, Zamenhof set aside his ambitious linguistic project until he could complete his medical studies. During that time, he had handed his work over to his father for safekeeping. Unbeknownst to the younger Zamenhof, however, his father, thinking the project was pointless, burned the work. All that remained were four lines of a song Zamenhof had written. Devastated but undaunted, he bravely restarted work to prepare a new language textbook—the effort that resulted, in 1887, in the publication of the *Unua Libro*.

Learning Esperanto

Esperanto is not genetically related to any of the natural languages. However, its phonology and vocabulary were influenced by Indo-European languages, specifically those used by the ethnic populations of Bialystok. As a second language, therefore, Esperanto is far easier to learn if one is already a speaker of any of those European languages, than if one is a speaker of other natural languages—especially highly irregular, non-phonetic languages such as Chinese, English, or French.

There is also evidence that studying Esperanto before studying any other second language, especially an Indo-European language, speeds and improves learning. Learning subsequent foreign languages is easier than learning one's first, where the use of a grammatically simple auxiliary language lessens the "first foreign language" learning complications. In one study, a group of students who studied Esperanto for one year, then French for three years, ended up with a better command of French than the control group, who studied French without Esperanto for four years.

Most of Esperanto's vocabulary is made up of Latin, Greek, English, French, German, and some other Indo-European roots, with a few words from Slavic languages. It has a very logical structure, with similar suffixes for the same parts of speech; for example, -o for nouns, and -a

For more information

- ▶ **Jokes:**
<http://www.esperanto.ch/komentoj/sxercoj.html>
- ▶ **Games:**
<http://mpovorin.narod.ru/ludoj/ludoj.html>
- ▶ **News and chat:**
<http://gxangalo.com>
- ▶ **Dictionary:**
<http://www.vortaro.org>
- ▶ **Instruction:**
<http://www.cursoedesperanto.com.br/>
- ▶ **Tongue twisters:**
<http://www.uebersetzung.at/twister/eo.htm>
- ▶ **Music:**
<http://www.vinilkosmo.com>

The Bay Area is the home of Esperanto-Ligo por Norda Ameriko (The Esperanto League for North America, a National Esperanto Association, <http://www.esperanto-usa.org/>), as well as the San Francisco Esperanto Regional Organization (<http://ttt.esperanto.org/us/SFERO/>) and the League of East Bay Esperantists, both of which have offices in Oakland.

for adjectives. Its phonetic alphabet—consisting of 28 letters, mainly a modified version of the Latin alphabet—ensures that all words are pronounced the way they are written, and vice versa. The alphabet does not include the letters q, w, x, and y, but adds six accented letters: c, g, h, j, and s with circumflex accent and u with breve accent, as well as several created letters that are not found on any national computer keyboard.

Esperanto has a relatively regular grammar, as well. As an agglutinative, or “combined” language, it has no grammatical genders and limited regular verb conjugation. Nouns and adjectives have two cases, nominative and accusative, and two numbers, singular and plural. Nouns and adjectives must agree in case and number. Verbs do not agree with their subjects. The accusative ending can be used to show the destination of a motion, or to replace certain prepositions when preferred. This allows for a more flexible word order, such as that found in Greek, Latin, and Russian.

Despite Esperanto’s somewhat clinical-sounding rules for building words and sentences, these very guidelines lead to a great deal of double meanings, and in fact Esperantists are quite fond of wordplay and humor based on their language.

Esperanto today

Today, Esperanto is the most widely spoken of the constructed languages. While not an official language of any country, it is nonetheless the official working language of several non-profit organizations, mostly Esperanto organizations. In addition, UNESCO has recognized the value of



How to say it in Esperanto

Creative Therapy Associates’ famous “How Are You Feeling Today?” poster/postcard reproduced above is also published in Esperanto by AIMS International Books (www.aimsbooks.com). In English, the emotions are, from right to left and top to bottom: Exhausted, Confused, Ecstatic, Guilty, Suspicious, Angry, Hysterical, Frustrated, Sad, Confident, Embarrassed, Happy, Mischievous, Disgusted, Frightened, Enraged, Ashamed, Cautious, Smug, Depressed, Overwhelmed, Hopeful, Lonely, Lovestruck, Jealous, Bored, Surprised, Anxious, Shocked, and Shy.

