

TRANSLORIAL

JOURNAL OF THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION



Recession: Tactics For Survival

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Tales of the Mapuche People

BY L. SCHWARZENBERG

FEBRUARY 2009

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YOUR TURN!

Translorial is always looking for contributions and opinions. We publish our members' stories, ideas and thoughts. Moreover, articles help maintain your ATA certification and grant you a free "plug" both in the Contributors section of this page and on the *Translorial* archive page of our website. Send your ideas and or comments to the editor at nina@translorial.com. Submit articles now for upcoming issues. ✓

contributors

RENATE CHESTNUT has worked as an English > German translator for over thirty years, first in-house in Germany and then, for most of her career, as a California-based freelancer. She specializes in technical and scientific texts and now focuses mainly on the life sciences and has been a presenter at the annual ATA conferences. In addition to her translation, editing and QA work, Renate teaches a class in technical and scientific translation at the Monterey Institute of International Studies.

SARAH LLEWELLYN is a freelance French > English translator with a background in marketing and public relations. Born and raised in the UK, she spent the early part of her career working in France before emigrating to Sydney, Australia to work for a large, private French airline and is now based in the Bay Area. She holds a degree in Linguistics from the University of London.

QUYEN NGO is a freelance English <> Vietnamese interpreter and translator, currently specializing in medical and legal interpreting and based in southern California. She started doing translation work for her family's business 25 years ago and also did pro bono interpreting work. She began her career as a full-time interpreter after completing a legal interpreting course. Quyen is also a certified language proficiency tester and provides private

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KAREN TKACZYK is a freelance translator who works from French and Spanish into English. She has chemistry degrees and worked in the chemical industry (pharmaceuticals and cosmetics) before becoming a translator in 2005. She does technical translation work in this narrow field of chemistry, its industrial applications, and chemical intellectual property. She is active in ATA and NITA as well as NCTA. Karen lives in Gardnerville, Nevada.

FARAH ARJANG VEZVAEE is an English <> Farsi translator and interpreter based on the Monterey peninsula, where she runs her own small business for translation and interpretation. She has worked with the Monterey Institute of International Studies to develop a multimedia-based curriculum for Farsi, and is currently developing two self-study manuals for translation and interpreting with the institute. ✓

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letter from the president

NEW YEAR, NEW CHALLENGES

BY TUOMAS KOSTIAINEN

Happy New Year! Apart from the standard reminders about renewing your membership, voting in the NCTA election and coming to the General Meeting, I don't really have other pressing NCTA issues to write about, so I decided to use this space for something a bit more "general."

Most of us have probably felt the current recession in our own work load and responded to it with various degrees of anxiety. However, as bad as it may be, this downtime also offers us an opportunity to invest more time in learning new skills and improving our business practices, so that when the jobs start pouring in again, we are ready and better prepared.

Let's start with the simple little things. Are you sure that you are listed in the NCTA online database? Surprisingly, many members don't take advantage of this great membership benefit. If you are already listed, make sure your profile is up-to-date. Remember to do the same with your ATA profile. And talking about ATA, maybe this would be the time to take a practice test and get ready for the ATA certification exam.

Join the NCTA members' yahoo list. Many individual and corporate members frequently post jobs on the list, not to mention all the other useful info available through the list. Are you familiar with LinkedIn? You would if you were at the December GM. Florencia Pettigrew gave us a great presentation on how to use that tool for getting connected with our colleagues and clients and promoting ourselves. I just recently read somewhere that most people get jobs through personal contacts and networking. One more reason to come to our meetings and events.

Take care of all those unfinished tasks, like bookkeeping and tax preparation. It's perfectly legal to file your taxes before April 15th! Is the hinged plastic cover of your shoebox the most hi-tech part of your

bookkeeping system? If so, this would be a great time to switch to something more sophisticated and efficient. Look for a software that handles your invoicing and bookkeeping together without you having to enter any of the information twice.

Utilize the continuing education opportunities that NCTA, ATA, local colleges, libraries, etc. offer. An MS Office or Windows course would certainly benefit most of us. Learn to use a CAT tool. If you don't know which CAT tool to choose or where to start, come to the ATA Translation Tools Seminar on March 14th in San Francisco. The seminar will provide you with an excellent opportunity to learn all that and much more. If you already have one, learn to use it better. Take time to polish up your old glossaries and convert them into a format that's compatible with your CAT tool. With some glossary mining on the Internet, you can probably find lots of additional good glossary material.

