



translorial

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

INSIDE

Features

Interpreting Sports by Carolina Arrigoni-Shea 14

T&I Site Survey by Stafford Hemmer 16

Report

Translating in Banff by Ofer Shorr 9

Interviews

Silvia Campos by Anna Schlegel 10

Mariam Nayiny by Michael Schubert 8

Meetings

Mentees Meet Mentors by Naomi Baer 12

Opinion

Bidding for Trouble by Dagmar Dolatschko 22

Out and About

By Yves Avérous, Publisher

Fall is such a wonderful time! First, in San Francisco, it means a little less fog—and God knows we had our fill this year. But it is also one of the most active seasons of the year: festivals galore (blues, jazz, film), grand openings (de Young), and, not to be outdone, translator events!

This issue of *Translorial* reports on not only all the meetings and workshops we have had this fall—two in the month of October alone, see page 11—but also on some interesting events attended by our members and officers: the FIT Conference in Finland, by Tuomas Kostiainen, page

13, and the literary translation seminar in Banff, Canada, by Ofer Shorr, page 9.

After a great introductory examination of broker websites in our previous issue, Stafford Hemmer has met with 63 members in the virtual world of online polls to offer you an enlightening conclusion to our series, page 16. And even though these sites do not appear to hold a place of great importance for our members, one of us, at least, believes their effects on the market must be counteracted; read Dagmar Dolatschko's opinion on page 22.

Carolina Arrigoni-Shea has made a foray into the intriguing world of sports interpreting, rubbing shoulders with star players from the Oakland A's, page 14. We also bring the spotlight upon our own industry players: this time, corporate member Mariam Nayiny, by Michael Schubert, page 8, and globalization guru Silvia Campos, by Anna Schlegel, page 10.

And because fall lends itself well to introspection, this issue's poem takes us far away, to greyer, more reflective times, in the gulags of Soviet Siberia.

So by all means, get out and about with this issue! Soon, we will announce a survey asking your help in making your journal even more interesting. ◀

2006 Calendar

- ▶ January 2 **Translorial deadline**
- ▶ January 22 **New Year's party**
- ▶ January 28 **Macros workshop**
- ▶ February 11 **General Meeting**
- ▶ April 15 **ATA certification exam**
- ▶ May 13 **General Meeting**
- ▶ June 10 **Italian literary workshop**
- ▶ November 2 **ATA Conference**

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

Winter Meeting

Conference Talk & Invoicing

There will be much to take away from our December meeting, from a panel discussion with attendees just back from the ATA Conference, to a demonstration of invoicing programs, to a complete introduction of the candidates for the next board elections to be held in February.

Saturday, December 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 structure with a glass façade on Market St. attached to a blue Victorian building at the corner of Octavia St.

- Pre-meeting networking 1:00 pm**
- New member orientation 1:00 pm**
- Candidates, awards & more..... 1:30 pm**
- ATA Conference report..... 2:00 pm**
- Invoicing tools presentation ... 2:30 pm**
- Networking & mailing party.... 3:15 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 the Bay Bridge or the Peninsula, once in the City take the 101 North-Golden Gate Bridge direction, Octavia Blvd. exit. The freeway ends on the other side of the street from The Center, which is on the left hand side.

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

Free childcare available by reservation. Call the Kidspace Coordinator by December 7th at (415) 865-5553. ◀

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Software

NCTA thanks Adobe for its support.

December 2005

From the publisher	1
Winter Meeting	1
2006 Calendar	1
Contributors	2
Letter from the President	3
NCTA Board report	3
Advertising rates	3
Treasurer's report	4
New members	5
In Brief	5
Candidates' statements	6
Upcoming workshop	7
Continuing Education points	7
Profile: Mariam Nayiny	8
Translating in Banff	9
Go Global: Silvia Campos	10
Workshop reports	11
September meeting/Mentoring ...	12
FIT Conference report	13
Sports interpreting	14
T&I broker sites – Part II	16
The <i>Translorial</i> Tool Kit	18
Untranslatable Words	19
Books	20
Poetry Around The World	21
Opinion	22

Contributors

Dagmar Dolatschko is a certified translator and interpreter and the president of Peritus Precision Translations, Inc, an agency she founded in 1996 and has since built into a full-service firm that works with over 100 languages. A German native, Dagmar held a variety of import/export and marketing positions prior to founding Peritus. She holds an MBA from Notre Dame de Namur University, and currently serves as Chairwoman for the German American Business Association.

Peter A. Gergay is currently the Hungarian <-> English Language Chair of ATA. Born in Hungary and educated mainly in the United States, he is a freelance translator, editor, and interpreter. He has written and spoken on the subjects of both localization and translator certification. In 2005, he was a keynote speaker at the annual conference of Hungarian translators and translation companies in Budapest, where he delivered a presentation on the ATA Certification Program.

Chris von Rosen is a full-time freelance translator, interpreter, and editor who

specializes in the translation of legal, business, medical, and art documents. His professional experience includes 25 years in France and Germany as a translator and interpreter for the courts, international trade shows, and music and film festivals. Chris also offers intensive coaching for speeches, job interviews, and preparation for international assignments. He attended the University of Aix-en-Provence, France, studying linguistics and business management.

Ofer Shorr is a literary translator who has translated more than twenty works of poetry, fiction, and nonfiction from English to Hebrew and Hebrew to English. Among his translations are works by Joy Harjo, Jaenette Winterson, Hanif Kureishi, Yann Martel, Sam Shepard, and Bruce Chatwin. In addition, Ofer also works as a freelance translator with various companies. Born and raised in Israel, he currently lives in Berkeley.

Andrea Wells is an English/Spanish linguist with more than 10 years of experience in the fields of technology, health care, dentistry, and education. She holds degrees in English/Spanish translation from the University of Córdoba (Argentina) and a B.A. degree in English and Spanish teaching from the Catholic University of Salta, Argentina. Andrea studied teaching methodology at Harvard University and holds a Certificate of Proficiency in Advanced English from the University of Cambridge. ◀

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, and grant you a free "plug" in the Contributors section of this page and the *Translorial* archive page of our website (<http://tinyurl.com/4s57p>). Send your ideas and/or comments to editor@ncta.org. Articles for the February issue are accepted until January 2.

Also contributing to this issue: **Proofing:** Alison Anderson, Naomi Baer, and Brigitte Reich. **Images:** Yves Avérous, Tuomas Kostiainen, Stock XCHNG, Michael Zagaris (Oakland A's), et al. Profiles of our past and regular contributors can be found on the *Translorial* archive web page.



Letter from the President Feels good ...

By Tuomas Kostainen

What an exciting autumn! We had four successful workshops and a general meeting in less than three months, have already scheduled the first workshop for next year, established a sound budget for this fiscal year, and conducted a California-wide mailing campaign to recruit new members. Oh, and did I mention the Happy Hour get-together?

These are all great achievements but I think the cherry on the top is our budget, which was nicely in the black at the end of September when our budget year concluded! Read the specifics from Barbara's budget report on page 4. Even though this achievement is the result of the collective efforts of the board and our volunteers and members, I especially wanted to thank several people who have done some "extra-heavy" work in this regard. Yves Avérous has reduced *Translorial* layout expenses by volunteering his time, while our Continuing Education (CE) directors, Martin Hoffman and Carolina Arrigoni-Shea, have planned and organized a very successful season of workshops. In addition, our Ad Manager Stacey Ramirez has done a tremendous job boosting *Translorial* advertisement income. Thank you all.

The Nominating Committee has also been successful and has found a wonderful slate of candidates for the next board election to be held in February, as you can see from the candidate statements in this issue.

Please remember to send in your ballots when you receive them next month.

I also wanted to update you on the current board positions. Michael Schubert joined the board in September to replace Martin Hoffman, who had to resign because of his busy schedule. I want to thank Martin for his exceptionally active work as CE director, and particularly for organizing our mentoring workshop in September. We are, of course, happy to have our "Listmaster Mike" on the board. Mike is our new Ethics director and deputy webmaster. Carolina Arrigoni-Shea has assumed the CE director's responsibilities.

Don't have time to join the board or volunteer? Don't worry. You can still do your bit (or carry your own straw to the pile, as we say in Finnish) for NCTA. Here are three little things that you can easily do to help us all. 1) Renew your NCTA membership by the end of this year so that we don't have to send reminders and make phone calls. 2) When you renew your ATA membership, remember to mark NCTA as your choice for the "Chapter rebate." That doesn't cost you anything but it will help us to keep our fees lower without sacrificing services. 3) Decide now that you will come to at least one NCTA meeting, workshop, or social event during the next 12 months. That might be the one where you get a lead on a new job, learn a new trick or skill that saves you time and money, meet a new best friend, or just have a great time relaxing with nice people!

See you soon. ♣

Board Report

At the August Board meeting

- ▶ The NCTA membership brochure update was reviewed.
- ▶ Ideas for representing NCTA at the ATA conference were discussed, as well as ideas for tracking membership efforts.
- ▶ The annual budget meeting was scheduled.
- ▶ Plans for the September General Meeting/Mentoring Workshop and the Getting Started in T&I Workshop were finalized.

At the September Board meeting

- ▶ Plans were finalized for a membership mailing to ATA members in the region who are not currently members of the NCTA.
- ▶ Carolina Arrigoni-Shea has agreed to replace outgoing board member Martin Hoffman as Continuing Education Director. Michael Schubert has joined the board, taking Carolina's position as Ethics Director.
- ▶ Arrangements were made for the Software Localization workshop and plans were discussed for workshops to be held in 2006.
- ▶ A committee was established to review the website and work on an update.
- ▶ A status report was given on the December issue of *Translorial*.