Other common expressions

Hello: Saluton [rough pronunciation: sa-LOO-ton]

Goodbye: Is revido [*jis reh-VEE-do*]

I love you: Mi amas vin [*mee AH-mahs veen*]

Thank you: Dankon [*DAHN-kon*]

Test yourself

What does it mean: Unu bieron, mi petas. [*Oo-noo BEE-airon, mee PEH-tahs*] (See below.)

“Beer, please!”

Esperanto in two different resolutions.

A survey of the number of Esperanto speakers worldwide by SIL International—a service organization that works with people who speak the world’s lesser-known languages—found that 1.6 million people speak Esperanto at a level that goes beyond greetings and simple phrases. There are even, the survey found, between 200 to 2,000 native Esperantists—individuals for whom Esperanto is actually akin to a first language!

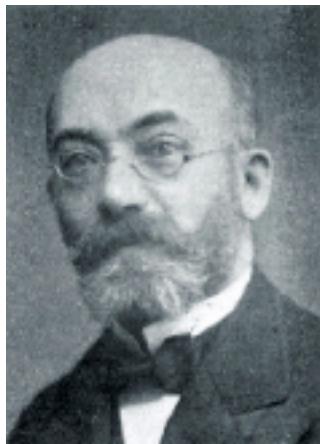
People often learn Esperanto online through websites like lernu! (<http://www.lernu.net/>). The word lernu is Esperanto for “learn,” in the imperative mood. Lernu! is a multi-lingual website, whose goal is to inform the community of Internet users about Esperanto and help them learn the language, easily and free of charge. The courses designed to teach Esperanto are arranged to suit varying levels of difficulty. Students who encounter any problems can get help from live tutors.

Despite representing only a tiny fraction of the world’s population, and thus falling far short of Zamenhof’s goal of a universal language, Esperanto remains a passionate dream for its adherents. Building on the legacy of Zamenhof’s vision—developed as a result of the unhappy and sometimes violent misunderstandings he witnessed in his home village of Bialystock—these standard-bearers continue to keep the flame alive, for worldwide understanding, equality among nations, and mutual respect among peoples and countries.

“Esperanto,” after all, means “One who hopes.” ▲

Utopia is where our quest for Esperanto led us this time. Hymn to a world where all men understand each other, the Esperanto Anthem was among the first Esperanto poems, written by Dr. Zamenhof, inventor of the language. It is written here following the "x" typographic convention, i.e. "gx" replacing the Esperanto character "g-circumflex."

If you have translated a poem that you would like to have published in the *Translorial*, please e-mail the full text in the original language—including non-European ones—and your translation to editor@ncta.org. Poetry translations into English are preferred.



The Esperanto Anthem

En la mondon venis nova sento

Tra la mondo iras forta voko

Per flugiloj de facila vento

Nun de loko flugu gxi al loko

Ne al glavo sangon soifanta

Gxi la homan tiris familion

Al la mond' eterne militanta

Gxi promesas sanktan harmonion

Sub la sankta signo de l'espero

Kolektigas pacaj batalantoj

Kaj rapide kreskas la afero

Per laboro de la esperantoj

Forte staras muroj de miljaroj

Inter la popoloj dividitaj

Sed dissaltos la obstinaj baroj

Per la sankta amo disbatitaj

Sur neutrala lingva fundamento

Kompreneante unu la alian

La popoloj faros en konsento

Unu grandan rondon familian

Nia diligenta kolegaro

En laboro paca ne lacigxos

Gxis la bela songxo de l'homaro

Por eterna ben' efektivigxos

Into the world came a new feeling
Through the world goes a powerful call
By the wings of a gentle wind
It shall now fly from place to place

Not to the sword thirsting for blood
Does it draw the human family
To the world eternally at war
It promises sacred harmony

Under the sacred sign of Hope
Gather the warriors of peace
And this thing quickly grows
By the labors of those who hope

The walls of a thousand years stand firm
Between the divided peoples
But the stubborn barriers will crumble
Knocked down with sacred love

Based on a neutral language
Understanding one another
The people will agree to make
One great family circle

Our diligent colleagues
In peaceful labor will never tire
Until the beautiful dream of humanity
For eternal good is realized