These are just a few examples, and I'm sure you already have others in mind. So, sounds like you have a busy schedule ahead of you. I'll leave you to enjoy your tax return, and see you at the next GM. ✓

BOARD REPORTS

At the November Board Meeting

- Reviewed details of December GM and assigned Board responsibilities.
- Selected the volunteer and honorary award recipients for 2008.
- Discussed the Nominating Committee report and candidate requirements.
- Completed planning for the November Trados workshop.
- Discussed workshop topics for 2009.

At the December Board Meeting

- Treasurer's report: NCTA funds transferred to Wells Fargo, online banking in place for recurrent payments, discussed CD interest rates.
- Discussed workshops for 2009.
- Discussed future happy hours and GMs topics, completed planning for the December GM: speaker canceled and was replaced.
- Approved motion to raise corporate membership to \$100 from \$75.

At the January Board Meeting

- Reviewed details of February GM and assigned Board responsibilities.
- Discussed various alternative options for publishing *Translorial*.
- Reviewed the Continuing Education plan for the first half of 2009.
- Discussed Google Adwords and Facebook advertisement.
- Reviewed the suitability of Sandbox Suites as a venue for NCTA events. ✓

continuing education points: how to

Workshops offer an affordable and local way to accrue Continuing Education (CE) points. All ATA-certified translators now need to accrue 20 CE points during each three-year period in order to maintain their certification (see http://www.atanet.org/certification/guide_education_points.php).

Many options are available to fulfill the requirements. If you can't come to every General Meeting, take a workshop or two each year. Just two four-hour workshops a year will give you more than enough points, at less than \$100 a year. TK

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

SPRING UP

BY NINA BOGDAN, EDITOR

It seemed to me that I had just finished writing my editor's note for the December issue and was heaving a sigh of relief when it was time again to gather my thoughts for the first issue of 2009. No doubt many of us are beginning this year with a bit of trepidation as the end of 2008 brought the U.S. to the point of complete economic meltdown. To provide some assistance in that regard we have an article by Quyen Ngo, which provides some ideas about how to survive a recession. NCTA President Tuomas Kostianen also gives us some tips on how to use unwelcome spare time wisely.

The best way to proceed, whatever one chooses to do, is to try to view a change, even for the worse, as an opportunity to take on new challenges and spring is probably the best time to do this as we emerge from winter with renewed energy.

Our feature in this issue is a very interesting article by Lieselotte Schwarzenberg, who translated a book from German into Spanish about the lore of the Mapuche people, documented by Bertha Koessler, a German émigré in Argentina.

We have a number of reports on various events, including the 2008 ATA conference. Take note also of our GM write-up. December's presenter talked about professional networking sites and we already have an NCTA group on LinkedIn to help you feel right at home, so join today! ✓



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UNI-CODES

Find the key to the two letter codes that designate a member's working language at <http://snipurl.com/1giws>.

A GUIDE TO SURVIVING THE RECESSION

The financial meltdown and ever-increasing unemployment rates do not bode well for the coming year but there are always options, even in hard times. BY QUYEN NGO

The holidays are finally behind us and hopefully the souring economy did not produce too many scrooges. Many of us are probably wondering if 2009 will usher in a brighter economic horizon. Typically, freelance interpreters/translators have been fortunate to work in a field relatively immune to transient economic cycles. But this is no ordinary financial conundrum. Uncertainty looms while the million-dollar question appears to be: “How much more downturn is there?” Navigating the current recession, in a profession that isn’t known for producing steady fixed incomes, can be tricky. Have you been receiving less work? Have you noticed that agencies are taking longer to pay? Have you been getting the proverbial run around: “We didn’t receive your invoice”, or “We’re waiting for payment from the client.” Are you being offered lower rates for work? Have you contemplated reducing your rates so you can get work?

Some inconvenient truths

Maybe you’ve been seeing more and more along the lines of these job postings adding further insult to injury: “We have a limited budget but are hoping that the volume will entice!”; “We have a translation project but don’t want to pay U.S. prices (translation: “we want to pay third world prices”); “We are expecting to choose the best translator at the lowest price possible.” While some will argue that rates have steadily been dropping for awhile, we can anticipate that the recent economic deterioration will not ameliorate matters any. Let’s examine some of the factors perpetuating the lower rate trend.

Supply and demand: Too many translators/interpreters and not enough jobs. True. Every bilingual person thinks they can translate. Also, too many agencies paying cheap rates because there are many poor translators willing to accept them.

Globalization: True. Many qualified translators are priced out of the market due to price pressures from translators working from developing countries.

