



translorial

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

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Back to Tools

By Yves Avérous, Publisher

In many respects, September and the “Back to School” season is a new year all its own. For us translators, it is the time for conferences and renewed workshops and seminars. The accent in education this year seems to be on the basic tools and tips necessary for success: mentoring at our General Meeting, our Getting Started workshop, and Media Alliance’s Proofreading seminar. See pages 5 and 7.

Another essential of the freelancer’s toolkit is marketing. Many of us are using online resources to promote our services and gather information. High-profile sites,

for example, ask for money for their premium services and access to jobs. Are they worth it? In this issue, Stafford Hemmer begins a two-part review of this wild landscape on page 16. Call me biased, but I still find our own NCTA website, with its searchable professional listing, the greatest value on the Internet. No wonder we have members joining from the other side of the globe! See page 9. And from Sacramento to San Jose, members even get to meet and picnic! See pages 11 to 13.

This issue also showcases the experience of seasoned professionals through interviews with localization specialist Almut Wolf and agency boss Monique Rivas, on pages 8 and 10, respectively. And former NCTA vice president Marianne Pripps informs us about the current struggle of California court interpreters, page 22.

But one cannot be always entirely practical: After Esperanto last year, Wassim Nassif now explores American Sign Language, page 14; I find Serendipity, page 19; Anne Appel reviews a fascinating opus in our expanded Books column on page 20; and young love strikes again, this time from roots in Central America, with 20-year-old poet/translator and NCTA member Clarissa Laguardia, on page 21. Enjoy! ◀

2005 Calendar

- ▶ September 3 **ATA certification exam**
- ▶ September 10 **General Meeting**
- ▶ September 30 **St. Jerome’s day**
- ▶ October 7 **CHIA Conference**
- ▶ October 15 **Starter workshop**
- ▶ October 28 **Translorial deadline**
- ▶ November 9 **ATA Conference**
- ▶ December 10 **General Meeting**

Read more on page 5 or visit www.ncta.org/calendar.cfm.

Fall Meeting

ATA Mentoring Program

Come and hear Guest Speaker Courtney Searls-Ridge present the ATA Skill-Building Workshop for mentors and mentees. Here, newcomers to translation and interpreting can learn strategies for finding a mentor and structuring a mentoring relationship, while experienced professionals will learn how to be effective mentors.

Saturday, September 10, 2005, 1:00 pm

The Center, 1800 Market St.

(@ Octavia St.), Room 400

San Francisco, CA 94114

(415) 865-5555

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

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

- Pre-meeting networking** 1:00 pm
- New member orientation** 1:00 pm
- NCTA business** 1:30 pm
- ATA Mentorship Program** 1:45 pm
- Networking** 5:30 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 St. 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.

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. ¼ mile from The Center), \$9 flat rate.

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Call the Kidspace Coordinator by September 7th at (415) 865-5553. ◀

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www.ncta.org

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Software

Adobe Creative Suite, including InDesign, Photoshop, and Acrobat. NCTA thanks Adobe for its support.

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Contributors

Raffaella Buschiazzo is a French- and English-into-Italian translator from the bilingual Italian region of Aosta. She has been a freelance and in-house translator and interpreter for eight years, with worldwide clients. A member of the NCTA board, Raffaella holds an M.A. in Translation, specializing in international law and economics, from the School of Translation and Interpretation of the University of Geneva.

Stafford Hemmer has been a full-time freelance German-to-English translator since 2002. He comes to translation from the real estate and banking industries. He serves a variety of clients and is also collaborating with a well-known Bay Area translator on the translation of a renowned fantasy-based trilogy. He holds a Translation Studies Certificate from UC Berkeley-Extension, a BSFS with a Certificate in German Studies from

Georgetown University, and attended the Diplomatic Akademie in Vienna, Austria.

Clarissa Laguardia is a student at American River College and a translator for the Grant Joint Union High School District in the Sacramento area. After teaching herself English in her native El Salvador, Clarissa emigrated to the United States in 2003, when she was 18 years old. Her sense of engagement in the larger world community has inspired her to want to continue her studies of language and languages.

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.

Olivia E. Sears is the founding editor of *TWO LINES*, a journal of international literature translated into English, and the president of the Center for the Art of Translation (CAT). She is a poet and translator of Italian poetry. Her collection *Self/Cell*, created in collaboration with photographer Aline Mare, is due out this fall. ◀

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 two points to your total (see table page 6), and grant you a free "plug" in the Contributors section of this page. Send ideas and/or comments to editor@ncta.org. Articles for the December issue are accepted until October 28.

Also contributing to this issue: **Proofing:** Alison Anderson, Naomi Baer, Sharlee Merner Bradley, Brigitte Reich, and Michael Schubert. **Images:** Stock.XCHNG, Stacey Ramirez, Robert Kopec, John Burke, et al. Profiles of our past and regular contributors can be found on the *Translorial* archive web page (<http://tinyurl.com/4s57p>).



Letter from the President

Kesäterveisiä

By Tuomas Kostainen

I know that by the time you read this, summer will be almost over. I'm writing this, however, in the middle of a beautiful Finnish summer and can't help wishing all of you summer greetings (kesäterveisiä). I believe most of us have been on vacation these past few months—even the NCTA Board skipped the July Board meeting!

This doesn't mean, however, that we've been loafing around all summer. As a matter of fact, the board held its traditional "retreat" in early June. The goal was, as always, to plan our activities for the year ahead and, at the same time, to have some fun. I can proudly say that both tasks are very easy to do with this board! Some of the key areas we will emphasize during the coming year are our website, a membership drive, workshops, and social events.

Tetu Hirai, our membership director, has been working hard on our new membership drive initiative, along with Juliet Viola and other board members. Our goal is to attract new members by spreading the word about NCTA and the benefits we offer. Remember that with every new member that you bring in, you help us to

keep our membership dues down and further improve our services.

I also want to welcome Carolina Arrigoni-Shea as our newest addition to the board. She will replace Laura Blijleven-Bergman, who had to resign because of her busy work schedule. We will miss Laura, who was our trusted Webmaster for years and who was instrumental in our switch to the new website last year. Thank you Laura for all your hard work. At the same time, we are very happy to have Carolina and her enthusiasm as part of the board. She is formally the new Ethics Director, but will help other board members in key areas.

By the time you read this, I will also have been at the FIT (International Federation of Translators) World Congress in Tampere, Finland, "representing" NCTA (armed with a few copies of *Translorial* and our membership applications). I will tell you more about it later.

Finally, don't miss the September General Meeting and ATA-representative Courtney Searls-Ridge's presentation on mentoring. This is a great opportunity for our beginning translators and for those more experienced members who would like to give back to the profession and help fellow translators. See you on September 10th! ◀

Treasurer's Report

By Barbara Guggemos

In late September, the NCTA Board will be setting the budget for the upcoming fiscal year, which starts October 1st. The most important issue the board faces is the fate of the four extra pages added to *Translorial* a year ago on a trial basis.

The longer *Translorial* format costs the association about \$2,800 extra per year (about \$5.50 per member). During this one-year trial period, the board has been trying to offset this extra expense by reducing other expenses and boosting income from sources other than membership fees (such

as *Translorial* advertising, for example). As of mid-July, it is still unclear whether these efforts will be successful.

If year-end figures show that current-year income covers all current-year expenses, then all is well: we can continue to have a 24-page *Translorial* without raising membership fees. On the other hand, if we find that we must dip into the "Special Reserve Fund" (\$2,000 set aside from past years' savings) to pay current-year bills, the board will have to consider various other options, including:

Board Report

At the April Board meeting

- ▶ The spring membership drive was finalized.
- ▶ Plans for the spring workshops were finalized. Long-term plans for fall workshops were also discussed.
- ▶ Arrangements were made for the General Meeting Literary Translation panel.

At the May Board meeting

- ▶ Ideas for updating membership materials were discussed.
- ▶ The Board retreat was planned for June at Brigitte Reich's home.
- ▶ Planning began for the summer picnic.
- ▶ Website design changes were discussed.

At the May General meeting

- ▶ Two new board members, Raffaella Buschiazzo and Tetu Hirai, were introduced to the membership.
- ▶ The Translator's Toolbox and French literary translation workshops were announced.
- ▶ An announcement was made that the September General Meeting will host a mentoring workshop.

At the June Board meeting

- ▶ A report was given on attendance at the spring workshops, and plans were made to produce a DVD from the Translator's Toolbox workshop.
- ▶ A website redesign committee was established to review member requests for site changes and coordinate the next update.
- ▶ Plans were finalized for the summer picnic.
- ▶ Revisions to membership materials were reviewed. *N.B.*

▶ Option 1: Going back to a 20-page issue ("living within our means").

▶ Option 2: Keeping the 24-page issue by repeating this year's experiment (accepting the possibility that we may have to dip into savings again—generally not a good idea for ongoing expenses).

▶ Option 3: Keeping the 24-page issue with dedicated funding (for example, by raising membership dues by an appropriate amount, e.g., \$5 or less).

Your feedback to treasurer@ncta.org is welcome and appreciated. ◀

**NCTA HAS A NEW FAX NUMBER:
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With most of the association's payments now being made online, we no longer need a separate (and costly) fax line. It will now share our main telephone number.



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Welcome!

New members who joined between
April 1, 2005 and June 31, 2005.

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Interpreting

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(Working languages other than English)

*Bay Area residents: people you might
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Congratulations

The following NCTA members have
successfully passed ATA's certification
exam in the first half of 2005:

Mark A. Brustman

Italian into English
Oakland, CA

Michel G. Lopez

English into French
San Mateo, CA

Leonid Gornik

English into Russian
Modesto, CA

Recruit! Invite your colleagues to join
NCTA and register online at www.ncta.org

In Brief

▶ NCTA's September General Meeting will feature Guest Speaker Courtney Searls-Ridge presenting the **ATA Skill-Building Workshop for mentors and mentees**. The presentation includes both lecture and exercises, in a collaborative atmosphere. There will also be networking opportunities for meeting potential mentors and mentees. Participating in the program as a mentor or mentee over the course of a year earns one ATA Continuing Education Point.