At the September General meeting

- ▶ The election committee announced that nominations are being accepted for board elections in February.
- ▶ Upcoming workshops were announced and the treasurer gave a status report.
- ▶ Courtney Searls-Ridge gave a workshop on mentoring, for both potential mentors and mentees. One-third of the 40 people attending were potential mentees. *N.B.*

Unchanged Ad Rates for Fiscal Year 2005-6

Advertising in *Translorial* remains as affordable as ever this year since the NCTA Board of Directors decided in September not to increase ad rates for the current fiscal year. We have sizes for every budget, so don't hesitate: raise your visibility while supporting your journal; contact Stacey Ramirez at marketinginfo@ncta.org. *Y.A.*

TRANSLORIAL AD RATES — Fiscal Year 2005-6						
FORMAT			COST PER INSERTION			
Description	WxH / Proportions	Bleed	1	2	3	4 or +
Back Cover	½ to ⅔ US Letter	Y	\$250	\$225	\$203	\$183
Full Page	US Letter	Y	\$225	\$210	\$195	\$178
Half Page	7.5"x4.83" / 14x9	N	\$115	\$105	\$98	\$89
Column*	2.37"x9.27" / 1x4	N	\$78	\$72	\$66	\$60
Block	4.93"x4.83" / 50x49	N	\$78	\$72	\$66	\$60

*Halves and thirds of a column priced proportionally

Annual Financial Report

For the Fiscal Year Ending September 30, 2005

By Barbara Guggemos

As recently as midsummer 2005, it was unclear whether the association's income for the fiscal year ending 9/30/2005 would be sufficient to cover expenses. The figures are now in. We ended the year with a very comfortable surplus of \$1,011.

About \$950 of this surplus came in during the last week of the fiscal year, most of it representing workshop fees for the two October 2005 workshops and membership fees of individuals who joined our association when signing up for the workshops. This last-minute income underscores the increasing importance of workshop fees in our budget, which in turn reflects the increasing importance of continuing education as a function of our association.

On the income side, in FY 2005 there were dramatic increases in Continuing Education (up \$2,100), Membership Income (up \$500) and *Translorial* Ad Income (up \$1,050). While ATA Rebate Income dropped in relation to the previous fiscal year, it actually returned to normal levels. The FY 2004 figure was artificially high because it included not only the 2004 rebate, but also the late-arriving 2003 rebate.

On the expense side, the overall total for FY 2005 was within \$200 of last year's total, but individual categories showed large fluctuations. Reductions in Internet Expenses and Membership Meeting Expenses were balanced by increases in ATA Conference Expenses, Credit Card Processing fees, Continuing Education Expenses, and *Translorial* Expenses.

In most of the expense categories, the FY 2005 figures are probably a good basis for estimating FY 2006 expenses (there should be less fluctuation next year). However, our second-largest expense category, *Translorial* expenses, presents a big unknown. FY 2005 *Translorial* expenses were only up \$600 over FY 2004 because volunteer layout work by *Translorial* co-editor, Yves Avérous saved us about \$1,500 in production expenses for two issues.

In FY 2005, the efforts of various individuals were extraordinarily successful

INCOME	Fiscal Year Ending 9/30/04	Fiscal Year Ending 9/30/2005	Budget for FY Ending 9/30/2006
ATA Rebate	3,872	2,290	1,950
Bank Interest	128	172	130
Continuing Education Income	5,362	7,440	6,000
Donations	625	555	600
Internet Income	50	0	100
Membership Income	23,725	25,370	24,900
Miscellaneous Income	307	50	0
September Event	0	0	1,000
Special Reserves	0	0	2,000
<i>Translorial</i> Income	1,160	2,215	2,100
TOTAL INCOME	35,229	38,092	38,780
EXPENSES	Fiscal Year Ending 9/30/04	Fiscal Year Ending 9/30/2005	Budget for FY Ending 9/30/2006
Administration	13,714	13,952	15,105
ATA Conference	278	619	570
Credit Card Processing	480	673	500
Continuing Education Expenses	2,940	3,874	2,800
Ethics	0	0	0
Internet Expenses	4,350	2,850	2,875
Marketing NCTA	499	489	550
Membership Expenses	940	751	950
Membership Meetings	1,881	1,438	1,550
September Event	0	0	1,000
Social & Honorary	392	368	450
Taxes	10	30	10
<i>Translorial</i> Expenses	11,425	12,039	12,420
TOTAL OUTFLOWS	36,909	37,081	38,780
OVERALL TOTAL	-1,680	1,011	0

in boosting income and holding down expenses. We hope, of course, that this high level of energy and commitment will produce similar results in FY 2006. However, in the event that flagging volunteer stamina or conflicting work deadlines cause income to go down and/or expenses to go up, the budget for FY 2006 again includes a \$2,000 "Special Reserves" fund

from past years' savings. We did not need to use this contingency fund in FY 2005. However, if the need does arise in FY 2006, we can again afford to spend the money. As of Sept. 30, 2005, we had \$25,534 in our checking accounts and CDs. This is enough to keep us going through mid-May 2006, even if all income were to stop tomorrow. ◀

Welcome!

New members who joined between 07-01-05 and 09-30-05

INDIVIDUAL (Working languages other than English)

Marc Asturias

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Melody Wang

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Recruit! Send your colleagues to www.ncta.org

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Language411

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llap@fambridges.org

Now Interpreters

Lorraine Sequeira
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info@nowinterpreters.com
www.nowinterpreters.com

In Brief

► Mac users, don't forget **TransMUG's** next gathering on December 10, before the General Meeting. Invoicing, Macworld Expo, and more will be discussed. More details at <http://tinyurl.com/a77a7>.

► Time is running out to apply for the **Banff International Literary Translation Centre** 2006 program (see page 9). You have until December 1, 2005 to submit an application. More at www.banffcentre.ca.

► **Translorial** is looking for **volunteer layout help**. Use of InDesign for Mac or PC is required. Please send a sample of your work to publications@ncta.org.

► Want to **volunteer your translating or interpreting skills** with overseas NGOs? Visit www.translationsforprogress.org.

MEMBERSHIPS EXPIRE DEC. 05*

RENEW NOW ONLINE

Save NCTA postage on reminders, and take the tax deduction in 2005.

*If you joined before September 2005.

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Candidates for the Board of Directors

The Nominations Committee is delighted to introduce the following slate of candidates for next year's Board elections. For those of you who may have been waiting by your phones for that Nominations Committee call that never came, our profound apologies. In an association as large as ours, it is impossible to know everyone who might want to run. Please note that it is not too late to mount your own campaign for a Board position, or a campaign on someone else's behalf. According to our bylaws, "further nominations for any position may be made by the Board of Directors by petition in writing, endorsed by five (5) members, at least thirty (30) days before the date of the election and with the consent of the candidate." All candidates will be introduced at the December General Meeting and any additional candidates' statements can be included with the ballot if received by December 1st.

Naomi Baer

It has been a pleasure working with NCTA as Secretary for the last two years, and I hope to continue contributing to the association as a director.

During my term as Secretary, I've enjoyed becoming more involved in the regular work of NCTA and being able to help with decision-making and suggesting new areas we might explore. In particular, I was involved in the search for a new meeting location after Berkeley Extension's closure and worked with The Center as we transitioned to the new facilities. I've also worked to keep members informed by providing regular write-ups of the General Meetings in *Translorial*.

I have been involved in the translation field for over 12 years, and currently work full time as a freelance translator and interpreter. I am certified by the ATA in Portuguese-to-English translation.

As a director, I'd like to continue seeking new ways for members to participate in the organization and in the larger translation community, as well as continue to do more outreach to increase awareness of NCTA.

Evan Geisinger

As a member of the NCTA board, I have had quite a good time. I'd like to serve one more term, with the following goals.

First, rendering more "transferable" the knowledge of how to go about the monthly and yearly tasks I have helped with so far (directory creation, mailing list and mailing company management, and the renewal drive).

Second, helping with school/community outreach and coordination with other

associations to gradually increase membership to the highest level the group feels we can sustain.

And finally, helping with informal and "hobbyist" activities that might be fun for our members to share with others, such as the "kaffe klatch," where translators can go to informally practice and converse in their secondary languages, share language-learning or translation/interpretation business tips, network, etc.

Stafford Hemmer

As a German-to-English translator, NCTA has been an integral part of my emergence as a confident language professional since I gained membership in 2001. Both then and now, the familiar resources of the association—including workshops, the interface with other language professionals, *Translorial*—have encouraged me to exchange ideas, frame issues, and find context with others in the association. It would be an honor for me to be elected and a welcomed opportunity to serve as Secretary of NCTA. I am confident that my enthusiasm for our profession will enable me to deliver the energy and focus demanded by this very important post. I plan to bring efficiency, reliability, and commitment to each board meeting.

I received my BS from Georgetown University in German Studies, and attended the Diplomatic Academy in Vienna thereafter. I moved to San Francisco in 1994, and upon completing my Translation Studies certificate, I began working as a full-time freelancer. I hold memberships in the German American Business Association and Media Alliance.

Andrea Wells

I am seeking election as a director, and would like to count on your support. As a strong NTCA supporter, a contributor to *Translorial*, and an experienced translator with past experience as a director on other boards, I believe I can enhance our organization and strengthen our profession.

It is important that NCTA offers outreach to all translators, especially those who are new to the business. I would like to achieve this through awareness seminars and training courses, and promoting the board's mission in universities, schools, hospitals, and courts..

My previous board experience with the United Way of Great Rochester (a non-profit organization) was recognized with the J.C. Penny "Gold Award" for my contributions. I hold degrees in both English/Spanish Translation and English Language studies and have pursued postgraduate study on teaching methodology at Harvard University. I love the challenges of our work and am keen to raise the profile of this worthy profession.

Song White

I have been a member of NCTA for two years. Through many NCTA events and communications, I have seen the executive team's commitment to the development of the professional community. I am honored to have the opportunity of being a candidate for NCTA Treasurer.

I am from Beijing, China. I received a B.A. in Chinese language and literature in China and worked as a journalist for over seven years before I came to the States. I started translating in 1988, when my first articles were published in a bilingual newspaper in San Francisco. After earning an M.B.A. and working for 10 years in corporate America, I co-founded White Song, Inc., in 2003, which includes translation as a key offering.

Keeping NCTA's financial operations in line with membership growth is vital to me and to all of our members. I hope I can have the opportunity of contributing my business skills and experiences in continuing to provide excellent service to NCTA members. ♣

Upcoming Workshop: Macros

Introduction to Word and Excel Macros, and Their Applications

Saturday, January 28, 2006, 1:45-5:00 p.m.