Just for fun

- ▶ According to a February 25, 2004, press release, the Esperanto version of the Wikipedia (en.wikipedia.org)—an open-content, polyglot encyclopedia—had 11,000 articles, making it the tenth-largest language in the Wikipedia.
- ▶ The first film produced in Esperanto was called *Angoroj* (1964). *Incubus*, produced a year later, starred William Shatner, himself an Esperantist; it is the only known professionally produced feature film with entirely Esperanto dialogue.
- ▶ Besides Esperanto, the most famous constructed languages are the Klingon and Vulcan languages of the movie and TV series *Star Trek*, and the languages of J.R.R. Tolkein's Middle-earth mythologies (Sindarin, Quenya, Khuzdul and others).
- ▶ The minor planet (1421) Esperanto is named in honor of the language. It was discovered on March 18, 1936 by Yrjö Väisälä, a Finnish astronomer.
- ▶ Though the United Nations does not recognize Esperanto as an official language, the Universal Declaration of Human Rights has been translated into Esperanto.
- ▶ Google, the Internet search engine, has the capability of displaying the Google interface, tips, and messages in Esperanto. When using Esperanto as a search keyword, Google will return about 2.6 million hits, some of which are sites written in Esperanto.
- ▶ Esperanto accounts for more than 99% of all published material on constructed languages.
- ▶ As depicted on the left, albeit in black and white, the flag of Esperanto is green with a white area (green 2:3, white 1:1) in the top left corner with a green 5 pointed regular star pointing upwards centered in it. The meaning of this symbol stands for the hope (green) of the five continents united (5-pointed star) in common understanding and peace (white color). And because Dr. Zamenhof was a thorough gentleman, he even wrote the anthem to go with it.

Globalization Guru John Yunker Promotes Savvy Clients

Interview by Anna Schlegel

*John Yunker is the founder of Byte Level Research (www.bytelevel.com), a consulting firm focused on Web globalization and wireless technologies. His firm has helped a wide range of companies improve their global websites, including John Deere, Intel, and Giorgio Armani. John is the author of the widely acclaimed book *Beyond Borders: Web Globalization Strategies* (Pearson, 2002). He can be reached at jyunker@bytelevel.com.*

What led you to work in the globalization industry?

JOHN YUNKER: About six years ago, while working for a startup translation firm, I began managing Web globalization projects. I soon realized that Web globalization was not only inevitable for most companies but a competitive advantage. I founded Byte Level Research in 2000 to focus specifically on this emerging field. We were the first firm to rate the quality of global Web sites across a number of metrics, establishing best practices along the way. Our ongoing goal is to help companies develop localized Web sites that are usable and effective in their target markets.

How did your business get off the ground?

Word of mouth has been essential to our success. The Web globalization industry is close knit; I find that past clients often refer us to new clients. The book, *Beyond Borders*, has also been a good source of contacts.

Did you learn different languages as you grew up?

I learned Spanish in high school and spent the subsequent years forgetting everything I learned. Now that I'm based in San Diego, I plan to dive back in. I've also had some basic training in Chinese and Arabic.

Do you work with translators directly?

I keep in close touch with a number of freelance translators and translation firms. I also help translators and firms improve

their Web globalization skills. Byte Level also publishes *The Savvy Client's Guide to Translation Agencies*, a resource designed to help companies make wise translation purchasing decisions.



What are a couple of "no-nos" in global Web navigation?

Using flags to denote languages and locating the "global gateway" at the bottom of the home page. In general, companies tend to underestimate the importance of navigation for non-English-speaking Web users, yet navigation can make all the difference when it comes to traffic. There is no single solution to global navigation. I advocate four overlapping techniques that include local domain names, splash pages, and permanent global gateways. A few good sites to check out include 3Com, Ikea, and E*TRADE. We have additional information on our website.

What do corporations understand about globalization?

Multinational corporations understand that they cannot afford to overlook emerging markets such as China, India, and Eastern Europe. Companies are investing heavily in establishing local offices or partnering with local companies to expand their presence and get up to speed in these

markets. Companies are also doing a much better job these days of localizing products and promotions, although there is still room for improvement.

What do corporations not understand about globalization?

Companies typically underestimate the costs and complexity of Web globalization. In a recent survey I conducted, we discovered that most companies spend less than half of what they should on Web globalization. And the major reason for this comes down to viewing localization as a "nice-to-have" rather than "must-have" attribute of a website. This attitude is fading fast.

Centralization or decentralization; what do you recommend?

It really depends on the company, its management structure, and its goals. To save money and convey a consistent global image, companies need to centralize content and some controls. But local offices also need the flexibility to tailor their websites and promotions to their customers. In the end, it's about striking the right balance and ensuring that this balance evolves as the company evolves.