▶ Media Alliance will be sponsoring a **Professional Proofreading Seminar** on Saturday, October 15, from 10 AM to 2 PM at Media Alliance's offices in Oakland, at 1904 Franklin Street at 19th Street. This workshop will teach a variety of standard proofreading techniques and guidelines to make content ready for print and the web. Cost for members of Media Alliance is \$65; non-members, \$85. NCTA Members get a \$15.00 Discount on Media Alliance

Membership. Call (510) 832-9000 or go to www.media-alliance.org to register or for more information.

▶ **ATA's 46th Annual Conference** will be held this year in Seattle, Washington on November 9-12, making it easier for everyone on the West Coast. Now is a good time to buy your plane tickets if you haven't already, and to take advantage of ATA's early-bird discount (register before October 3). More details at <http://www.atanet.org/conf2005/>.

▶ If you can't wait for Seattle, you can go first to Utah: in its Professional Development Seminar series, ATA proposes **"The Business of Translating and Interpreting" Seminar**, in Salt Lake City on September 24. Visit <http://www.atanet.org/pd/business> for details.

▶ The **Localization World Conference** will be held this year in Seattle on October 25-27 (two weeks before the ATA Conference). This is the conference that took San Francisco by storm last fall for three days of trade discussions and exchanges for the professionals of the

LIION industry. More details at www.localizationworld.com.

▶ The **California Healthcare Interpreting Association's 5th Anniversary Conference** will be held October 7-8, 2005 at the Holiday Inn Golden Gateway, 1500 Van Ness Avenue in San Francisco. The event will feature many wonderful speakers, CEUs, networking, and more. Visit CHIA's website, www.chia.ws, call John Acherman at 916-444-3568, or email jachermann@amgroup.us, to get more information and register.

▶ NCTA members **Ann and George Crowe** are translator and playwright/adaptor, respectively, of a new production of the 1724 play "La fausse suivante" ("The False Servant, or the Business of Love"), by Pierre Marivaux. This world premiere production will open November 4th and run for six weeks through December 17th at the Exit Theatre on Taylor, (277 Taylor between Eddy and Ellis). For reservation information call 415-386-2373, visit www.AbydosTheater.org, or check newspaper listings. ◀



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Finding that “je ne sais quoi”: The French Literary Translation Workshop

By Olivia E. Sears

As part of an ongoing series of literary translation workshops, NCTA and the Center for the Art of Translation jointly sponsored on June 4th a French Literary Translation workshop moderated by noted local translator Zack Rogow. In this half-day workshop, Zack led an intimate group of translators through the ins and outs of literary translation, touching on both poetry and prose translation, as well as rights acquisitions and book proposals. Zack himself has worked in both commercial and literary translation, and has won several awards for his translations of great French writers (including André Breton, George Sand, and Colette). He is the new editor and artistic director of the Center’s journal of translation, *TWO LINES*.

The workshop began with a general introduction to the translation of poetry. Zack focused on several translations of a French sonnet, Arthur Rimbaud’s “Ma Bohème (Fantaisie).” By comparing three different English translations of the poem, Zack delved into the difficulties of translating the Petrarchan sonnet form into English: is it worth trying to achieve the same meter, or replicate the rhyme? This discussion led to an overview of the literary translator’s priorities. Zack suggested

that the translator should decide which of these priorities is paramount when confronting a text: is the top priority to capture the spirit of the poem, or the literal meaning of the poem, or the music and form of the poem? To demonstrate his point, Zack broke the participants into small groups, each of which had to argue over these priorities and try to come up with a balanced translation of Rimbaud’s poem “O saisons, ô châteaux.” The results of these translations-by-committee were extremely diverse and quite amusing.

Next we turned to prose translation with a look at several different works in French: the first chapter of the satirical *Micromégas* by François-Marie Arouet Voltaire; a page from Colette’s *Les Vrilles de la vigne*; and an excerpt from André Breton’s *Nadja*. We discussed the tone of each piece, the form, and the voice, all aspects of the original work that must be considered prior to embarking on a translation.

The last part of the workshop focused on practical questions for the literary transla-



Zack Rogow

tor. First and foremost, how should a translator choose a project? Because literary translation doesn’t pay well, Zack urged participants to seek out authors whose style they have an affinity for and to choose a text they love. Retranslations can be rewarding, especially if there is a book a translator feels is important but that has fallen out of attention or was poorly translated. It is

essential that translators revisit even classic texts periodically, particularly works with dialogue, which changes substantially over time. A new translation can help us see a text in a new light.

To close, Zack briefly discussed rights and contracts—including consulting the sample contracts created by the PEN American Center—and urged translators to push for their name to appear on the title page and the cover of the book. All in all, the participants left the workshop with renewed excitement about their craft. The Center hopes to continue the collaboration with NCTA and discuss possibilities for a variety of future workshops. ◀

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Workshops offer an affordable and local way to accrue Continuing Education (CE) points. All ATA-certified translators now need to accrue 20 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). Many different options are available to fulfill the requirements, all of which may be mixed and matched according to your preferences. If you can’t come to every General Meeting, take a workshop or two each year. Just two 4-hour workshops within a 12-month period will give you more than enough points, at less than \$100 a year—and 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 <i>Translorial</i>)	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.

Upcoming Workshop

Getting Started in T&I

Saturday, October 15, 2005, 1:30-4:30 p.m.,
followed by a 30-minute Q&A and a networking session

By Martin Hoffman

NCTA's new "Getting Started" workshop offers a world of practical information on preparing for and launching a career in translation or interpreting.

The seminar will cover a wide variety of useful themes, including concrete tips and resources on topics such as education (T&I schools, professional seminars, continuing-education opportunities, self-study, etc.); certification exams; office equipment and organization; marketing one's services to agencies and direct clients; evaluating, meeting, and exceeding clients' expectations; negotiation and drafting of contracts; quality assurance; professional ethics; compensation; computers and CAT programs; research methodologies; creating and updating glossaries; reading for

self-improvement; bookkeeping issues; and T&I associations and conferences.

Presenters:

Norma Kaminsky, M.D., has been an English-Spanish translator for over ten years on an in-house and freelance basis. ATA certified, Dr. Kaminsky specializes primarily in medical, pharmaceutical and other health-related subjects.

Dr. Karl Kaussen is the founder and proprietor of Biotext.llc, an interlingual services company, specializing in healthcare, biotech, and pharmaceutical texts and textbooks, as well as legal documents for these industries. He received his Ph.D. in Germanic linguistics at UC Berkeley, where he was the coordinator of the Translator Certificate Program.

Jacki Noh is a Korean translator/interpreter specializing in arts and humanities, business, technology, finance, law, and medicine. She has been an NCTA member since 1986.

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 www.milibrary.org/.

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Cancellation policy: Refunds are issued only if notice of cancellation is received at least a week before the workshop. A fee of \$10 is charged for all cancellations.

Questions? Need more info?

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- ▶ Long (Conference) Consecutive Interpretation and Note-taking Techniques (CEU)
- ▶ Court Interpreter Ethics and Protocol (CEU)
- ▶ Court Interpretation as a Profession (CEU)
- ▶ Sight Translation (CEU)

Instructor: Pablo C. Chang-Castillo, M.A.C.I., M.A.B.L.I., M.A.T.

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Monique Rivas: Shedding Light on Translation

By Michael Schubert



Monique Rivas is the CEO of NCTA corporate member LUZ, Inc., a global translation services company with headquarters in San Francisco and a production facility in Buenos Aires. Along with partner Sanford Wright, Monique co-founded the company in 1994, when both individuals saw an opportunity to fill a need that was not being met by the marketplace: namely, providing comprehensive translation support for large-scale projects in the life science industries. "Luz" means "light" in Spanish, and it symbolizes the founders' desire to create a transparent approach to translation service offerings.

Did you grow up bilingually?

Monique Rivas: I am a third-generation Mexican-American and grew up speaking both Spanish and English. But a foreign language can get quite diluted by the time it makes its way down to the third generation, so I did see a need for advanced language studies. I earned a degree in Diplomacy and World Affairs from Occidental College (in Los Angeles, near Pasadena) with a minor in Spanish.

Describe LUZ: type of business, areas of specialization, number of employees ...

LUZ translates into about 35 languages—about 80 to 90 percent of our business is from English—with an exclusive focus on life science industries, specifically medical devices, diagnostics, and pharmaceuticals. Since most of our clients are affected by the European Union's regulations, we have seen increased activity in Eastern and Central European languages. These

clients must have their materials translated into the new EU languages; this is no longer a voluntary marketing decision but a necessity for compliance with the In-Vitro Diagnostic Directive and Medical Device Directive. Our market is a highly regulated industry.

To handle this, we have 25 full-time employees and work with 1,500 to 2,000 freelance translators, depending on the workload. Our focus of large-scale medical devices can generate quite a bit of volume. Our San Francisco office handles sales, while the Buenos Aires office focuses on production—translation and desktop publishing.

Is there an advantage to being located in the Bay Area?

Yes! Sanford and I considered the Bay Area to be the ideal place for our business, both because of the biotech centers here and for the proximity to leading universities. We

do much of our recruiting at the Monterey Institute for International Studies, Stanford University, and the University of California, San Francisco.

Will the new stem cell research center to open in San Francisco be a boon to your business?

That is still to be determined. Research and development industries have less of a need for translations; most of our business is generated from the tried-and-true industries. The stem cell research center could be helpful as a resource or recruiting center, however.