Quality has a price. True. A new job

always goes to the lowest bidder no matter the experience or qualifications of the translator. One agency specializing in marketing for various well-known clients divulged to me that their main priority was the appearance of the finished product and not the integrity of the translation. Hence, lower standards equate to lower rates. Nevertheless, I know there are still some agencies that endorse quality standards.

CAT tools/ TMs: True. Many agencies are pushing rates down further by utilizing pre-translated and fuzzy matching translations. In the old days, companies would provide translators with the software and materials needed for a project. Many translators have exacerbated the problem by purchasing these expensive software programs on their own, hoping to generate more work. The downside is that companies often lower rates for the use of CAT tools.

Technology: True. The advent of the Internet, CAT tools, and electronic/online dictionaries has greatly increased the number of virtual translators as well as translation productivity. Advances in technology will always bring down prices. Notice how prices have come down since the first generations of plasma TVs and Blue Ray DVD players have come on the scene?

Job bidding: Simply put, professionals do not bid. In what other field do professionals (doctors, engineers, electricians, mechanics, and technicians) bid for jobs? Job bidding is only convincing when everyone bids from a level playing field.

What are your options?

Now, that we’ve identified some of the price-reducing factors, let’s discuss the options. If you’re tempted to reduce your rates or accept work for less, think carefully before you do. Consider the long term impact. A client gets used to your rates and good luck raising them after that! If you’re getting less work from the down-turn and have more free time on your hands, consider the following:

Go back to school. Enroll in a translator or interpreter certificate program. Certificate programs provide proof of con-



centrated study while helping you stay current with new developments in your field.

Invest in learning new computer skills or update current ones (graphics, illustration, video, audio, etc).

Research the current in-demand fields for translation or interpreting, and then specialize in one. Create a niche. Just because you’ve done a dozen or so translations in a particular field does not make you an expert. Specialization doesn’t happen overnight, but takes years of dedicated study.

Once you’ve become an expert in a specific field, aim for companies or agencies that can utilize your strengths in these fields. Remember that professionals know their limits and do not take on jobs outside of their area of expertise.

Combine resources, partner with colleagues on volume projects.

Supplement your income with part-time jobs. Hold training workshops for various CAT tools. This enables you to help others in the profession while recouping some of the money and time spent purchasing and learning to use the software.

Network. Revamp your resumé and keep in mind the quality over quantity adage.

Volunteer your services with a charity or non-profit organization. You can practice your linguistic skills while providing a benefit at the same time. ✓

MEDICAL TRANSLATION SPECIFICS

A workshop with a panel of experts gave attendees some valuable information about the specifics of medical translation. BY KAREN TKACZYK

The medical translation panel workshop was held at the Mechanics Institute Library, and included three speakers, who had been selected with a view to providing diverse information that would both increase attendees' understanding of the field and provide practical tips for our daily work. They achieved that.

Dr. Karl Kaussen, owner of the agency Biotext, gave us a thoughtful discussion of what can be lost in translation, describing aspects of cultural appropriateness, pragmatic conventions and syntactic and practical ambiguity. He concentrated on different registers that are seen in medical translation and explained how translators have to apply their expertise in areas as wide-ranging as clinical research reports and adaptation of texts for immigrant audiences of minimal literacy. This striking contrast of documents targeted at healthcare professionals versus documents targeted at the general public was discussed in detail, and the way these differences should affect how the translator works was considered.

Following the theoretical discussion, Dr. Kaussen explained how his agency puts this theory into practice through the admirably well-constructed quality-assurance process that Biotext uses. If only all LSP's were so thorough!

The second speaker was Dr. Norma Kaminsky, who also contrasted healthcare texts with technical medical texts. She then talked about the four primary resources translators have: our memory; our T.M.; our glossaries, dictionaries and textbooks;



Animated discussion among attendees

and the Internet.

One tip from Dr. Kaminsky was to configure Google to search in a specific language, then search for a term in your other language in order to find bilingual texts. In the context of differing register, Internet resources such as Medline, PubMed and Medscape were demonstrated. It was easy to spot the terminology differences in texts geared to the general public and to a technical audience.

The third speaker was Mr. Kai Simonsen, VP of Production and Quality Systems at Crimson Life Sciences, an agency where almost all the work relates to the field of medical devices. This is a field where companies are frequently audited by regulators. I enjoyed this quote: "Typically, control of translation is driven by fear of the FDA."