By Carolina Arrigoni-Shea

Macros are tools for automating repetitive processes, and can assist with many common tasks. This NCTA workshop will provide an introduction to using Word and Excel macros for translation tasks such as extracting terminology, preparing glossaries or other documents for MultiTerm or translation memory (TMW) import, and repetitive editing.

In this seminar, we'll take first steps with Visual Basic for Applications (VBA), the programming language for Word and Excel macros, and see examples of recording and adapting macros. Participants will also receive a list of downloadable macros, and a bibliography of relevant print and online publications. In advance of the workshop, the NCTA membership will be polled with questions about tasks they may find

difficult; the presenters will then use this information to elaborate on VBA macro solutions. This is a hands-on workshop, so bringing a laptop is recommended, although not absolutely required.

Presenters: **Wassim Nassif** is a former computer programmer who worked for major financial institutions in New York City. Recently relocated to the Bay Area, Wassim was hired by the U.S. Department of Justice to handle cases involving Arabic-speaking litigants in immigration and other matters. **Karl F. Pfeiffer**, a native of Germany, is an ATA-certified (English>German) translator. After graduating from the University of Tübingen, Germany, with a degree in physics, he focused on the translation of technical documents. He is currently a telecom-

muting staff translator with SH3, Inc. in Kansas City, Missouri.

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/.

NO ONSITE REGISTRATION!

PRE-REGISTRATION REQUIRED.

Space is limited. Pre-register online at <http://ncta.org/cde.cfm?event=111361>.

ATA Continuing Education: Certified members can earn up to three points.

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.

For more info, email continuing-ed@ncta.org or visit www.ncta.org, Workshops. ◀

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Mariam Nayiny: Faithful to Translation

By Michael Schubert



Mariam Nayiny holds a Master's degree in International Relations from the Institut Universitaire de Hautes Études Internationales in Geneva and a Bachelor's degree in Political Science from the University of Geneva. She began her career as a journalist and was on assignment in New York at the time of the 1979 revolution in her native Iran. Her decision to remain in the U.S. prompted her career change. Mariam worked initially for the United Nations Development Program while freelancing as a translator of French and Farsi into English, then later as a translator, interpreter, and project manager for Berlitz Translations and other companies in New York and San Francisco before founding IDEM Translations, Inc. (www.idem-translations.com) in 1983.

Explain the meaning of your company's name.

MARIAM NAYINY: Idem is Latin and means “the same.” It is used routinely in French and I assumed it was common here as well, like the equivalent terms ditto or ibidem. Actually, the name creates curiosity about our company, so it's not a bad thing. It signifies our striving to create translations that are replicas of the originals.

What motivations led to your company's founding? Who were the founders and how large was your team?

My language combinations were not ideal to sustain me in the freelance world. The Farsi business died after the Iranian hostage crisis, and in French I was competing against so many others and did not have the technical language skills. Translation was what I knew best, and I did not want to be employed by others, so starting my own company was the logical conclusion. At the time, I was freelancing for Berlitz in San Francisco. I notified the director of my intentions so there would be no conflict of interest. She not only encouraged me but actually joined my new company and remained my partner for 17 years. We started with just the two of us, a typewriter and a home office—no outside financing.

How large is your staff today and how many freelancers do you work with?

We are still small, with an in-house staff of seven. We regularly work with 160 translators and have a database of 500 who are pre-qualified (résumé, three references,

and a test translation) and ready to be called upon if the volume exceeds our present capacity. Generally, we try to use our established team and introduce new, screened candidates gradually.

Were there strategic considerations for choosing the Bay Area?

No, quite honestly. San Francisco is where I was, so that's where the company began. When I moved to Palo Alto in 1988, the company moved with me.

What was the business character of the region before the high-tech boom?

In San Francisco, we had both traditional and established clients, mostly in the financial sector. When we moved to Palo Alto, we shifted much more into high technology; even the legal and litigation work we did had a high-tech basis. Software localization already dominated the local industry by 1988.

In addition to your Palo Alto headquarters, IDEM has an office in Madrid. How is your European office distinguished from your U.S. headquarters?

We had a highly valued project manager in Palo Alto who returned to Madrid after two years here. We continued working with her there, eventually opening a production center. The Madrid office is beneficial for us not only for the human connections it gives us in Europe, but also for the time zone advantage as we work transatlantically, across two continents. However, all of our operations are still centralized in Palo Alto.

Tell us about the fields and language combinations that make up your core business

We have accounts in the health care industry (biotech, pharmaceutical, medical devices) and the IT sector, and we have recently become the preferred vendor for some major retailers. 80 percent of our work is conducted in the EU languages, in Spanish and Brazilian Portuguese for Latin America, and in Chinese, Japanese, and Korean.

And Farsi?

Farsi has become an “exotic language.” The volume of work we have in exotic languages is small and non-technical.

Which CAT tools do you use in-house?

Trados is our main tool. We have no problem with translators using other tools, as long as they are compatible.

Have clients responded favorably to the “My Account” section of your website?

Yes, and our regular clients are all on it. Some of them use it not only for up- and downloading, but as a repository for previous work. We keep the documentation online for at least two years. It is also a great place for our translators and editors. We can define scaled access levels for the various roles: clients see only the final documents, which they can approve; editors see only the files they need for their work. Automatic notifications are sent to us whenever there is activity. It behaves like an FTP site but is more intelligent. It maintains all the documentation with the proper references in the existing format, manages revisions, and protects the original versions against changes.

What is the most satisfying part of IDEM?

The thing that we are most proud of is that we give the same weight to both translators and clients. Our philosophy does not say that the client is the boss—the translator is equally important and gets the same respect. If one of the two has to give, it is not the translator. Most of us come from that background, so we have a respect for our colleagues. ◀

Crossing Cultures and Borders

At the Banff International Literary Translation Centre

By Ofer Shorr

The primary focus of Canada's BILTC is "to afford literary translators a period of uninterrupted work within an international community of translators." Sound too good to be true? It's not, as Ofer Shorr found out this past summer.

I arrived at the Banff Centre for the Arts in Banff, Canada, on a cold and rainy June evening. Little did I know that the next day would be the beginning of the most thrilling three weeks of my professional career.

The Banff Centre for the Arts is a sprawling complex of art galleries, performance halls, and rehearsal rooms situated on a mountainside above the city of Banff in the breathtaking Canadian Rockies. Dedicated to furthering the various arts in Canada, the Centre offers stipends for artists in a wide variety of disciplines, including music, visual arts, dance, writing, and, yes, translation. During an artist's visit—for which all expenses are paid—he or she is free to structure his own time, with free access to the Centre's many facilities.

At the Banff International Literary Translation Centre, translators may request a joint residency with a writer, allowing the translator to consult and deepen his or her knowledge of the writer's intentions and the context of the work being translated.

What this—forgive me—translates into, is three weeks of detachment from the problems and interruptions of the outside world, allowing for a true deepening of the literary translation work.

The Literary Translation Centre gathers translators from around the world, the only condition being that their project be focused on a Canadian writer. Our group consisted of about 20 translators from many countries, including Mexico, Holland, Lithuania, Bulgaria, and Israel (yours truly). All in all, we were working on about 15 books.

My project was Yann Martel's *The Facts Behind the Helsinki Roccamatios*, which I was translating into Hebrew (I also translated his better-known recent novel, *Life*

of Pi). I was lucky enough to have not only my Bulgarian and German colleagues working with me on the book, but also Yann Martel himself on hand.

After the tiredness passed and we got to know each other, our individual projects began in earnest. What an amazing experience! Free from the constraints of day jobs, family, and children, we were able

to concentrate solely on the work at hand. Working with the other translators was absolutely thrilling—even though we usually didn't speak each other's language. Manfred, Magdalena, and I spent long hours honing

solutions to various translation problems, such as place names, abbreviations, and colloquial language.

Working with Yann was an experience in itself. He is such a brilliant and fascinating man, and did a lot to help me understand the intricate details of his writing. In one story, for example, he gives some specific details about Canadian History. As we discussed the appropriate tone of the excerpts,



it became obvious to me that they were not randomly chosen, but each expressed an overarching emotion which was echoed by what was happening at the time to the protagonist. I thus had to find a way to achieve the proper tone, balancing the documentary style of the text with the emotional burden it needed to shoulder.

As time passed, I came to an understanding, indeed a revelation, as to why translators are, in general, such a nice and unassuming bunch: always working against a text which is not yours is a humbling experience; it maps out your limits for you, reminds you that there is always someone else out there besides yourself, and so your ego cannot soar to the heavens, as very often happens to writers, for good and bad.

As three weeks drew to a close, it seems as if I could have stayed there forever. I met some amazing people and had great experiences, which I will never forget. ◀

Translators have until December 1st, 2005 to apply for BILTC's 2006 residency program. For more information, visit www.banffcentre.ca.



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Silvia Campos Manages Global Services

By Anna Schlegel



Silvia Campos is an International Web Manager at VeriSign, a company that delivers intelligent infrastructure services. A native of Brazil who has been living in the Bay Area for the past eight years, she has more than five years of experience in the localization industry: as a translator, as a project manager for a translation agency, and now on the client side with VeriSign. Silvia is fluent in Portuguese, English, and Spanish, and she is now learning French. She has a master's degree in business from San Francisco State University

What are the responsibilities of an "International Web Manager"?

SILVIA CAMPOS: My job is to manage the ongoing maintenance and production of content for our international websites as well as translations, vendor and stakeholder relationships, and in-house reviews. I work with cross-functional teams (content partners, design, legal, developers, engineers, and QA) to implement site changes across our websites. When working with the different teams I need to ensure that the site gets built according to specification, on time, and on budget. I am also responsible for analyzing site traffic and data, evaluating user surveys, and participating in user testing. Finally, I need to make sure that we integrate the corporate brand strategy on the international sites through both visual and messaging.

Where does your passion for languages come from?