Has it been your experience that most of your clients understand the importance of quality translation and budget accordingly, or do you have to engage in a lot of client education?

Since we provide services to highly regulated industries, our clients inherently buy quality at two levels: the translation work product and, equally important, consistency of internal production/QA.

Which industry-specific software do you use in-house?

For translation memory, we use TRADOS and SDLX. For Web globalization, we use Idiom's WorldServer. We have also developed an internal translation management system called Aurora, as well as a suite of TM automation tools.

How has the Internet changed the translation business?

The Internet has changed the business in two ways: Linguists have become more technologically savvy, and the Internet has allowed pharmaceutical companies to expand their business, which in turn has expanded ours.

How do you see your business in five years?

We want to be the industry-recognized number-one provider of life science translations and the best place to work in the industry. Every quarter we measure how much closer we are to that goal. ◀

Ethics Component of the ATA Certification Program now online

The online ethics component of the ATA Certification Program's continuing-education requirement is now up and running. You can find it at <http://www.atanet.org/bin/view.pl/285.html>.

The online materials consist of five parts: an introduction, an annotated guide to ATA's Code of Professional Conduct and Business Practices, a self-evaluation questionnaire for translators, a self-evaluation questionnaire for interpreters, and a verification form. The form should be submitted along with your continuing education record when it is requested by ATA Headquarters in 2007.

Simple instructions are presented in the introduction, but if you have questions please contact Pinky Devkota at (703) 683-6100, ext. 3013 or pinky@atanet.org.



Not only does Jost Zetzsche grace us with his precious tips in our pages, but on May 21, our tech guru flew in from Oregon for a well-attended and appreciated workshop. Thanks again!

NCTA Around the World

By Steven Goldstein, with database assistance from Brigitte Reich

In our May issue, we looked at where our non-Northern California U.S. members live, and why they retain their ties to NCTA. In this issue, we focus on our international members, and find out from them what it is about our Northern California organization that keeps them connected.

Of NCTA's nearly 500 individual members, 28 live outside the United States. While this may not seem like a lot, it's fair to ask why even that relatively small number choose to keep their membership in an organization that is often a continent or an ocean away.

NCTA's international members live on every continent except Antarctica and Australia; we have 14 members in Europe, seven in North America, four in Asia Pacific, two in South America, and one in Africa. To break it down further, our European members include six colleagues in France, two each in Germany and Italy, and one each in Austria, Switzerland, the Netherlands, and Hungary; our North America colleagues number seven in Canada; our Asia Pacific membership includes three individuals in Japan, and one in China; our South American contingent numbers one in Chile and one in Brazil; and our lone African representative lives in Morocco.

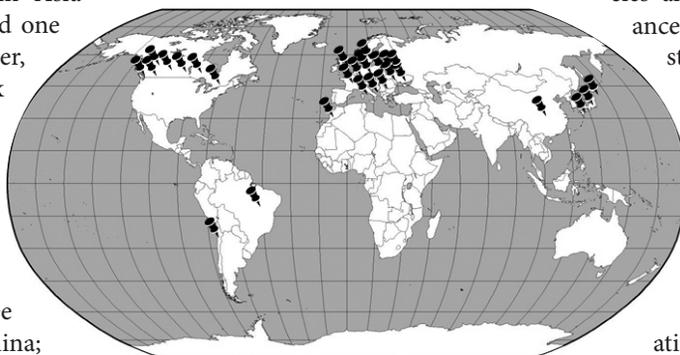
A number of our international members report that maintaining their ties to NCTA helped them when they moved away, not only in terms of the work contacts they were able to keep, but also in providing a sense of familiarity as they were navigating new and sometimes uncharted waters in a different country.

Easing transitions

Emmanuelle Cassan, who now resides in France, says that a difficult decision to leave the Bay Area was made easier by her connection to NCTA. "The Bay really felt like home," says Emmanuelle. "Professionally, it all had started there and all my clients were in the U.S. It felt as if I had a safety net under me: I could always write to ask something. It was also a way of still being in the Bay Area, somehow."

Other reasons for maintaining ties range

from the practical to the romantic. Masumi Otaka, an English-to-Japanese translator living in France, notes that because of the unusual nature of his language pair in a country where the native language is neither one, his connections to the U.S. market via his membership in NCTA were vital in continuing to provide a source of jobs (and moral support!) that might have been difficult to find otherwise.



NCTA members are on 5 out of the 7 continents.

This was true also for Lieselotte Schwarzenberg, who—while having lived in the Bay Area in the seventies—joined NCTA only five years ago, from her current residence in Santiago, Chile. "I joined from here because I wanted the contact with American colleagues," says Lieselotte, "which has been very interesting and worthwhile through the mailing lists. In addition, I was looking for more work and proposed helping association members on projects if they needed it."

Dr. Ulrike Walter, an NCTA member currently residing in Germany, says that while she does not at present make much use of her membership, she keeps her ties "because I love NCTA, the people, and what the organization stands for. Being connected to my second home, keeping in touch with colleagues via the mailing list ... perhaps a workshop or conference will even draw me back to the Bay Area."

While some of our international members have joined local translation organizations in their new countries, others have not; this despite local market conditions that would seem to make reaching out to local colleagues a beneficial endeavor. In France, says Emmanuelle, "in order to really make a decent profit without working 90 hours per week, we need to either work for the government (be certified for a local court, for example), work with other translators to share a clientele, or move to England, Spain, Poland to pay less taxes!"

Ties that bind

In Germany, Ulrike reports that "we struggle with the impact from monopolization and globalization like other places, but there also is a tradition here of translators working for direct clients rather than agencies and that provides some counterbalance." And Lieselotte reports that "the state of the translation industry in Chile is quite developed, and while neither as much nor as specialized as in the U.S., there are signs of progress from year to year."

Perhaps, in the end, the NCTA connection is strong enough to carry our international members in whatever their current work situations may be. Virtually all members keep in touch with NCTA goings-on via *Translorial*—either in printed or PDF form—and with each other through the email lists, where members have found helpful hints about their new countries from others who arrived before them.

"Before I left California," says Emmanuelle, "and just when I got here, I emailed Dee Braig often to ask questions regarding the way things worked out here for her, how she moved her computer, how she got settled ... It was nice for me to know that someone I knew (only virtually, though) was there."

It is nice to know, too, from the standpoint of the organization, that there exists an informal NCTA professional camaraderie that extends outward—often very far outward—from our base here in Northern California. These professional relationships, which are personal, too, sometimes, reflect the very best of who we are as an association. No matter where in the world we are. ◀

Almut Wolf takes Localization Global

By Anna Schlegel



Almut Wolf is a Localization Manager at Lucent Technologies for Unified Messaging products, where her group manages the release of ten languages per software release cycle, supporting a portfolio of voice messaging, speech messaging, text-to-speech, Voice-XML, and video messaging services. Almut started at Lucent in 1997 as product localization lead and was quickly promoted to localization manager. Following reorganizations, she transitioned into the role of project management and spearheaded the language development effort in speech technology. Prior to joining Lucent, Almut was a college lecturer for French and German at the Monterey Institute of International Studies, Santa Clara University, and the State University of New York (SUNY) at Albany, as well as a freelance translator and tutor.

Where did you grow up and what brought you to the States?

ALMUT WOLF: I grew up in a small town close to the city of Köln in Germany. Throughout high school and university studies, I pursued two disciplines: the study of foreign languages—French literature in particular—and business administration. After a year of studies in literature at the Sorbonne in Paris, I returned to Germany to study business administration. Through a well-regarded exchange program between the university in Würzburg, Germany, and SUNY/Albany, I started my life in the United States. What was originally intended to be a one-year exchange grew into a permanent relocation, allowing me to earn my MBA and consequently PhD degree in French studies. It was only after I started working for Lucent in the Bay Area as localization specialist did I feel that the two fields of my studies were solidified into one career.

Were you always interested in localization? How did you start?

I was always interested in both foreign languages and international business, long before I knew about the concept of localization. Working within a large team at Lucent—composed of language specialists, QA engineers, software developers, and audio engineers—made me understand how an English-based product and software model needs to be modified to fit the structure of a foreign language. The initial product introduction at a customer site happens through the language interface,

which implies a high quality mandate for our group.

Should the localization function be centralized under engineering or marketing?

Localization groups are often associated with only one of these disciplines, although I consider the ideal fit as being closely affiliated with both. At Lucent, our team is part of R&D and applications development, and thus closely tied into the software release cycles. While having the advantage of working with architects to incorporate language and localization needs into the conceptual stages of product development, it is also desirable to work closely with the marketing division, to ensure that customer preferences are addressed in technical solutions. We currently strive to leverage both groups through well-defined processes as well as through an emphasis on product management as a key mediator. Service providers worldwide are technically savvy and demanding, and in the development stages, the language team works directly with the customer representative to discuss terminology, concepts, idioms, and linguistic demands of the locale.

What localization challenges do U.S. corporations face today?

I think there is still a huge misconception within industry of the work that localization specialists do: managing content, maintaining glossaries and style sheets, creating linguistic specs, implementing a versioning system, striving for accuracy and consistency, and implementing a rigid

quality assurance process are only a few essentials of a localization process. One of the challenges that corporations face is thus continuing to better understand the process.

Another challenge is combating the skepticism voiced by international customers as to whether a U.S. corporation is able to understand the language needs of a particular country or region. We have heard this concern many times and it is helpful to work with the customer directly on some language-related issues to dispel their doubts (with a review of terminology, for example, or a demo of a prototype).