Why do we have CEOs and CFOs but don't have CGOs (Chief Globalization Officers)?

There is a sense in many companies that there are too many C-level positions already, so adding a new position is not a trivial task. I do believe that globalization is a C-level issue, but it doesn't necessarily require a C-level position to match. In a sense, every officer should have globalization responsibilities and awareness. Companies that have created effective global websites, such as IBM, Ikea, and Dell, often do not have CGOs; they do, however, have CEOs who value the importance of truly global websites and invest accordingly.

Tell us what you are reading now about globalization.

I'm now making my way through "*The Power of Language: A Natural History of Language*" by John McWhorter. I'm also reading "*Sea of Glory*," a book about the Charles Wilkes expedition, which charted over 1,500 miles of the Antarctic coast. ▲

Dagmar Dolatschko – President and Founder, Peritus Precision Translations, Inc.

By Anna Schlegel

Founded by Dagmar Dolatschko in San Carlos, California in 1991, NCTA Corporate Member Peritus Precision Translations (peritustranslations.com) offers a full range of language and globalization services including translation, interpretation, software localization, linguistic quality assurance, and international brand name analysis. A native of Germany, Dagmar is certified as a translator by the Bavarian Ministry for Education and Culture, and has a graduate degree from the highly accredited European language institute "Sprachen- und Dolmetscher-Institut," in Munich.

How did your business get its start?

DAGMAR DOLATSCHKO: Peritus began as an “international trade consulting side business” in 1991, although it has since evolved into a focused translation agency. Originally, it was the outcome of my work in export/import and the desire to start something of my own after obtaining my MBA. It was called Peritus International at the time and, strangely enough, was founded in San Carlos, CA, where we landed again in 1999, after having been in



Massachusetts for some time. In the first year of our new agency, in 1996, I had already won a few projects that required up to seven languages. Today that number is at 70 languages, with about 50 percent of our business coming from California, and the rest from all over the U.S. and some from Europe.

What languages do you deal with the most?

The majority of our work is in the standard business languages, such as French, Italian, German, Spanish, Portuguese, Japanese, Chinese, and Korean. This is probably true for most agencies, and is determined by economic need for those languages. But we also work in Nordic and Eastern European languages, as well as Vietnamese, Russian, Khmer and Lao.

What does the name of your translation agency stand for?

Peritus is Latin; it describes a person who helps others with their knowledge; an expert, a qualified professional. That was fitting for the image I want the firm to portray.

Describe your ideal translator.

My ideal translator is solid in two or three languages. He or she either studied the languages and/or lived in countries where those languages are spoken. This translator truly knows his or her mother tongue, is specialized in a number of related fields, and has the professionalism to say no to work in areas that he or she does not feel fully comfortable in.

We use quite a lot of translators who are excellent examples of what I expect of our profession. Besides the professional, linguistic background and experience, I am also looking for certain characteristics such as great attention to detail, commitment to quality, flexibility, willingness to

follow instructions, technical capability to use today's software as necessary, willingness to accept feedback to learn and grow, and the ability to work on a team with an editor or other translators (on large projects).

Describe your ideal interpreter.

My ideal interpreter meets criteria similar to the translator's from a linguistic and professional background. But the best interpreters also have quite a few years of experience, have diplomacy and sensitivity, can adapt easily to change, and always come across as true professionals. A translator can often hide behind the computer and has more time to figure things out. An interpreter is on stage and needs to perform the way an actor performs.

Another aspect I find very important for both translators and interpreters is the willingness to speak up if you find errors or oversights in the source language. This is more the case for translators—interpreters have to handle such issues with great tact. This shows that the translator is really engaged and has thought about the work and did not just mechanically translate the text.

What are your current challenges?

Client education—making sure clients understand why there is a certain price for good work and at the same time dealing with the ever-increasing price pressures from low-cost translation vendors, both in the U.S. and overseas. That is probably the biggest challenge. It makes it hard for all of us professionals, to see the low price at which the art of translation is traded in some circles.

Where do you see the translation business in 10 years?

I see more and more mergers and acquisitions. The big fish will get bigger. The small fish will have to find their niches and diversify or specialize. Using tools such as MT can no longer be avoided and will be an important part of the survival of the fittest. I don't think that machine translation will be a challenge to high-end, high quality translation, however. There is no substitute for the subtleties of the human mind. ▲

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