I always liked languages, but I guess it really started when I moved to the U.S. in 1997. I was living in a hotel for international students, a type of residence common in San Francisco. There, I met people from all over the world and thus was exposed to numerous languages and cultures. I was fascinated by them: all the differences and the common ways of life of my fellow international friends. Learning languages, visiting countries, and experiencing the different cultures became my passion.

How did you get your start in the translation business?

I started teaching Portuguese to Americans

and doing occasional translations. These became more frequent and more complex, and because of my medical background I began doing a lot of medical translations. I was also doing voiceover work and interpretation. I landed a job at a dotcom company as a full-time translator, but later my responsibilities increased and I became the localization project manager.

Please describe your ideal translator and localization manager.

My ideal translator is reliable, available, flexible, and up to date on current issues. He or she is passionate about languages and cultures and is a native speaker of the target language. The ideal project manager is always on top of things, is detail oriented, has great interpersonal skills, and is pleasant to work with. Additionally, he or she is fluent in at least two languages.

Do you find that language—and language professionals—are becoming more important and visible in U.S. Companies?

Absolutely. As the Internet became popular over the past decade, local companies in many countries started to create their own sites offering products and services in the local language. This gave them an edge over U.S. companies; they had broken the language barrier. But as American companies began to see the need for localized sites, the importance of language professionals in this country grew drastically. Today, we know that a U.S. company wishing to succeed in other cultures must offer its products and services—as well as its website—in the target country's language.

How does English influence other language localization?

The high-technology industry and the Internet are relatively new, so many of the terms pertaining to these fields were created in the U.S. and never translated, making the English language pretty common in a lot of the localized materials. In addition, a lot of times companies don't translate product and service names because of corporate branding policies that dictate that names must remain the same; sometimes they even keep acronyms that don't mean anything in a foreign language.

What are the major challenges facing corporations today?

Companies face challenges at all levels: from the day-to-day management of localization requests to the coordination of strategic localization initiatives. These days, it is no longer acceptable to offer older versions of products in foreign markets; the Internet-connected buyer is well informed and wants the latest version of products that are being sold in the company's home market. Because of that, companies now must keep up with the demand for accurate and up-to-date information in all the markets in which they offer products—a huge and expensive effort. Conversely, in order to be competitive in foreign markets, companies need to reduce their globalization costs, but without affecting the quality of their localized content. It is a delicate balancing act.

What was the most difficult translation challenge you've faced in your own work?

It was probably when I first started as a translator. I had to localize a collection of children's books to Brazilian Portuguese, and I was given a very tight deadline. There were a lot of words not found in the dictionaries, words that only children and parents know about. For a starter, it was a tough one.

What you are reading now about the localization field?

I'm reading *Business Without Borders* by Donald A. DePalma. ◀

October Workshops: From Basics to L10n

By Raffaella Buschazzio and Peter A. Gergay

Getting Started in T&I

On October 15th, NCTA welcomed over 50 people to our workshop, "Getting Started in T&I." Norma Kaminsky, an M.D. and an ATA-certified English-Spanish translator in medical, pharmaceutical, and other health-related subjects, opened the workshop by sharing basic concepts for beginning translators, presenting the pros and cons of working for agencies, direct clients, and in-house, and the resources translators need, from office space to computers and software, to a well-stocked library.

Jacki Noh, a Korean translator/interpreter specializing in a variety of fields, continued the workshop by focusing on interpretation. She began her presentation by underlining how essential it is for an interpreter to be truly bilingual and bicultural, and to have intellectual curiosity. Then she explained the distinctions between modes and types of interpreta-

tion, going into detail on how to become a court and healthcare interpreter.

The workshop ended with a presentation by Karl Kaussen, founder and proprietor of Biotext LLC. Dr. Kaussen focused on the translator-agency relationship, providing useful advice on how to be competitive, how to build up a good reputation among agencies, and how to discuss rates—a ticklish question and not only for newbies in the field! *R.B.*

Introduction to Software Localization

Some 40 NCTA members attended an informative "Introduction to Software Localization" seminar on October 29th, led by Angelika Zerfass, a recognized leader in the industry. Ms. Zerfass spoke about the concept and practice of localization (l10n) currently sweeping the translation market.

She defined localization as "the process of adapting a product or software to a specific

culture or geographical area so that the translation flows naturally to the users in that particular region."

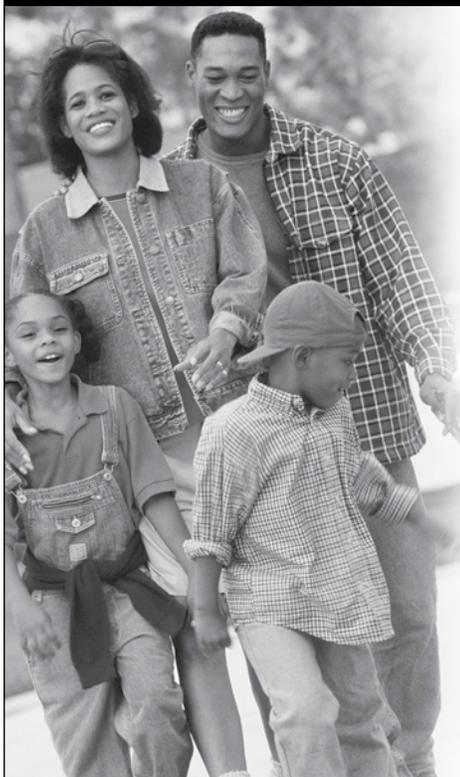
Ms. Zerfass emphasized the need to have a valid localization plan, a project structure, and access to current and valid files, to counter the many things that may go wrong in the areas of templates, translation memories, abbreviations, and more, sometimes due simply to plain inattentiveness to seemingly minor but essential details.

Our shrinking world and an ever-expanding global marketplace clearly point to localization as the wave of the future—something, Ms. Zerfass indicated, that many good translators have been doing in their work already, without being aware of the formal name of the process. *P.A.G.* ◀



Angelika Zerfass brought localization to life.

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Just a few days after the long-awaited opening of the new Octavia Boulevard (above), seen here from the terrace of The Center where our meetings are held, the September General Meeting was notably marked

by the return of our beloved Administrator, Juliet Viola (right). Courtney Searls-Ridge (above, right) came from Oregon to run the free ATA Mentoring workshop, which drew a wide and attentive audience.

Mentors and Mentees at the General Meeting

By Naomi Baer

NCTA's General Meetings are always an excellent opportunity for networking, learning, and enjoying pleasant camaraderie with colleagues in the translation and interpreting community. September's event was no exception, especially with our featured workshop on "Building Successful Mentoring Relationships," presented by guest speaker Courtney Searls-Ridge.

First and foremost, it was heartening to note that attendance at the meeting was nicely enriched by the presence of a number of people visiting all the way from Southern California, as well as by the faces of non-member T&I professionals interested in learning about the association.

The afternoon kicked off as usual with an informative New Member Orientation session, offered by Tetu Hirai, our Membership Director. While those new to NCTA learned about our services and activities, others engaged in lively conversation over refreshments prepared by Raffaella Buschiazio, our Events Director. At about 1:30 p.m., the meeting was called to order by NCTA President Tuomas Kostianen, who, along with Vice President Yves Avérous, made the latest association announcements.

With that, we were then treated to a highly informative and very engaging presentation by Ms. Searls-Ridge, chair of ATA's Mentoring Program, who joined us from Seattle to present her workshop on successful mentoring practices for translators and interpreters. The seminar was packed

with information, not only for newcomers, but also for those ready to share some of their experience with newer members of the translation community.

A New, Structured Program

Before the Mentoring Program was founded, many ATA chapters—including NCTA—were instrumental in creating opportunities for informal mentoring, because of close contact among members and the proximity of experienced translators who could give advice to people entering the profession. About ten years ago, Ms. Searls-Ridge told the group, ATA decided it was time to set up a more formal program and began experimenting with formats that might work for such a diverse and widespread membership. The program is now structured as a mentee-driven activity, where members interested in receiving mentoring are responsible for finding a mentor and structuring the relationship. The orientation workshops that ATA provides help potential mentees and mentors build the skills that make such relationships successful.

Ms. Searls-Ridge led the group through several exercises and asked us to think about our past experiences with mentoring, whether formal or informal. In small groups, we talked about what those experiences had meant to us and—so that we might begin to understand what motivates mentors to contribute their time—how those experiences might also have been fulfilling for our mentors.

She then reviewed the four-step process for establishing a mentoring relationship: planning, building and negotiating a relationship, developing the relationship itself, and ending the relationship after a fixed time. A relationship of one year is recommended, working on about three goals per year. Ms. Searls-Ridge also recommends a mid-year review, which allows mentees to set new goals at that point.

After some discussion of how to go about finding a mentor, Ms. Searls-Ridge discussed issues that are useful to talk about early on, including asking your mentor to offer criticism in the ways you receive it best, discussing what kind of confidentiality you both should expect from each other, and identifying development activities you could work on together.

Possible activities were discussed, and audience members contributed numerous suggestions: shadowing your mentor in his or her work for a day, role playing on

The FIT World Congress 2005

By Tuomas Kostainen

Convened every three years, the FIT World Congress held its meeting this year in Tampere, Finland. Representing over 60,000 translators worldwide through over 100 member associations, the International Federation of Translators (FIT, www.fit-ift.org) has as its purpose to promote professionalism in the language disciplines it represents, and strives to defend translators' rights..

Since I often spend my summers in Finland and had never attended an FIT congress, I decided to take advantage of this unique opportunity. The theme for the congress was "Rights On!" and several of the presentations reflected this in some way by discussing issues such as copyrights and contracts, court interpreting, legal translations, literary translators' rights, and the proposed European translation standard, which seemed to be a very hot topic and was referred to in several presentations (for more info, see <http://tinyurl.com/c633m>).

Attendance was less than what I had expected from a World Congress. The number of presentations and participants (661 from 61 countries) was about half that of an average ATA conference. On the other hand, this made it easier to choose which presentations to attend since there were usually only about half a dozen simultaneous sessions. The program also

revealed a couple of other interesting differences from an ATA conference. Whereas at an ATA event the job exchange, agency reps, and the sheer number of freelancers make for very marketing-oriented events, the FIT congress was more academic, and generally the presentations dealt with larger issues than how to write a nice CV or how to use Trados. Some of these subjects treated ethics, training, translation studies, assessment, intercultural communication, and—my favorite—"the politics and power of literary translation." Consequently, while I found the program more interesting because I had not previously been exposed to many of the issues, I came home with fewer practical ideas and tidbits of information than I usually get from an ATA conference.