Most U.S. corporations build and develop products that are envisioned through the demands and needs of the U.S. market. “Going global” consequently implies taking the base English product and localizing it for foreign markets. Global companies may, however, decide not to begin with an English-based development, but design products directly for an international market by incorporating the demands and idiosyncrasies of that locale into the very design of the product. Early collaboration with a localization expert offers turnkey localization, higher quality, and easier customer acceptance.

How do you stay current with the latest trends in globalization?

I use mostly two sources to stay current: online literature and talking to other professionals. Fortunately, there are a great number of organizations and associations that allow people to network and stay informed on new technologies and trends.

What is the coolest localization project you have worked on?

Lately I have been in charge of an innovative messaging application using speech recognition technology. The foreign language user is expected to interact with the system through spoken commands, enunciated in natural speech. It is fascinating to research the underlying rules of grammar, structure, and phonetics to achieve an optimal recognition rate despite speaker variation due to accent and profile. ◀



Marina Martinez in San Jose, top, second from left; Tetu Hirai and Carolina Arrigoni-Shea at the Metreon in San Francisco.

Familiar faces—Marianne Pripps, above, in San Francisco, Renate Chestnut and Hannelore McCrumb, center, in San Jose—and also less familiar faces, all gathered to enjoy the screening event spanning Northern California.

Fresno • Sacramento • San Francisco • San Jose

At the Movies: Reviewing “The Interpreter”

By Tetu Hirai

On April 19th, NCTA members got a rare treat in the form of a special, by-invitation-only screening of Universal Pictures’ release of “The Interpreter,” starring Nicole Kidman and Sean Penn. In conjunction with the development of an article on the making of the movie—written by NCTA member Carolina Arrigoni-Shea and appearing in the May issue of *Translorial*—the studio generously offered tickets to NCTA members for showings in four cities: San Francisco, San Jose, Sacramento, and Fresno.

In the film, Silvia Broome (played by Nicole Kidman), is an interpreter who works at the United Nations, and who overhears a plot to assassinate an African head of state. This plan is spoken in a rare dialect that very few people, including Silvia, understand. Silvia then becomes the target of the killers, and her world is changed as her own political background is slowly revealed to her FBI protectors.

For those of us in NCTA who are interpreters, we had the unique opportunity of assessing the movie from the point of view of our own profession. But both interpreter and translator colleagues had much to say, especially pertaining to the credibility of the interpretation done by Nicole Kidman’s character, and to the opportunity the movie offered in making the public more aware of the profession of interpretation.

Some attendees generally felt that Nicole Kidman did a credible job in depicting an interpreter. Sacramento attendee Michel Rousselin, a former United Nations interpreter, said, “I felt that Kidman’s depiction of an interpreter was quite natural and very well done. She was speaking a bit slower at the beginning (as would be expected for a real interpreter) and then she spoke a bit faster as she heard more phrases.”

Others in attendance, including San Jose attendee Andrea Wells and San Francisco attendees Marianne Pripps and Anne

Milano Appel, felt that the movie fell short in depicting the interpreter’s life—its demanding skills, fascinating subjects, and extreme stresses—in a way that truly represented the breadth and depth of the profession. Echoing the notion that the film was more of a suspense-thriller than a true examination of an interpreter’s life, San Francisco attendee Anthony Alioto noted that the movie “had little to do with the real activities of a U.N. interpreter.”

Overall, however, most attendees thought it was beneficial for the industry that interpretation was depicted on the big screen at all, and that the public became more aware of the profession. As attendee and Sacramento correspondent Tatyana Neronova said: “I believe that this movie allowed people to see how important our job is, and how careful and professional we should be so that we do a good job.”

We now hope that more opportunities lie ahead. ◀



Our panel of three distinguished literary translators included Olivia Sears (above), Italian to English, Alison Anderson (top), French to English, and Anne Milano Appel, Italian to English. Translorial Editor Steven Goldstein directed the discussion.

Literary Translation Panel at General Meeting

By Nina Scott

The May General Meeting held a cornucopia of delights for literary lovers, and lovers of language, in the form of a panel discussion among three of NCTA's "transliterati." In a talk moderated by Translorial editor Steve Goldstein, literary translators Anne Milano Appel, Alison Anderson, and Olivia Sears shared their insights about language, writing, poetry, and the business of translation.

All three of the panelists hold extremely strong literary credentials. Anne Milano Appel has been a full-time Italian/English translator since 1996; her recent nonfiction translation of Stefano Bortolussi's *Head Above Water* won the 2003 Northern California Book Award for translation. Alison Anderson is not only a literary translator, but also a published novelist, whose most recent novel, *Darwin's Wink*, was published last fall. She has just completed a translation of *Ensemble, C'est Tout*, by best-selling French author Anna Gavalda. Olivia Sears is a poet as well as a translator of Italian poetry. She is the founder of both *Two Lines*, an annual journal of new, international literature in translation, and the non-profit Center for the Art of Translation (CAT), which promotes translation as a bridge between cultures.

The session got off on a high note at the very beginning with the reading of a press notice from that very morning announcing that the prestigious Man Booker organization in Britain had inaugurated a new, \$28,000 award for literary translation. With spirits thus suitably raised among

both the panelists and the audience, the discussion began in earnest with a look at the kinds of qualifications that are required for literary translation. First and foremost: a love of books and reading, and a "feel" for language.

Building relationships

"It's like trying to figure out a crossword puzzle," said Anne, a former library director before becoming a translator. "You have to have a feel for literature and language to begin with ... it's about finding the right word, and hearing the text breathe."

Being exposed to a second culture at a young age was more an advantage than a true requirement, the panelists agreed. Anne shared that she grew up having her maternal grandmother speak to her in Italian and recalls she would always answer her grandmother in English. She feels this experience gave her an advantage, adding, "you can't have language without culture"—a notion not disputed by the other panelists, who nonetheless came to their second languages a bit later. Olivia, whose specialty is Italian Renaissance

poetry, didn't grow up immersed in foreign languages and didn't touch Italian until college. She says, "I didn't know the culture and it was not in my blood so I had to work at it."

That work includes developing a relationship with the author, if possible, if he or she is still alive—and even if not! And not just for relatively straightforward issues of terminology, either. For Alison, translating gives her the chance to get "... into the heart and soul of the author," which allows her to participate in his creativity." Similarly for Anne: "You have to get into the mind of the author. Most authors are flattered if you're interested."

How do authors and translators find each other? There rarely seems to be a fixed pattern, although networking, writing proposals to publishing houses, and oftentimes sheer determination, helps. As does, at times, serendipity (see page 19!), as when a delayed airplane flight allowed Alison to read a book she might otherwise not have read. When she later contacted the publisher about the book's translation rights, the publisher offered Alison another, larger translation project on the spot!

The translation of poetry is a special type of literary translation; it is the very subject for which Robert Frost penned the immortal phrase "lost in translation." While it is not a prerequisite to be a novel-



ist in order to translate fiction, it is almost indispensable that one be a poet if one is to translate poetry. Olivia cited one exception to this, but it was the exception that proved the rule. This is understandable when one considers that poetry translation brings with it a host of special challenges, from meter to register to that perennial bugaboo, rhyme. “Translating rhyme is especially difficult because it makes poetry hard to access,” commented Olivia.

Considering the audiences

When asked about where fidelity lies—to the source text, the author, or the reader—the panelists had a variety of insights. Anne, for example, found herself translating plays differently than prose. Once, when translating a play, she found the process “too stiff” but tried to hear how it sounded in the source text so as to be as true to it as possible. Alison tends to try to improve language where appropriate: “I will do it if it’s unclear, for example, or if it seems like it needs to be broken into smaller sentences.”

Other topics the panelists addressed included pay rates (“Decent money is possible with commercial projects,” commented Olivia; “Don’t quit your day job!,” said Alison), credits and copyrights, and book recommendations. At the end of the session, a lively question-and-answer period ended with Steve posing one final question for the audience to consider:

How can we get Oprah to do a show on translation and translators? ◀

With a grove of eucalyptus, sailboats along the Bay, and excellent company, the NCTA picnic celebrated the first weekend of summer with delight!

Picnic!

By Raffaella Buschiazio

When we left San Francisco at mid-morning Sunday the 26th of June, it was foggy, of course. I kept telling myself that by the time we got to Coyote Point Park in San Mateo County, the spot we had chosen for the picnic, the fog would have disappeared, but nothing happened for a long while. We were worried. Then suddenly, right before San Mateo, the fog left room for a nice sunny day and at that point we knew that we could enjoy our NCTA picnic without the need to dress for a winter camp in Alaska!

We arrived at the aptly named Eucalyptus Picnic Area # 1 and started exploring the surroundings. The location is pretty, in a grove of the trees on top of a gentle hill facing a green golf course at the foot of the coast range on one side, and a small harbor on the Bay side.

When the first NCTA members began arriving around one, the charcoal was ready to cook the delicious ribs that Marianne Pripps had brought, along with our humble sausages. That is how the feast started. We wrapped mushrooms and other vegetables in aluminum foil and put everything on the grill. This is the way I prefer to cook: checking the fire from time

to time, with a glass of wine in my hand, chatting in very good company. There is nothing better and easier.

We had a taste of France when Sonia Murray and her husband and son arrived, bringing with them her famous homemade pâté, made from a family recipe that we all appreciated very much. When Tatyana Neronova and her family joined us, we all moved to a big table under the trees, not far from our barbecue but sheltered from the sun that was getting very warm. Later, Tetu Hirai arrived with the perfect summer dessert: fruit salad with grenola and soy yoghurt. Delicious!

The picnic lasted all afternoon, with comings and goings, and good food and good moods. It was once again a successful NCTA event, where people had an opportunity to meet, socialize, and share the ups and downs of the translator’s life, all in a very pleasant atmosphere.