As with many conferences, the most interesting activities often take place outside the meeting rooms, and this one was no exception. It was very interesting to meet other translators and linguists of various backgrounds truly from around the world. The next Congress will be held in Shanghai in 2008. I recommend it highly if you have an opportunity to go! ◀



negotiations for a new translation project, co-authoring an article, getting feedback on a sample translation, and discussing life/work balance strategies.

Mentors Wanted

The presentation included ample information for potential mentors as well, with a separate book of exercises and advice. Ms. Searls-Ridge discussed skills important to the mentor side of the relationship, such as active listening, maintaining boundaries with your mentee, and strategies for handling differences of opinion.

For those who weren't able to make it to this workshop, ATA runs mentoring orientation workshops throughout the year in different locations, as well as at the ATA Conference each year. Check the organization's website for scheduling information: <http://www.atanet.org/Mentor/>

For those of you who did attend, we'd be interested to hear how things go if you do start working with a mentor or mentee. Write to us at editor@ncta.org and let us know if you'd be interested in telling us about your experiences.

As participants said their good-byes after the meeting, business cards were exchanged with great enthusiasm. Mentor, mentee, or neither ... relationships are waiting to be built. See you at our next General Meeting! ◀

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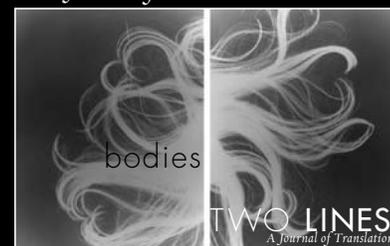
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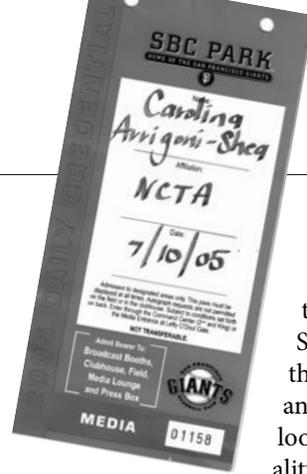
Interpreting Sports

By Carolina Arrigoni-Shea

How do you say “Strike three!” in Portuguese? Or explain the concept of football’s (that is, American football’s) “first down,” to the Lithuanian mother of an NFL rookie watching her son play his first game? How do you help a Chinese basketball star navigate the DMV in order to get his U.S. driver’s license? This is where personal interpreters for professional athletes enter the game.

In these highly interconnected times, the need for building bridges across linguistic (and cultural) boundaries continues to expand at a rapid speed, opening new and interesting doors for translators and interpreters. One such door is that into the world of sports, where the work is a far cry from sitting in an interpreter’s booth in a courtroom, or delving deep into technical

his view, there were two major forces in play: heritage and sports. American-born to Japanese parents, Mr. Fukuda has been in close contact with his parents’ native culture since early childhood, speaking Japanese with his parents all the time at home, as well as visiting friends and relatives in Japan about once a year. And as for formal training, he attended Japanese school every Saturday growing up, and later took advanced Japanese classes at UC Berkeley during college.



time interpreter for the then newly-arrived-to-the-U.S. Yao. Said Erick Zhang, the athlete’s advisor and cousin, “I was looking for personality, technical skill, and firsthand knowl-

edge of China; someone who wouldn’t melt under public scrutiny, or go to a bar every night, and someone whose age gap with Yao wasn’t too great.” The required due diligence and a set of interviews with a select group of applicants followed, culminating in the selection of Mr. Pine, an English major in his late twenties who lived and worked in Taipei for three years, and then joined U.S. State Department as a translator. With his selection as Yao’s interpreter, Mr. Pine instantly rose from anonymity to the high-profile environment of the National Basketball Association.

Jane Yin, a Chinese-American public relations consultant in the field of sports, also served as an interpreter for Chinese athletes in the U.S. In 2003, she joined the marketing office of BDA Sports Management, an agency serving professional basketball players, including Yao. While at BDA, her bicultural upbringing allowed her to seize a very interesting opportunity: interpreting for several members of China’s national basketball team who would be traveling to the United States to undergo various medical treatments.

Ms. Yin’s first assignment was providing assistance to the men’s team forward, Gong SongLin. “He didn’t have anyone that could help interpret for him—help him get settled, and understand what the surgery meant,” said Ms. Yin. “And, what would happen after.” Being the only person in the agency who spoke Mandarin Chinese, Ms. Yin took on the challenge. Later, Ye Li, the center for the women’s national team (and Yao Ming’s girlfriend) came to the States for knee surgery, and Ms. Yin was again called to the rescue. “It was very unique,” she explained. In fact, she was sent on these assignments by the sports agency as a favor to its client Yao Ming, who was concerned for his teammates’ well-being during their stay in America.



NCTA’s Carolina Arrigoni-Shea interviews SF Giants’ Spanish Media Coordinator Luis A. Torres ... with all-star outfielder Moises Alou (right).



dossiers to translate an important document. In fact, one might say it’s even fun!

The Calling

What if you could call the home of the Oakland Athletics your office? Baseball fans would probably not mind that. Nor does Yohei Fukuda, 22, the interpreter for the A’s Japanese reliever Keiichi Yabu. Last July, Mr. Fukuda—a former Cal Berkeley soccer player with a bachelor’s degree in Economics—was selected by the pitcher himself, out of a small pool of candidates put together by the A’s manager. The position was offered “through internal networking, rather than a public job opening process,” explained Mr. Fukuda.

You may wonder what made Yohei Fukuda the ideal match for the job. In

Additionally, Mr. Fukuda believes that his passion for sports was another decisive point. “One crucial factor that made me suitable for this job was the fact that I had been involved in sports all my life. I can relate the A’s team sport atmosphere to the times when I was playing college soccer at Berkeley,” said the interpreter. Granted that soccer and baseball are very different sports, nonetheless “the idea of team achievement and being involved with staff, coaches, and players is nearly identical,” he added.

Colin Pine’s job as personal interpreter for the towering 7’5” Chinese basketball star Yao Ming was launched differently, as the search to fill the position was a very formal affair. In 2002, the Houston Chronicle reported that about 390 people (including Mr. Pine) applied for the opening of full-



Interpreter Yohei Fukuda (l) and Oakland A's Japanese pitcher Keiichi Yabu play cards. Pitcher Kiko Calero looks on.

On the Job

So, once you land an interpreting job in professional sports, what is it like? During the Oakland A's busy season schedule, Yohei Fukuda and pitcher Keiichi Yabu spend days (and weeks) in a row together. Mr. Fukuda does the same amount of traveling as all the players. "Some trips are three days at one city, whereas others are more than 10 days—and include going to three cities," he commented. The same is true for Yao Ming's interpreter. Colin Pine sits behind the Houston Rockets' bench during games, attends every practice, and follows Yao all over the map, both around the United States with the Rockets, and in China when the player returns to his homeland during the off-season.

And yet, the job description is not limited to providing language assistance during trips with the team, media appearances, or strategy sessions with the coaches. Player and interpreter become "inseparable," in the full sense of the word. Outside of sports, professional athletes rely on their interpreters for everyday activities such as going to the bank, getting a dentist appointment, and calling the phone company to request a repair. During the two-month period of Ye Li's surgery and rehabilitation, for example, Ye Li and her interpreter were roommates. "I taught her how to drive," said Ms. Yin. "Toward the end we had two objectives in mind: to rehab her knee, and then to get her driver's license."

With such close and constant contact, good rapport between interpreter and player is key. And in fact, a bond is created between them that goes beyond a strict business relationship. Yohei Fukuda says he enjoys talking to Yabu about what's going on with his life and about news that the

player finds interesting, so that they can build their relationship not solely as co-workers, but also as friends. "We play cards before games, go shopping together, and eat out when we're on the road all the time," shared Mr. Fukuda. In a way, the interpreter becomes one of the player's biggest fans: "You grow very close to these people ... and because they are athletes, you want to see them win," admitted Ms. Yin.

Unofficial Interpreting

While interpreter assistance to the non-English speaking athlete in the United States is invaluable, not all players born outside our national borders, obviously, enjoy the privilege of being assigned a personal interpreter. Many of them—as is common in the case of Latin American players—have to brave the linguistic and cultural challenge with the help of bilingual teammates, or other bona fide bilingual participants of the corporate machine that is professional sports.

"You live your life through their life."

One of these "informal linguists" is Luis Alberto Torres, a veteran sports journalist and Spanish media coordinator for the San Francisco Giants since

1993. Although interpreting is not part of his duties, Mr. Torres often assists Spanish-speaking players when they are interviewed by local reporters. Keeping a very low profile, the Colombian-born media coordinator makes sure athletes fully understand the questions posed to them, and helps with their replies as needed.

Working 24/7

Being the personal interpreter for a major name in sports requires being on call 24/7, in the sense that the interpreter needs to be available whenever the player needs him or her. As Ms. Yin put it, "You live your life through their life." Although this may seem an undue sacrifice to some, for the professionals interviewed for this piece the benefits far outweighed the costs.

These interpreters are also aware that their current positions have a limited dura-

tion; as they help their athletes become stronger in their English skills, they will eventually be able to go about their lives in the United States by themselves. In the end, though, these interpreters feel most fortunate about what they experience on the job. Apart from their salaries—which our interpreters agreed tend to vary with the circumstances—they learn tremendously from their players' culture, they visit new places, and get to know people who might otherwise be inaccessible.

And, perhaps one of the biggest perks: they watch live sports almost every day! ♣



Interpreter/PR consultant Jane Yin with the Chinese national team's Gong SongLin.

Did you know?