So next time you feel lonely and uninspired in front of the screen—or elated at finding the perfect translation for that tricky word—just think of the next NCTA event, when you will be able to meet the people who understand your travails and triumphs! See you at the next one! ◀

“Body” Language

By Wassim Nassif

After English and Spanish, the third most-used language in the United States is one that’s not even spoken! It’s American Sign Language, a marvelously robust means of communication. In this article, we explore its history and practice.

American Sign Language (ASL) is just one of over 200 distinct members of the larger worldwide family of signed languages. Developed within local deaf communities—which include deaf or hard-of-hearing people, friends and families of deaf or hard-of-hearing people, interpreters, and linguists—such languages use manual communication instead of sound to convey meaning and express a speaker’s thoughts to others.

While hand gestures are the main component of sign languages, they are not the only ones, as hand shapes and orientation are often combined with the movement of hands, arms, or body, and facial expressions. Indeed, facial features such as eyebrow motion and lip-mouth movements are extremely significant, as they form a crucial part of the grammatical system. In addition, many of these languages use the space surrounding the signer to describe places and persons that are not present.

As with virtually all signed languages, ASL is a robust, visual-spatial means of communication. Used by the deaf community in the United States and English-speaking parts of Canada, it is a linguistically complete, natural language—the “native” language of many deaf men and women, as well as some hearing children born into deaf families.

History

Because sign languages emerge within deaf communities, it is not difficult to see that they tend to be specific to the culture (even that of a small region), and not universal. For example, iconic signs excepted, British Sign Language and American Sign Language are different and mutually unin-

telligible, even though the hearing people of Britain and America share the same spoken language. Nonetheless, just as there have been attempts to create a universal spoken language (Esperanto being the main variant), so too have there been attempts to create a universal sign language. None of these, however, has taken solid hold.

In spite of this, general principles of non-spoken communication have been laid out, dating back to the sixteenth century, when Geronimo Cardano, an Italian physician, proclaimed that deaf people could be taught to understand written combinations

of symbols by associating them with the thing they represented. The manual alphabet was introduced in 1620 by Juan Pablo de Bonet. In 1755 Abbé Charles Michel de l’Épée of Paris created and demonstrated a language of signs whereby each

sign would be a symbol that suggested the concept desired. De l’Épée founded the first free school for deaf people where deaf people could develop communication through a system of conventional gestures, hand signs, and fingerspelling.

Another instructor, Samuel Heinicke of Leipzig, Germany, did not use the manual method of communication, but taught speech and speech reading. These two methods (manual and oral) were the forerunners of today’s concept of total communication. Total communication espouses the use of all means of available communication, such as sign language, gesturing, fingerspelling, speech reading, speech, hearing aids, reading, writing, and pictures.

In the U.S., Thomas Hopkins Gallaudet, a Congregational minister, became interested in helping Alice Cogswell, his neigh-

bor’s deaf daughter. He traveled to England in 1815 to study that country’s methods of communicating with deaf people. Gallaudet met Abbe Roche Ambroise Sicard, who invited him to study at his school in Paris. After several months Gallaudet returned to the United States with Laurent Clerc, a deaf sign language instructor from the Paris school. (Interestingly, because of Clerc, ASL shares many vocabulary terms with Old French Sign Language). An important milestone in the history of education for deaf people was the founding of Gallaudet College, in Washington, D.C. in 1864, which remains the only liberal arts college for deaf people in the United States and the world.

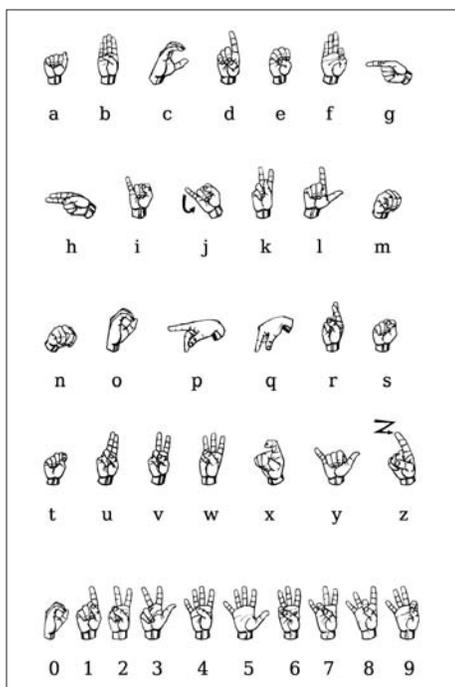
Grammatical structure

American Sign Language has its own morphology (rules for the creation of words), phonetics (rules for handshapes), and grammar that are very unlike those found in spoken languages. Its extremely distinctive and complex grammatical structure—in which a large part of the vocabulary is composed of words with many morphemes, or small pieces of words with meanings—is more like that found in Japanese or Navajo than in English. In terms of syntax, ASL employs what is known as a topic-comment syntax, while English uses Subject-Object-Verb. As distinct from spoken languages in which there is a single, serial stream of phonemes, ASL (as with other sign languages) reflects multiple communication events at the same time.

Sign language interpreting

It is typically the case that hearing persons who master sign language are children of deaf adults (often referred to as CODAs); such persons are often employed as sign language interpreters, whose function it is to mediate language barriers between peo-





The Gallaudet alphabet

ple who are deaf and use ASL and people who can hear and speak English.

It should be pointed out, however, that it is neither necessary nor sufficient to be a CODA in order to be a good sign language interpreter. CODAs have an advantage in that they are born within the deaf culture and are thus automatically accepted, whereas a hearing interpreter must create his or her own ties to the community and its culture. On the other hand, because CODAs have (possibly) been interpreting for family members for many years, old habits may be difficult to break and new, professional ethical considerations difficult to learn.

In either case, as with other, spoken languages, much training is required to be an effective interpreter. For sign languages, interpreters must relay as accurately as possible the meaning of the messages being presented, including the nuances of feelings and attitudes conveyed by the participants, whether those messages are in spoken English or ASL or other types of signed communication.

In addition, interpreters must be able to

modify their language use to fit the needs of the participants involved in an interpreted situation. For example, interpreters in ASL face particular challenges when multiple participants are speaking at the same time; in heated discussions in which people interrupt or talk over each other; where side comments, puns, and plays on words are used—all of which may be important to the conversation but which may be awkward to translate; and where specialized terms, for which no signs yet exist in sign language, force the interpreter to spend time fingerspelling them and/or explaining them using a longer sequence of signs.

Education and opportunities

Numerous sign language interpreter education programs have been established throughout the country. Most programs require general liberal arts courses as well as courses specifically related to the deaf community and interpreting.

The best of these programs cover a variety of subject areas, including the role of an interpreter, a historical overview of the interpreting profession, public speaking techniques, understanding of and sensitivity to the deaf community, linguistics and

language development, the interpreter's code of ethics, physical factors involved in interpreting, the various specialized situations in which an interpreter might function, and extensive guided practice in the skills involved in interpreting.

Sign language interpreters can qualify for National Interpreter Certification after completing a rigorous testing process that assesses the candidate's skills, knowledge, and attitudes. The standards for testing are high, and extensive practical experience is often needed before trainees are able to pass. Once certified, qualified interpreters can be employed on either a full-time or part-time basis, salaried or freelance. Income varies, depending on certification level, experience, the interpreting situation, and other factors. Interpreters are

needed in educational, medical, legal, recreational, mental health, religious, personal, financial, vocational, and other settings in which hearing, deaf, hard-of-hearing, and deaf-blind communicators need to facilitate the flow of ideas and information.

For members of the general public, who wish merely to learn ASL without the goal of becoming an interpreter, they can find classes at local colleges as well as through the continuing education department of the local school board, vocational rehabilitation office, and other organizations serving deaf, hard-of-hearing, and deaf-blind people. ◀

Resources

More information on American Sign Language, and the deaf community in general, can be found with the following resources:

Sites

- ▶ ASL Browser site
<http://commtechlab.msu.edu/sites/aslweb/browser.htm>
- ▶ Gallaudet University
<http://gspp.gallaudet.edu/>
- ▶ The Laurent Clerc National Deaf Education Center
<http://clerccenter.gallaudet.edu/>
- ▶ Registry of Interpreters for the Deaf
<http://www.rid.org/>
- ▶ Cybersigns Project
<http://signserver.univ-lyon2.fr>

Books

- ▶ *American Sign Language: a student text units 10-18*. Baker-Shenk, Charlotte and Dennis Cokely. 1991 [1981]. Gallaudet University Press. Washington, DC.
- ▶ *The American sign language phrase book*. Fant, Lou. 1994. Contemporary Books. Chicago.
- ▶ *An introduction to the culture of Deaf people in the United States, content notes & reference materials for teachers*. Humphries, Tom. 1991.

Sign Language Studies

- ▶ *Sign and culture: a reader for students of American Sign Language*. Stokoe, William C., ed. 1980. Linstok Press. Silver Spring, Maryland.

Caught in the Web Part I: T&I Brokers on the Internet

By Stafford Hemmer

Translation and interpretation broker sites: love them or hate them, you can no longer ignore them. In this first of two articles, Stafford Hemmer examines the growing phenomenon of the web-based T&I marketplace. In addition, he asks you to relate your own experiences in a survey, which he will analyze and report on in our December issue.

“Dear Translator! Company XYZ invites you to join our database of professional translators, interpreters, and agencies ...”

Sound familiar? Merely being listed as an ATA member will land you at least one of these enticing emails. Who are these people?

Who indeed. They are the relatively new kid on the block in the T&I marketplace—a “new” kid that follows the model of other industries in using the Internet to the advantage of all parties in a transaction. They are the broker site. And they raise interesting questions regarding the ways in which translation buyers and sellers can come together. Where ATA and NCTA online referral services offer one set of advantages, those tend to focus on the respective association’s overall purposes, with translator and interpreter referrals an added (albeit crucial) perk. With broker sites, one must wonder about the prudence of investing in T&I services marketed online. What does the plethora of auction sites have to offer the freelancer or agency? How does a freelancer or agency navigate these websites without getting sucked into a vortex of global bidding wars?

How does the user know which site is worth the expenditure of time and money, and which site leads to a dead end?

Unlike agencies, which are corporate entities subject to the governing jurisprudence and tax practices of their domiciles, T&I websites are global marketplaces for vendors and clients. Here, translators typically negotiate job terms (timing, format, payment) directly with a client found on the broker sites. As such, caveat emptor applies: eliminating the agency may have its benefit (no third-party fees), but in direct relationships, both sides dispense with the risk protection an agency offers (QA and liability insurance, among other protections).

One of the best known of these organizations is ProZ (or at least best-advertised: “TRADOS is a ProZ.com Partner” boasted the back-cover ad of the April 2005 *ATA Chronicle*). Founded in 1999, the company defines itself as “a directory of translation services by freelance language translators and translation agencies.” The banner for another popular website, “*aquarius.net* - reloaded!” extols the power of its new and improved homepage for “the market leader in translation outsourcing ... with an ever-expanding network of language specialists and translation customers.” *GoTranslators* lays claim to a more modest existence as a “world translation directory.” Admittedly, its world is limited to 30 languages. The common thread? Translation & interpretation broker sites are Internet websites that connect T&I buyers with T&I sellers.

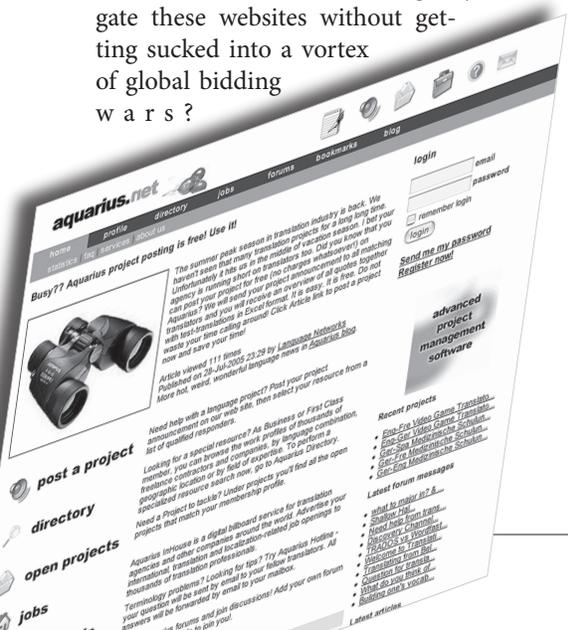
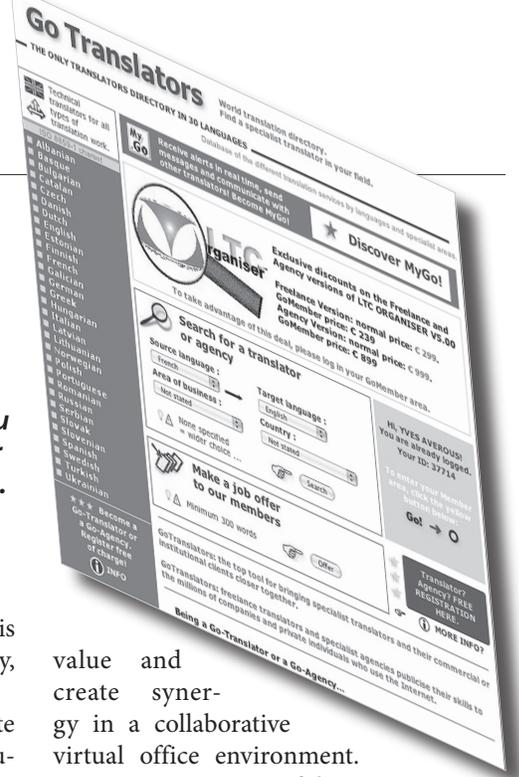
Benefits

Beyond this shared purpose, each site distinguishes itself through a variety of distinctive bells and whistles, intended to add

value and create synergy in a collaborative virtual office environment.

Among its many useful services, *Babelport.com* offers a weekly report that informs participants how many times their profile was viewed, and how much that profile was “promoted” by the site. The “Content Hit Parade” on *MCable.net* keeps translators abreast of the most popular topics and software among users. To lure its members out of their translation caves and into a real live café for an in-person *Kaffeeklatsch* with neighboring translators, *ProZ* established its “Powwow” service. The re-launched *Aquarius* site allows users to create “groups” for team communications and ostensibly project communication management through its “Friends, Teams, and Ignore” lists. For freelancers who risk accepting work from an unknown client, shared information on payment practices is an indispensable resource. The sites also fill the void in client education with concise articulation of business conditions.

To some, online collaboration with fellow language professionals on terminology questions is invaluable. Some websites offer incentive bonuses to participants in such exchanges. For the asker, getting the right term is the obvious bonus, although at times it may be slow in coming—a key drawback when you’re in a time crunch. For the respondent earning “KudoZ” points, for example, the precise answer to a perplexing terminology question will boost credentials in the *ProZ* marketplace; ostensibly, outsourcers seek out high-scoring translators. I have accumulated exactly zero KudoZ points, because I post my own terminology questions to the GLD



(German Language Division) list of ATA. That community provides me with virtually immediate and highly reliable answers, and typically provokes stimulating conversation.

It's possible, then, that one might see more job offers from *ProZ* if more time is put into researching and answering other people's terminology questions. The same holds true for other websites as well: "The more Conges points a *TRADUguide* member has, the more he/she will move towards the top of the *TRADUguide* translators' list." Not a day goes by without a Conges question in my email box posted by a *TRADUguide* user in desperation. If I know the answer and have time, I will post an answer and, if lucky (and precise), get the coveted points. But I am astonished at times when assistance is required for terms as basic as *eins, zwei, drei*.

Membership and bidding

Typically, "membership," whether free or fee, is offered to any taker. Yes, this means anyone, from the person who has two years of high school French to the most pedigreed Arabic-speaking linguist ... and everyone in between. Some websites do make a stated effort to "certify" the qualifications online. Sign up for *Global Vision's* database, for instance, and each of your three references will be emailed a recommendation request as soon as you hit the "submit" button.

"Free membership" is invariably a lure to the better exposure, greater access (e.g., *ProZ's* "Blue Board") and more work promised by "professional membership upgrades." While brokers make money from advertisers, endorsements, product sales, and sometimes client fees—occasionally tying membership upgrades to product purchases ("Hello, *WordFast 5.0!*")—membership fees are a main source of funds for the websites (the broker needs to pay

rent too). Different tiers of membership mean you pay for different levels of exposure. Your faith in upgrading from Economy to Business or First Class membership on *Aquarius* may ease the turbulence you feel when the work conditions are rough. Both *TRADUguide* and *GoTranslators* remind non-paying members that such status relegates them to the job offer notifications 12 hours *after* paying members. Since time is money in this global market place, such a delay likely means someone else wins the bid.

Still, this "open door policy" invites the harshest criticism of the brokering business. Case in point: take the Spanish>English translator, who, assuming she submits a timely offer, bids on a 10,000-word contract at her rate of US\$0.12/word. She loses to another translator who may be a non-native speaker living in a country whose lingua franca may be English, and where the competing offer of \$0.03/word supports that standard of living. While the T&I buyer might receive a poor-quality translation, if he ferrets the work for "proofreading and editing" to another professional, at \$0.04/word, he nets a translation at almost half the cost offered by the native-speaking (and presumably better) translator. This phenomenon makes it extremely difficult to compete in the global market and begs the question: what's the point of paying for greater exposure on a website, when in the end, you'd have to cut your rates in half to win a contract?

Other models

There are other portals for translators and clients having different formats than the T&I broker website. A company like *Choice Translating* describes itself as an agency with in-house translators (covered by its liability insurance) that also hires freelancers to meet excess demand. While a freelancer may apply to become a member of the company's database, the added "perks" mentioned above are not part of the deal, because the freelancer is working for the agency, not directly for the client.

Webtra.com is a similar type of company that has a particular focus on localization and, although multilingual in scope, emphasizes its Spanish-language capabilities.

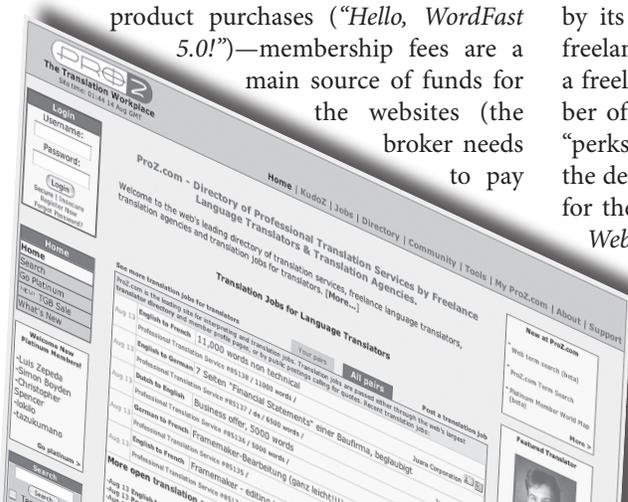
Textpark.de is a small shop that's thinking big: a website now expanding its scope beyond its German-only environment. At the complete other end of the spectrum, the focus of a language-specific website like *Übersetzerportal* is on industry issues in the German language, even though it also offers job search facilities.