- ▶ The varieties of Spanish spoken by Major League Baseball's Latin American players call for a strong knowledge of regional "baseball lingo." Over the years, Luis A. Torres has compiled a thorough glossary of Spanish regional terms. Examples: an "outfielder" is known as *jardinero* (gardener) in Venezuela, *guardabosques* (forest ranger) in Puerto Rico, and a *patrullero* (patrolman) in México.
- ▶ Although Yohei Fukuda (22) and Keiichi Yabu (37) are 15 years apart, age difference is not an issue in their relationship. "Yabu jokes around all the time. He's young in his mind," says Mr. Fukuda.
- ▶ Of the 829 players on Major League Baseball's 30 teams in 2005, 242, or about 30%, were born outside the United States. This is up from 23.6 percent in 2000.
- ▶ Foreign athletes are also a growing force in the NBA, featuring players from 34 countries—hailing from such distant regions as China, Lithuania, and Argentina.

The author wishes to thank Luis Alberto Torres, Jane Yin, Yohei Fukuda, and Kristy Fick for their generous cooperation in contributing to this story

Caught in the Web

Part II: Internet T&I Brokers—The Response

By Stafford Hemmer

In September, NCTA members were invited to participate in a 25-question online survey of their experiences and opinions of translation and interpretation broker sites. Thanks to the contributions of 57 translators and interpreters, and 6 agencies or industry agents, we are now able to offer a member-based assessment of the T&I marketplace on the Web.

Responses to the multiple choice/open comment survey questions cut a broad swath of sentiment, from the favorable (“My experience is quite good. I’ve made contact with many employers through ProZ.com, and several of them have continued to contact me for other projects”) through the web-curious (“I have very little contact with them, but would be interested in finding the useful ones.”) to the quite unflattering (“It does not work. It is definitely not the real world out there.”).

Yet the T&I market continues to be an underused (which isn’t to say untapped) resource for a variety of reasons. Perhaps the most salient indicator is that three-quarters of the respondents have joined at least one T&I website through free membership (suggesting that the resource has indeed been “tapped”), whereas a whopping 68 percent express frustration at having never gotten a job, or found a contractor, from T&I websites (which may explain the “underused” status of the resource).

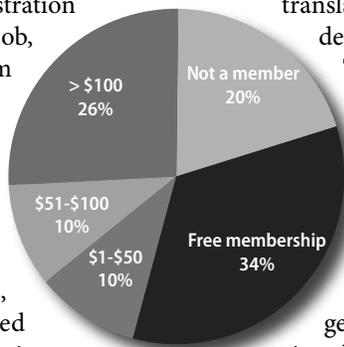
A few grains of salt regarding the survey: despite generous support from 63 survey participants, many respondents decided to skip one or more questions here and there. Hence, the first 13 questions were short of the full 63 responses by a range of 12-19 responses. The decision to “skip” increased exponentially for the subsequent 10 questions. It is unclear what prompted survey participants to skip questions: unclear wording, too many questions, or some other reason. The consequence is that the percentages discussed in this article reflect the responses of those who replied to a specific question, and not the sentiments of the group

as a whole. All percentages have been rounded.

Additionally, the survey allowed for respondents to answer “I do not participate in the bidding process at all” to three different questions, resulting in three different percentages. While these variations are mentioned below, bear in mind they are cited within the context of the respective questions posed in the survey.

Membership

The virtual T&I market is familiar terrain to NCTA members. Respondents confessed to having signed on, for free, to at least 1-3 sites (67%) or even as many as 4-6 sites (11%). By contrast, 23% indicated they hold no free memberships. This was perhaps a common choice among those

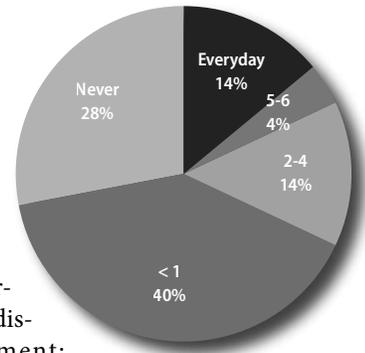


Yearly expense

translators who, as one respondent indicated, “... don’t use T&I websites because I have enough work from reliable sources that I know are reliable and pay what is fair without the extra hassle.” The chances are good that this latter group has opted out of T&I websites altogether: when it comes to taking that extra step and upgrading to fee-based membership, 59% of respondents decided against, while the remaining 41% limited payments to only 1-3 websites. Of those, 26% pay over \$100 in combined annual dues. While 16% of respondents believe upgrading is significant to optimizing website exposure, another 18% regarded this as of minor importance, and 18% felt it made no difference at all.

If a T&I broker were to attend an NCTA meeting in the hope of increasing her

member base, she should brace herself for disappointment:



Weekly logins

exactly 0% of respondents were inspired to upload resumes to a broker’s website on the basis of a conference presentation. Using the survey results as an indicator, the most effective method for a broker to increase its client base is to trawl for prospects through a mass email that includes a start-up free membership offer (33%). Almost as many respondents (30%) were encouraged to sign up by colleague recommendations, while 15% joined websites based on Internet advertising. An equal number said they never join T&I websites.

The bidding process

If resource utilization is proportionate to login activity, then the survey results established that the web-based T&I market is largely ignored by NCTA professionals. The benefits of membership privileges are negligible to the majority of those respondents who said they used broker websites, since 40% indicated they logged in less than once a week, compared with 23% who login 2-4 times per week, and 14% who login every day. Although finding job offers/contractors was rated as one of the most important features of T&I websites, the relative inactivity among NCTA members is further reflected by the 43% of NCTA professionals who, when asked if they would lower rates to win a bid, said they did not participate in the bidding process at all.

“Membership rates should be based on how many jobs you actually get via the website,” suggested one respondent, “I’ve paid \$30 but have gotten exactly zero jobs.” This perspective is likely shared by the 68% of translators and interpreters who have never gotten a contract from a website, or the agencies that have not awarded a

contract through a website. While nearly 21% reported a successful bidding experience within the last 60 days, only two respondents (less than 5%) reported having any real success within the last seven days. Another respondent complained, "These sites seem to be designed for either extremely specialized, high-end work, or extreme bargain basement prices, with nothing for the rest of us."

Income

The "bottom feeder" phenomenon to which the above respondent alludes is indeed a common complaint among those who have struggled with website job searches. "The prices are always below what I could afford to charge," that same survey respondent continued. This disparity in pay rates may be reflected in the 60% who, when asked what percentage of income they attributed exclusively to T&I websites, indicated they do not participate in the bidding process at all. Would it make a difference if an interpreter lowered his rates in order to win a bid? Despite the fact that 24% of respondents said they would never lower their rates, 17% would consider a reduction of 1-10%, and 5 respondents (11%) said they would even consider lowering rates up to 20% in some circumstances. Not an entirely unreasonable proposition if a project is big enough or a client important enough for the service provider to offer entry-level rates.

Still, competition is no picnic for any job seeker. The online T&I marketplace can turn the battle into a feeding frenzy. It is difficult to match the lower rates offered by competitors who can snap up job offers quickly when the net is cast 10 time zones east or west of the Left Coast, where the cost of living may be a fraction of the Bay Area's. So it should come as no surprise that 40% of NCTA members who were asked to rate the bidding process overall said they never participate, while 34% of respondents rate the bidding process as "an enormously frustrating waste of time," and a mere 21% use it as "a backup resource when the river's dry." Only one respondent

felt the bidding process to be an invaluable resource overall. As for results, 25% estimated that less than 10% of their efforts resulted in contracts, and only one individual felt he or she had a greater than 50% success rate in the bidding process.

Features

Show me the money: When it comes to money matters, 37% attribute less than a quarter of their income to T&I websites, while 60% do not use the websites for income-generating purposes. So is it the other website features that inspire language professionals to open up or maintain memberships to these sites?

As mentioned earlier, the top-rated feature among survey respondents was paradoxically "job assignments/hiring contractors." This was followed by "payment practices/contractor ratings" and "forums and other translator/interpreter/agency contacts." By contrast, the one feature considered "totally useless" was "teamwork on projects." Promotions of T&I software, books, and other resources were considered "superfluous, but interesting" while online glossaries were rated as "interesting and sometimes useful" by a majority of respondents.

Half the respondents said they never submitted a terminology question to a website. This was followed by 34% stating they submitted terminology questions only as a last resort. As for replies, 42% of respondents said they never post replies to terminology questions, whereas 40% post replies only on an occasional, ad hoc basis. Only one respondent said he or she responded frequently. Overall, the terminology assistance was seen as somewhat reliable, but it doesn't always hit the mark (56%), whereas 22% felt the assistance was not very reliable.

The envelope, please: based on the votes tallied, the award for the best broker website in the virtual world goes to ... ProZ.com. Interestingly, the site also bears the dubious distinction of being voted the *worst* website as well. Indeed, it was the single website cited most by name in both

categories. Oddly enough, the same phenomenon applies to the websites which tied for second place—Aquarius.net and TranslatorsCafe, which were likewise voted both winner and loser in equal measure.

Winners and Losers

This equivocation characterizes the broker survey overall: sites were voted best and worst simultaneously, called useless by default and yet useful by chance, or esteemed as an invaluable resource and a complete waste of money. Harvesting the most from a broker membership ultimately depends on the specific needs of the individual translator, interpreter, or agency. The broker phenomenon is well known to NCTA members, and the reasons for accessing or ignoring the benefits and features of these websites are as diverse as the variety of language groups they serve. ◀

Perspectives

On the negative side

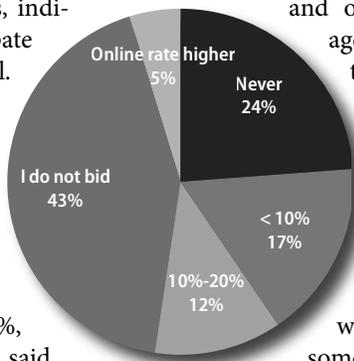
"I am negative on T&I sites since members have no credentials (some exceptions of course exist) and jobs almost always [go] to the lowest bidder which in a global market means working peanuts per word. This is a totally out-of-date system of assigning value and so is the Euro-per-page concept. Our clients get a fixed, hourly-rate quote based on deadline (and difficulty)."

On the positive side

"It is mainly important as a marketing tool and to stay on top of the new developments in the business. You can sometimes establish durable client/translator relationships. I noticed that very qualified agencies also bid on these sites."

And some sage advice

"I bid on ProZ.com jobs only during my dry periods. I only bid on jobs that appear serious. I never alter my standard rates. The 'serious' jobs (i.e. rates acceptable for U.S. cost of living, reliable payers, etc.) may only account for 10% of the jobs posted, and I may only be awarded 10% of the jobs I bid on, but that has nonetheless resulted in tens of thousands of dollars in work over the past few years and often a steady, direct relationship with the outsourcer. My advice is, therefore: first sort the wheat (10%) from the chaff (90%), then bid on jobs that suit you and your specialties. Be prepared to lose most bids, but one successful bid, especially if it leads to followup work, can easily justify the annual fee and the time invested with the site."



Underbidding

The Translorial Tool Kit

By Jost Zetsche © 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.

Make Word Jump

Here's a very cool trick on how to jump to a passage in a Word document when you resume your task after closing a document: You can highlight a section (several words, a paragraph, or a graphic) within Word, drag that section while pressing Ctrl+Shift and create a shortcut (i.e., a cross-reference) within your document, a separate one, or even to your desktop. Clicking on that shortcut will make you jump to the original text. This is a great trick after a long day of translating or editing if you want to jump right back the next morning with fresher eyes to the place where you left off. And to remove the resulting bookmarks in the Word file you just have to select Insert> Bookmarks, search for the bookmark, and click Delete.

TRADOS Files sans TRADOS

Maxprograms (see www.maxprograms.com) has just added yet another little jewel to its set of tools with RTFStyler. Though it may not sound too impressive, what RTFStyler does — it's a free utility that converts normal RTF documents to TRADOS-segmented RTF files — can be extremely helpful. This tool allows you to work in any of the TRADOS-compatible tools such as Déjà Vu, Wordfast, and Heartsome and at the same time work for clients who send you original Word documents but ask for the TRADOS-processed "uncleaned" version as a deliverable.



Printing with Outlook

Although I find much to like about Outlook (2003!) I have always disliked its print behavior. Often I get responses from readers of the newsletter that include a copy of the complete newsletter. If I just want to print the first page of comments, my printer delivers the remaining 5 or 6 pages of the newsletter as well and Outlook offers

no way of stopping this. Outlook uses various Print dialogs, including its own rather limited Print dialog if you try to print a message without actually opening it or when you open it in Text or Rich Text format. If, however, you open the message in HTML format, Outlook uses the Print dialog from Internet Explorer, which gives you a great deal more flexibility as to what can be printed out.

So here's the take-home trick: To force Outlook to use the IE print capabilities with a text email message, press the Forward button (or select Ctrl+F) and select Format> HTML. Now you can print whatever you like.

New Microsoft Glossaries

Microsoft just released its latest glossaries at [ftp://ftp.microsoft.com/developr/msdn/newup/Glossary](http://ftp.microsoft.com/developr/msdn/newup/Glossary). For the newer reader, those are bilingual translation memories for the user interface translation of many of the Microsoft products.

From Albanian to Welsh, this release includes an impressive list of no less than 58 languages! Depending on the language, there can be a substantial difference in the size of the zip file. The German glossaries alone are more than 100 MB while the Nynorsk and Albanian ones are less than 2 MB).

This release is particularly useful, though, because glossaries of older product releases never published before are also included along with the newest ones. The FTP server that the glossaries are located on is not particularly strong and you may have to try several times before you can connect.

For Those Pesky Attachments

Lots of readers had something to say about zipping and sending large attachments: Lauren Katzive recommended the open-source FTP client (=program) Filezilla (see <http://sourceforge.net/projects/filezilla>), and

Eric Schneider pointed to a helpful review of Macintosh FTP clients at www.macworld.com/2003/09/reviews/ftp-clients and to the freeware Mac client Cyberduck (see <http://cyberduck.ch>). You should be aware, though, that FTP servers, even if they are password-protected, are not impossible to hack. Ken Clark from 1-800-translate mentioned that he has finally given up on FTP technology after being hi-jacked by the "Turkish Brotherhood of Hackers" (no joke).

Eric also mentioned a little program from some folks in beautiful Bellingham, Washington. BeeMail (see www.thebeehive.com) is a little application that monitors your email and automatically places every attachment that is larger than a certain size (to be configured by you — the default size is 750 KB) on a server that can be downloaded by the mail recipient.

Oh, how I wish that many of my clients who regularly send me hideously sized attachments would use this application!

Outside the "Dark Side"

I've mentioned the AppleTrans translation suite for the Macintosh before (see <http://developer.apple.com/intl/localization/tools.html#appletrans>), and Tam McTurk has published a knowledgeable first review on this for various Mac discussion groups. Here is an excerpt: "AppleTrans is fast—light years ahead of WordFast, for example, and easily as fast as Deja Vu on the dark side (or the uninitiated: 'dark side'= Microsoft/Windows). Access to multiple TMs (corpora) and Terminology/Glossaries really is instant."

You may subscribe to the NCTA-grown list/Mac User Group TransMUG (<http://groups.yahoo.com/group/transmug/>) or to the MacLingua list (<http://groups.yahoo.com/group/maclingua/>) where the review was first posted, to read this in full. ◀

Untranslatable Words

Duende

By Andrea Wells

Linguists are always very enthusiastic about “untranslatable” words. Theory says that a word without a one-to-one equivalent in another language is considered a *lacuna*; a lexical gap between the meanings of the word, expression, or turn of phrase in the source and the target languages. However, whether a word is truly translatable or untranslatable is debatable, because usually these difficult terms are in fact obscure expressions with a local flavor that cannot be precisely or concisely defined. One of the most challenging words I have come across in my ten years as a translator and editor that has this essence of untranslatability is the Spanish word *duende* (\doo-EN-day\).

What does the word *duende* mean and why is it so difficult to translate into English? The Spanish word itself has actually entered the English language; a straightforward definition being “ghost, imp, or elf.” The Random House Dictionary defines *duende* as a “goblin, demon, or spirit.” In Ireland, a leprechaun could be considered a *duende*. Irish folklore says that such *duendes* possess a treasure, usually a pot of gold, which a human may take when the *duende* is not looking. The word *duende*, however, has a deeper and more interesting meaning. According to the Merriam-Webster Dictionary, *duende* is “the power to attract through personal magnetism and charm.” Wikipedia, an online encyclopedia, adds that *duende* is a rarely explained concept in Spanish art, related to emotion, expression, and authenticity.

It is in this context that I would like to share with you how researching this word has brought back some vivid memories of my childhood in Salta, Argentina. As I was growing up, my grandmother used to tell me stories of a *duende* that she described as a playful goblin who was always being noisy and making a general nuisance of himself. This *duende* was locally referred to as *Coquena*. This tiny goblin, said to wear a coat, shorts, and sandals, is believed to protect the llamas and other animals in the desert area of La Puna in the north

of Argentina. But I also remember my grandmother using the word *duende* in an emotional context. When I used to dance, she would clap with excitement and great emotion and shout “you have *duende*.” Only now do I understand what she was trying to say.

In Spain, people use the word *duende* when they go to *corridas* to see their favorite *toreros* and flamenco dancers. The Spaniards claim that the gypsies are responsible for the creation of the word *duende*. When gypsies entered Spain from France in the mid-1400s, they faced brutality and persecution. But after years of being targets of this cruelty, the gypsies found a way to express their anguish through a particular kind of dance—flamenco. The flamenco dancer is said to have *duende*.

Others have used the word *duende* to

capture the mood of emotion and passion. Many Spanish poets use it to refer to an inspiration and even something magical. For example, the poet Garcia Lorca wrote in an essay exploring the complex and inspirational flavor of the word’s meaning, “the *duende* is a momentary burst of inspiration, the blush of all that is truly alive, all that the performer is creating at a certain moment.” And, “The magical property of a poem is to remain possessed by *duende* ... for with *duende* it is easier to love and understand, and one can be sure of being loved and understood.”

As language professionals, we all need that inner strength that inspires us to properly communicate through words the emotions and feeling of the writer or speaker. In this state, it might fairly be said that we have achieved *duende*. ◀



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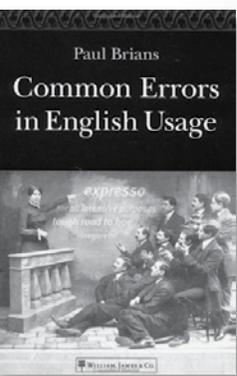
Oxymoronica: Paradoxical Wit and Wisdom from History's Greatest Wordsmiths, by Dr. Mardy Grothe, 2004. Building on the notion of "oxymoron," Mardy Grothe's

new book goes a bit further, to cover the entire field of paradoxical, incongruous, and self-contradictory expressions, such as this gem from Yogi Berra: "If people don't want to come out to the ballgame, nobody's going to stop them." All in all, over 1,400 "oxymoronic" quotes are contained in this volume, from authors as diverse as Franz Kafka and Groucho Marx.



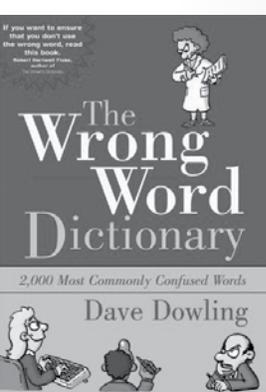
Common Errors in English Usage, by Paul Briens, 2003. For those of us who have

always struggled between "that" and "which," here is a book to the rescue. Paul Briens writes with charm and humor, offering guidance on spelling, grammar, pronunciation, and usage for errors that appear frequently in print and in speech.



The Wrong Word Dictionary, by Dave Dowling, 2005. Here's another angle on the usage question; a handy reference for writers who want a quick clarification on the correct usage for more than 2,000 often misused words. Lay vs. lie? Aggravate vs. irritate? Effect vs. affect? Whether the error is a result of confusion or carelessness, it can be embarrassing. The answers are here, in this essential aid for writers. ◀

Thanks to the Bas Blue Readers catalog for capsule reviews.