Weigh in and be heard

What is your own experience with broker sites? In the interest of stimulating a constructive, frank, and comprehensive discussion of the subject, we'd like to hear from you, via a survey at the NCTA website. Here, we invite NCTA interpreters, agencies, and translators to give voice to whatever perspectives you may have: positive, negative, or neutral. Through the data gathered, we hope to be able to publish, in Part Two of this series, an objective assessment of the sites, and, with luck, answer difficult questions that cannot be covered in an overview. To participate in the survey, visit <http://tinyurl.com/4s57p>. ◀

Resources

- ▶ **Aquarius:** One of the pioneers, recently remodeled, claiming to be the market leader in translation outsourcing. <http://aquarius.net>
- ▶ **Babelport:** Informs participants weekly on how many times their profile was viewed, and how much that profile was "promoted" by the site. <http://babelport.com/>
- ▶ **Global Vision:** Automatically sends a recommendation request to each of the three references you enter when registering. <http://www.globalvis.com/>
- ▶ **GoTranslators:** Dubs itself as a "world translation directory," currently limited to 30 languages. <http://www.gotranslators.com>
- ▶ **MCable:** Boasts a "Content Hit Parade," keeping translators abreast of the most popular topics and software among users. <http://www.m cable.net/>
- ▶ **ProZ:** Home of the "Kudoz," Monopoly money of sorts. The high-profile website from Virginia has also been the first to attract controversy. <http://www.proz.com>
- ▶ **TRADUguide:** Here, it's the "Conges points" that will move a member towards the top of the site's translators' list. <http://www.traduguide.com/>



The Translorial Tool Kit

By Jost Zetzsche © 2005 International Writers' Group, compiled by Yves Avérous

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

Attachment Etiquette

With literally hundreds of compression utilities out there, many of which are free (like www.zipgenius.it/index_eng.htm) and even a bare-bones compression utility integrated into your operating system (Windows XP, Mac OS X), there is simply no excuse not to zip your files. There are three main reasons to compress files. The first is to make them more easily digestible on the receiver's side. The second is that it adds a layer of protection to the sent files. And lastly, it helps in managing the reception of a large number of files.

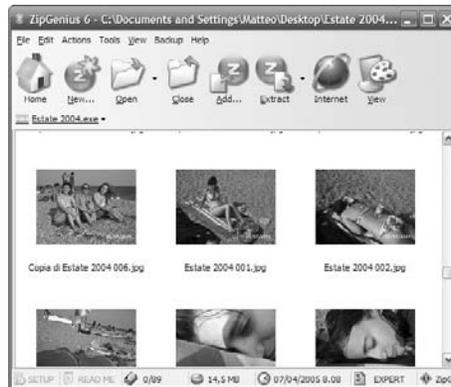
Online Dictionaries

Since access to the IATE (Inter-Agency Terminology Exchange, see <https://iate.cdt.eu.int/iatenew/login.jsp>), the ultra terminology database that contains the EU online terminology databases (Eurodicautom, TIS, Euterpe, etc.), has now been blocked for anyone not working on EU projects, here is another resource that offers surprisingly good results: www.lexicool.com. Among other things, Lexicool is a directory of online dictionaries in many different language combinations.

And here are two other resources that are fun to look through: TranslatorsCafe.com has an interesting How-To library with a number of valuable articles on all sorts of translation-specific topics (see www.translatorscafe.com/cafe/HowTo.asp) and so does TranslationDirectory.com at www.translationdirectory.com/article_index.htm.

TRADOS Bug?

It's been slightly annoying that after shutting down various TRADOS applications (in my case MultiTerm iX and MultiTerm Extract) the error message MEM_BAD_POINTER popped up. While it was easy to



ZipGenius is a little piece of Italian delight: free, it still has many exclusive features such as image preview! And did we say it's free?

click it away, I was glad to find a link to a "fix" on the TRADOS Yahoo! user group. The problem is caused by a third-party tool and they say it is caused by Windows XP SP2... You can find more information at www.microquill.com/kb/xpsp2.htm and I can happily report that after writing to them, I received a new DLL file within a few minutes. I found two instances of shw32.dll on my computer that I replaced and I can now happily close all TRADOS applications without unnecessary error messages.

In Brief

► Wikipedias have certainly been discussed a lot in the media recently, but for those who have not yet had a chance to look at what it is, take a look at how Wikipedia defines itself: <http://en.wikipedia.org/wiki/Wikipedia>. From a translator's perspective, the Wiktionary project under the Wikipedia umbrella may be particularly interesting (see <http://en.wiktionary.org>). You may also read more on the translation of Wikipedias in the LISA newsletter: http://www.lisa.org/globalizationinsider/2005/06/wikipedia_local.html.

► One of the best individual **Most Valuable Professional (MVP)** sites for Word is that of Shauna Kelly at www.shaunakelly.com/word where among many other things, you can find her nifty little Word count tool (see www.shaunakelly.com/word/CompleteWordCount). You may also want to browse the Most Valuable Professional (MVP) site for Microsoft Word, <http://word.mvps.org>, not only because it is well-designed, but also because it stands in real contrast to other, much poorer, MVP websites (see a listing of all the sites at www.mvps.org).

► Two free little tools from **Maxprograms**: The first one converts any comma-separated value (.CSV) file (and that includes the Microsoft glossaries that are available at <ftp://ftp.microsoft.com/developr/msdn/newup/Glossary>) into a TMX (Translation Memory eXchange) file. The second one is just what the name says it is: a **TMX Validator**, and it's quite useful if the import of any particular TMX file into your translation memory applications fails and you need to verify its integrity.

► My company, International Writers' Group, is one of the founding partners of **TM Marketplace**, a new company and a new business model introduced in June at the Localization World conference in Bonn (see www.localizationworld.com). TM Marketplace connects owners of translation memories and other parties by serving as a broker for the licensing of the translation memory content between these parties (see www.tmmarketplace.com).

► And here is some very good news for new or less-experienced Trados users: The Spanish localization company ITTranslations has written and published a concise and well-written "**Trados Manual for Dummies**." More information, including a freely downloadable excerpt, at <http://www.ittranslations.com/trados.htm>.

► Apple aficionado (and employee) Michael Metzger recently pointed to an interesting link that gives a kind of rough overview of the localization process of the Macintosh environment: <http://developer.apple.com/intl/localization/tools.html>. This page also includes a link to **AppleTrans**, which is a "text editor specially designed for translators, featuring online corpora which represents 'translation memory' accessible through documents." ◀

Untranslatable Words

Serendipity

By Yves Avérous

In my language direction, English to French, the first word that comes to mind when I am asked about untranslatable words or expressions is *serendipity*. And, in fact, I'm apparently not the only one: in June, 2004, a British translation company voted *serendipity* one of the ten most difficult words in the English language to translate. But the problem in French, as it turns out, is less about finding an equivalent concept than it is about finding as beautiful a word! (Although the word form has lately been imported into French as *sérendipicité* or *sérendipité*, these are not accepted, or even known, usages.)

It took an extremely refined Earl of England, Horace Walpole, to coin a noun so flourished and evocative. And discovering this word for the first time was for me—as I suspect it might be even for native English speakers—itsself serendipitous, a “happy discovery” or “happy coincidence.”

Serendipity has no direct equivalent in French, but there is more than one popular expression to translate this happy turn of fate. “Ça tombe à pic,” “quel heureux hasard,” or even the optimistic saying “le hasard fait bien les choses.”

Here is a word with the quality of never being boring; it conjures up the most exciting and extravagant stories. Even the sound of it stirs the imagination: “serene,” “Serengeti,” “dippity-doo,” “des petits sereins” (little birds) ... and all sorts of pleasing notions. *Serendipity*, in fact, comes from a quite beautiful proper name in itself: “Serendip,” an old name for the island of Sri Lanka, also known as Ceylon. And it is a legendary tale, “The Three Princes of Serendip,” which so enthralled Walpole that it inspired him to create our untranslatable word!

The connection? Ceylon was fashionable at the time of the writing of the tale, and riddle-solving in the literary salons of elegant Venice even more so. What made the three princes of Serendip suc-

cessful was their great sense of observation and deductive reasoning, which led to Walpole's notion of “a gift for discovery by accident and sagacity while in pursuit of something else.”

The original definition of *serendipity* is indeed “discovery by accident,” but in a very neutral, not necessarily happy, way. When, for example, Alexander Fleming noticed as he was cleaning his laboratory that penicillin mold had contaminated one of his experiments, the discovery of this wonder drug could certainly be said to have been a “serendipitous” event.

These days, one of the best ways to make serendipitous discoveries is to browse the Internet with the help of a search engine such as Google or Wikipedia, the online encyclopedia. Using either of these tools

“Discovering this word for the first time was in itself serendipitous.”

one can, and often does, stumble upon unexpected (and sometimes unexpectedly happy) discoveries. (A caveat—because Wikipedia is written by its readers in a collaborative effort, not all that is published there is to be taken as gospel. Perhaps that's why the French version of the serendipity article is titled “Sérendipité”!)

Wikipedia will, however, reward you with an article by Robert Boyle on “The Three Princes of Serendip,” which brings to light the amazing voyage of the tale from its introduction to a Western audience in 1557 by Venetian publisher Michele Tramezzino to its ultimate role almost 200 years later in inspiring the famous word. It was in 1754 that Lord Walpole acknowledged in a correspondence to his friend Horace Mann the receipt of a painting, painstakingly obtained, as serendipitous.