PC Hardware Annoyances

How to Fix the Most Annoying Things About Your Computer Hardware

by Stephen J. Bigelow

Review by Yves Avérous

When my cousin eventually decided to buy a PC after weeks of my twisting his arm to get a Mac, I told him: "I'm sorry, you are on your own. After years of troubleshooting my PCs I have not switched to the Mac only to plunge back into 'dll hell' again."

Still, I try to be considerate towards my fellow PC users. Not all of you have a choice—especially if you have been enslaved by single-platform solutions or still believe, against all odds, that it's more convenient to use a PC. And some of you cannot even be swayed by the fact that there aren't any known viruses for the Mac operating system and that the system is immune to spyware! So what's a good friend to do when facing so much resistance to common sense? Offer the next best thing to his own helping hand: *PC Hardware Annoyances* from O'Reilly, by long-time tech guru Stephen J. Bigelow.

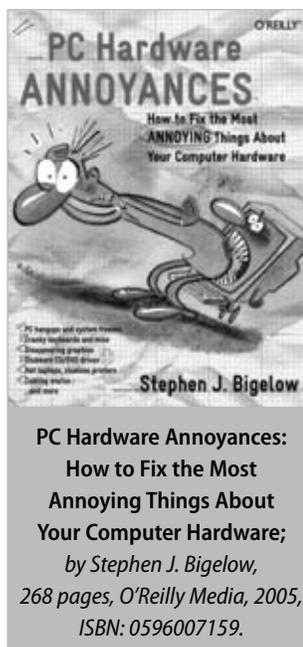
As suggested by its title, *PC Hardware Annoyances* deals with the most common computer issues in the area of home office computing, with close to 600 questions overall (dare I say "plug and play?"). Drivers, connectors, cards, ports, settings, graphics (cards, monitors, etc.), sound (cards, microphone, speakers, even iPod), hard drives, CD/DVD drives, networks, printers and scanners ... how many times have you wished you could make sense (or better sense) out of those? With 17 years of experience talking about computers to the lay public, Bigelow knows how to make

things light and simple. Of course, some areas, such as the BIOS, cannot always be dealt with elegantly: "... the Phoenix/Award BIOS version used with the Tyan Tomcat i7210 (S5112) Pentium 4 "Northwood" or "Prescott" motherboard provides a Quick Power On Self Test option in the Advanced BIOS Features menu ..." Poetry not quite in motion. Fortunately, this comes with an illustration.

The question-and-answer approach—sort of a printed FAQ—is not my favorite format, but the publishers of this book have implemented it brilliantly, with easy-to-read "tip" and "warning" boxes, short definitions inserted strategically, and a plethora of screenshots and illustrations. It all conspires to make this smart and friendly book a valuable tool for the average to experienced Windows XP user. In the end, *PC Hardware Annoyances* can not only help you, but also help you help others.

Even though I tend to generally pick the big "bible" kind of manual when I choose a tech book—well-organized hierarchical opuses like the *Missing Manual* collection from O'Reilly, for example, for my critical apps like OS X or Office (Mac)—I must admit that *PC Hardware Annoyances* does a good job at corralling most of the support you might need in a manner that is logically organized and easily digestible.

Another virtue of this book is to remind me how fortunate I am now, as a Mac user, not to need this kind of extensive help anymore. ◀



Siberia. *To western ears, just the sound of it conjures up visions of unimaginable cold. And—thanks to native sons such as Solzhenitsyn—of unfathomable terror and despair. This issue's untitled poem was written by Baron Claus von Rosen while he was in a Soviet gulag in Siberia, where he was held for 11 years under Stalin's regime. The poem was translated from the German by von Rosen's nephew, NCTA member Chris von Rosen, in part to keep his uncle's memory alive as a legacy of his family's life in the 20th Century.*

Durch der Verzweiflung Schlünde aufwärts drang

ein weher Ton ins leere Angstgeflimmer.

War es ein Seufzer, der sich müd' entrang

der Menschenbrust, war es Sirengewimmer?

Oder ein Kraterwölkchen nur, entsandt

von blinden Kräften in das Nichts der Fragen?

Der schwarze Sturm ergriff mit eis'ger Hand

die kleine Lerche, deren Herz geschlagen.

Wo ist ein Anker, wer erbarmt sich mein?

Ich bin ein Nichts in einer Welt der Trümmer,

die taube Nuß auf einem Haufen Stein,

die leere Schublad' in dem leeren Zimmer.

Geliebtest Du, da auch der kleinste Ton

im Mutterherzen eine Antwort findet,

dich, Kindwelt, ruf ich, ein verlor'ner Sohn,

schenk mir ein Lächeln, das mich bindet.

From desperate gorges rises

a woeful sound into the void of swirling fear.

Was it a sigh escaping from a weary breast?

Or the fading whimper of a siren?

Or merely a tiny cloud emerging from a crater,

sent by blind forces into the void of questions?

With icy fist the black storm crushes

the heartbeat of the little lark.

Where is an anchor? Oh, have mercy!

I am but a grain of dust in a world of rubble,

a dried-out husk on the broken stone,

the empty drawer in the deserted room.

Oh, thou beloved childhood, just like the slightest sound

will find its echo in a mother's heart,

so I beseech you, your lost son,

send me a smile to save me from despair.

Bidding for Trouble

The Problem With Online Auctions

By Dagmar Dolatschko

Few of us language professionals have managed to escape this new and troubling phenomenon: online bidding for translation work. Why has price become such a major focus? Even the government has changed its bidding requirements from “the lowest qualified bidder” to “the lowest bidder”—the “qualified” part has been dropped lately.

The world is changing at the speed of light. Location doesn't matter any more and there are well-educated and experienced translators all around the world with widely diverging costs of living. I do not mean to slight colleagues from countries where \$0.04 cents per word affords them a good standard of living. They should be deriving the benefits of the globalization of our industry. The problem arises when clients and bid-lines then expect every translator to bid as low, at the risk of being outbid, and put out of business.

The core of the issue is that many clients don't seem to care about quality, don't understand what is entailed in translation, and don't want to understand why a second linguist (and additional cost) is required for editing and proofing.

At my own agency, we had our first wake-up call two years ago when a high-tech client demanded our participation in an “online auction” where the lowest bidder wins. The process was so disheartening that my colleagues and I were speechless as we watched the numbers going down, graphically supported by online charts that showed the bidders and their pricing in comparison to each other.

In the meantime, many outsourcers are using the new online bidding forums such as ProZ.com, Babelport.org, Translatorplanet.com or Translatorsbase.com. And then there is GSA Advantage, for those who have worked hard to obtain federal supply schedule vendor status only to have to engage in online bidding and keep losing business to the lowest bidder—qualified or not.

I came across an interesting blog by the founder of Babelport.org, Christian

Hansel, stating that he had actually considered introducing minimum prices for postings to stop the price dumping. He, too, hopes that outsourcers and clients will learn from their mistakes and understand that a \$0.02-per-word translation is worth just that. He also makes the point that any businessperson in his right mind wouldn't buy the cheapest legal or medical services available, but would instead value the professional's experience and reputation.

It must be said, of course, that services in other professions—such as architecture, consulting, and software engineering—may sometimes be purchased at below-market pricing, and one may occasionally get lucky with a talented novice. Still, as Hansel says, the contractors—that is, professional linguists and translation service providers such as ourselves—need to fight the price-dumping battle ourselves and continue to educate our clients.

Low-cost language service providers are able to stay in business (some only for a short time), largely due to their bypassing of the editing and proofreading functions—or using “cheap” edits/proofs carried out by a native English speaker or a multilingual language “wizard,” working both into-English and into-foreign.

What can we do as a professional community to ensure that our line of work is recognized properly, achieving status similar to that of accountants or medical professionals? In my view, there are three key areas:

► **Client education** Besides using our own communication skills to educate clients about the differences in translation quality and the various quality assurance steps (editing, and then proofreading by additional linguists), we can point them to a professionally presented little booklet called *Getting it Right*, published by the ATA. This publi-

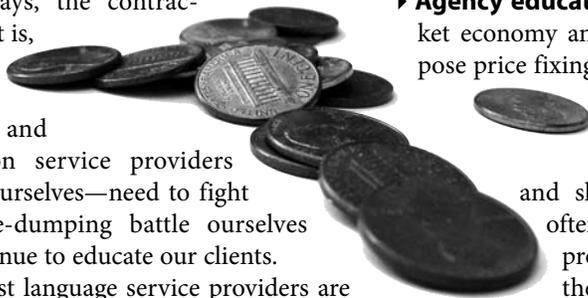
cation is available online at http://www.atanet.org/Getting_it_right.pdf.

► **Translator education** Translators need to understand that there is and should be a pricing difference when working with an agency and when working with a direct client. Mentoring programs should focus not only on the technicalities of translation, but also on the business side, including issues concerning proper pricing. Translators are doing themselves a disservice if they undervalue their work (especially to direct clients), and in turn cause downward price pressure to other professionals.

► **Agency education** This is a free market economy and I don't want to propose price fixing. Yet, agencies who feel pressured to make the sale need to be aware of competitive pricing and should know that they often hurt themselves in the process when they “spoil” their clients. The low-margin, fly-by-night, online translation outfit that manages projects by price alone using online bidding portals has its place. But the output will be commensurate with the input.

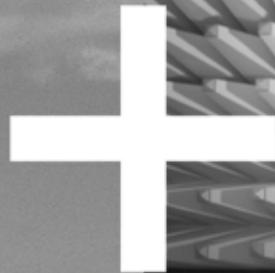
We have to do our part to educate our clients about why quality matters. We have to educate new translators to ask a fair price and encourage them to negotiate and also educate their clients in turn. And as agency owners, we should show some pride in our profession and stick to our quality commitment. Underbidding by extreme percentages and letting translators “fight it out” in online bids is only creating artificially low pricing that confuses clients and hurts our profession as a whole.

If we can establish personal contact, be it only over the phone, often the transaction can be brought back to a human interaction, where we have a chance to bring the focus back from price to precision. ◀



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**Next Meeting:
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(see p.1)**