The final words on the subject belong to author John Barth who, in *The Last Voyage of Somebody the Sailor* (1991), wrote a beautiful evocation of *serendipity*: “You don't reach Serendip by plotting a course for it. You have to set out in good faith for somewhere else and lose your bearings, serendipitously.” ◀

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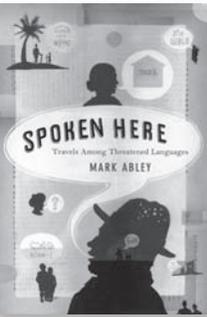
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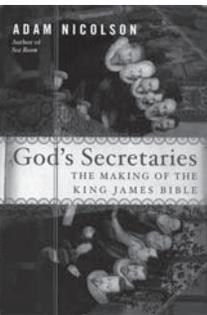
Spoken Here: Travels Among Threatened Languages, by Mark

Abley, Houghton Mifflin Company, 2003. Manx, Mohawk, Boro, Yiddish, Provençal ... these are just some of the languages that author Mark Abley encounters in his quest to identify the world's dying tongues. Along the way he reveals what is lost when a language disappears, and examines the forces—from pop culture to global politics—that threaten to wipe out 90 percent of the world's languages by this century's end.



God's Secretaries: The Making of the King James Bible, by Adam Nicolson,

HarperCollins, 2003. The King James bible has been called the greatest work of English prose ever written. But how did a group of fifty near-anonymous scholars—muddled, drunk, self-serving, ambitious, ruthless, pedantic, and flawed as the were—manage to bring off such an astonishing



translation? How did such ordinary men make such extraordinary prose? Adam Nicolson tells the story of a remarkable achievement in translation history; and the larger cultural forces surrounding it.

Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation,

by Lynne Truss, Gotham Books 2003. A grammar book, at the top of the best-seller lists? When language is changing, through sloppy usage and low standards on the Internet, in email, and now “txt msgs,” editors such as Lynne Truss step up to do something about it—by educating readers



in a delightfully urbane, witty, and very English way about the need to see our commas and semicolons as the wonderful and necessary things they are. S.G. ◀

If This Be Treason Translation and Its Dyscontents, A Memoir by Gregory Rabassa

Review by Anne Milano Appel

Gregory Rabassa's long-awaited memoir takes the form of an inquiry into the varieties of perfidy and treason implied in *traduttore/traditore*, with Rabassa himself as the (self-)accused as well as judge-and-jury. The hearing is replete with personal confessions, such as how Rabassa “backed into translation,” the fact that he himself has tried to “teach what is unteachable,” and his ultimate dissatisfaction with any translation he has done. Along the way he reprises unanswerables, such as the facelessness imposed on the translator (an invisibility that we have come to cherish as “ideal”), the treachery of words (can a stone ever be a ‘pierre’ or a ‘pierre’ a stone?), and the fact that translation is about value judgment and personal choice with the translator as just one of the many readers of the work. If there is one thing Rabassa declares with utter certainty it is that translation is an art, not a craft, “because you can teach a craft but you cannot teach an art.”



If This Be Treason: Translation and Its Dyscontents, A Memoir; by Gregory Rabassa, 189 pages, New Directions Publishing Corporation, 2005, ISBN: 0811216195.

To those in translation circles, Gregory Rabassa needs no introduction. Now in his eighties, he is a giant who translated the masters of Latin American magic realism. Having translated over 50 works by such luminaries as Gabriel García Márquez, Julio Cortázar, and Mario Vargas Llosa, his accomplishments are uncontested.

The case studies that Rabassa includes

are, by his own admission, a kind of “rap sheet” of his experiences with his authors, and will resonate with any translator. His testimony that his relationship with these writers was personal in some cases, while “regretfully only through their work” in others, implies a strong preference for author-translator interaction. I identified with this, as I did with his approach of following the text to see where it leads: an exercise of “controlled schizophrenia” requiring skills at “mutability.”

The verdict (also the title of the book's final section) in the end is that there are no certain answers and “translation is but another version of the truth.” It is the “Not Proven” verdict of Scots law, consistent with the ambivalencies implicit in translation. And so Rabassa's translator is left in limbo, where many of us live and work, neither guilty of treason nor free of doubts. Can Rabassa's experiences be said to

reflect a certain universality? Yes, judging by my own encounters with translation. I, too, relish interaction with my authors, and like Rabassa I never read a book in its entirety before translating it, preferring to follow the text to see where it leads. I admit to a certain degree of “controlled schizophrenia” and am not adverse to “mutability.” Am I ever guilty of treason? Am I ever truly satisfied with a translation? The verdict remains “Not Proven.” ◀

TRANSLORIAL AD RATES — Fiscal Year 2004-5

SIZE	Description	WxH/Proportions	Bleed	Cost per insertion			
				1	2	3	4 or +
Back Cover		Half to 2/3 US Letter	Y	\$250	\$225	\$203	\$183
Full Page		US Letter	Y	\$225	\$210	\$195	\$178
Half Page		122mmx190mm/14x9	N	\$115	\$105	\$98	\$89
Column*		59mmx235mm/4x1	N	\$78	\$72	\$66	\$60

*Halves and thirds of a column priced proportionally.

Central America *may be small in size, but its vistas are large: oceans, mountains, and sky all around. This issue's poem—written in English by NCTA member and El Salvador native Clarissa Laguardia and translated by her into her native Spanish—has the same contrast of detail and sweep: of an individual's love, but with a heart as big as the universe. We are fortunate that although she's only 20 years old, Clarissa's young loves extend to language as well as to notions of the heart.*

For Someone Like You

I would run back and forth
From the very earth to the moon
And I would bring you back a star
So it shines forever in your heart.

For someone like you
I would go back in time
And wait until you came along
To start my life.

For someone like you
I would live life until it is over
Right next to you, holding your hand
At the expectation of our last day.

For someone like you
I would call myself,
To remind me you are not just a man,
But that you are a very special one.

For someone like you
I would have fallen in love
Made you the happiest man on earth
All that just in exchange for
Someone like you.

Por Alguien Como Tu

Correría de ida y regreso
Desde la misma tierra hasta la luna
Y te traería de regreso una estrella
Para que siempre brillará en tu corazón

Por alguien como tu
Iria de regreso en el tiempo
Y esperaría tu llegada
Para comenzar mi vida

Por alguien como tu
Yo viviría la vida hasta que acabe
Justo junto a ti, agarrada de tu mano
En la expectacion de nuestro ultimo dia

Por alguien como tu
Yo me llamaría,
Para recordarme que no solamente eres un hombre
Pero que eres uno muy especial

Por alguien como tu
Me hubiera enamorado
Hecho el hombre más feliz de la tierra
Y todo a cambio de,
Alguien como tu.

Strike!

Arguing for the rights of California Court Interpreters

By Marianne Pripps

On June 30th, I received a call late at night informing me of what I had been dreading for some time. As a Court Interpreter Pro Tem (CIPT), I was going on strike the next morning for four days. I knew then that something had gone wrong during the last negotiation session our union conducted, and my heart sank in dismay. The next morning, I scrambled to get ready and report to the chosen venue

and expertise, this was a situation that was simply unacceptable to me. Then in 2003 California legislation made interpreters employees of the court (in effect, the state) and granted us collective bargaining rights.

Contract negotiations started in earnest over a year ago. California was divided into four negotiating regions for purposes of simplicity and leverage. Region 1 (Los

Angeles) was the first and remains the region that consistently makes the most progress. The other regions, in contrast—including Northern California—have suffered from a lack of seriousness and desire on the part of the courts' representatives as to the basic fundamentals of interpreters' rights.

From the beginning, these representatives of the courts have sought to undermine the

two years, we had been somewhat demoralized by the lack of incentives we had to remain employees. This changed when we saw how hard our union and colleagues had been working, united for the common good of our profession. The strike brought us together in a kind of solidarity never before achieved, and demonstrated to the court administrations the importance of our profession.

It is also true that the strike was effective only as an informational tool; it did not bring the courts to a complete halt. We were disappointed that many of our OTS (Other Than Spanish) colleagues crossed the picket lines, and even some interpreter employees did so as well. However, our spirits were lifted by the support that the legal community gave us, where court bilingual staff members refused to interpret—imperiling their own bilingual pay—and attorneys refused to use the services of non-certified interpreters.

As I write, Region 1 has ratified a contract and we are elated for our Southern California colleagues. Our strike may have had clear resonance in that area because the agreement came within a week after the end of our action. In the Northern California and San Diego regions, the situation is quite different, as both regions will enter mediation. In our own area, we may yet have to resort to further action. We hope that this does not come to pass but we are ready and willing to do so. We will need the help and support of all of our colleagues, sister organizations, and corporate members because, in the end, fair and respectful treatment and working conditions for all interpreters benefit everyone.

In my view, people should have the right to choose to be an independent contractor, along with its attendant risks; I did it for many years. But people should also have the right to be a full or part-time employee, with all its ensuing benefits, rights, and privileges. Ultimately, how interpreters stick together and fight for what is fair and just is what will decide the advancement of a noble profession. ◀



Interpreter representative Michelle Minsuk talking to KTVU in front of the Alameda County Courthouse on the first day of the strike, last June.

but was not able to make it for logistical reasons. I then spent the rest of the morning contacting colleagues in sister organizations such as NCTA and ATA to ask for their support and solidarity. Why did this have to happen?

I have been a full-time court interpreter since 1993, when I first gained my state certification. For most of those years I was classified as an independent contractor with no rights or protections at work. I worked on a day-to-day basis with no benefits of any kind and no pay increases for a decade. Although such circumstances can certainly come with the territory of being an independent contractor, the difference was that I had no control over what I did; the courts did. Without my input

law, subsequently refusing to concede anything beyond the most basic of employee benefits. As a union, we were faced with the animosity of some members of the court administrations who have never liked having interpreters in their midst, for reasons that are entirely unclear to me.

But we are fighting back. We feel that team interpreting and a raise in pay, as well as seniority and other job perks, are absolutely necessary to retain, recruit, and motivate skilled professionals to perform a job that is, at best, very challenging and at worst, extremely stressful. Our expertise, after all, plays an important part in ensuring a person's due process under the law.

During the strike, we as interpreters were able to realize several things. For the past

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Next Meeting:
September 10!
(see p.1)