Simonsen gave us a succinct working definition for medical device: "Any item used in medical treatment and diagnosis that is not a drug," then gave an excellent overview of the key regulators governing medical device manufacturing. He then discussed how medical devices are classified, how that determines the risk level for each device, and the level of controls required by the regulatory agencies. Simonsen noted that EU requirements often drive translation requirements. The EU requires that all "Labeling" be trans-



Socializing during a workshop break

lated. Labeling mitigates risk that cannot be limited by design, and is not limited to labels, but includes items such as instructions for use and packaging,

Simonsen next described Crimson's process for ensuring high quality translation, which in this area corresponds to mitigating risk. Crimson goes by the theory that volume equals expertise, and provides references for its projects and expects translators to use them. They have zero tolerance for impactful errors and report any found to the client, even if they are found years later.

I left the workshop with increased knowledge about the field and a set of useful tools to add to my research resources. ✓

Read the full version article online at translorial.com

UPCOMING WORKSHOPS

ATA Translation Tool Seminar

SATURDAY MARCH 14, 8:30 AM - 5 PM

WESTIN MARKET STREET,
50 THIRD STREET, SAN FRANCISCO

» Morning session: Rosalie Wells on "Productivity Tools for the Professional Translator": How to work more efficiently and produce better quality work.

» Afternoon session: Dierk Seeburg on "Computer-Assisted Translation Tools."

» Networking Session from 5 to 6 PM.

» Job Marketplace throughout the day to market your services.

More at: <http://www.atanet.org/pd/tools>.

Interpreter Exam Preparation

SATURDAY APRIL 25

Corinne Cline: Tips for success in the California court interpreters examination.

Literary Translation w/CAT

WEDNESDAY MAY 13

The presenter, Karen Emmerich, is a finalist for the National Book Critics Circle Award and has translated a variety of 20th century Greek poets.

More information will be available on ncta.org in a few weeks. ✓

TRANSLATING BY MACHINE: A RAPPROCHEMENT

Is post-editing in your future? Will you soon be cleaning up after the machines? The AMTA Conference addressed this and more. BY MIKE DILLINGER, FOREWORD BY YVES AVÉROUS

What's not to like about a conference taking place in Waikiki? Besides, the program put together last October by the Association for Machine Translation in the Americas (AMTA), was quite compelling. Judging from recent NCTA and ATA events, the MT trend has people talking.

Many professional translators are already being introduced to machine translation in their regular work every day via SDL Trados's embedded new MT features. More importantly, it is the workflow from machine translation to post-editing, the right tools for a simpler process, that remain to be honed. There are promising contenders in the field. Ex-AMTA President Mike Dillinger guides you through the whole meeting. *YA*

MT at work

The AMTA held its eighth biennial conference last October in Waikiki, Hawaii. The Association gathers researchers and users of translation software from around the world to discuss progress and prospects for the technology. Interest in machine translation is clearly on the rise: this conference was the best attended and had the most presentations of any in the Association's 15-year history. Presentation topics ranged from the history of machine translation to Arabic text processing. There were



Panel discussions abounded on the future of translation.

also workshops on organizing successful deployments of translation technology and on new techniques for evaluating translation quality as well as a public showcase of translation products that are in development or available on the market. ATA President Jiri Stejskal spoke at a panel discussion about what we need from MT. All of the presentations are available on the conference website.

For the first time, the conference focused on MT at work, with a majority of presentations from people who actually put machine translation to good use on a day-to-day basis, and many of these focused on how to bridge the gap between translators and translation software. Other topics

included system usability: building MT systems to be easier to use and to better serve translators' needs, and translator training: post-editing MT output and training translators for post-editing.

The National Institute for Standards and Technology (NIST) organized an innovative workshop to promote and compare new kinds of translation evaluation software. AMTA will continue to focus on bridging the gap between human and machine translation when it hosts the international XII Machine Translation Summit in Ottawa, Canada in August of 2009. We hope to see you there! *MD* ✓

Read the full version article online at translational.com

WIRELESS COMMUNICATIONS EQUIPMENT FOR INTERPRETERS

For less than \$100, interpreters can now have their own set of wireless transmitter and receiver, including microphone and earphone. In many instances, the rental of similar equipment for just one day exceeds this purchase cost.

TN Communications offers dependable, long-lasting wireless equipment. Equipment is very light and small and easily fits in a shirt pocket. Transmitters and receivers come with a one-year warranty.

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On the left, Paula Dieli provides a new member orientation. In the top left photo, the five candidates running for office line up for a group shot. In the top center, Florencia Pettigrew explains the importance of social networking sites. In the middle left photo, Naomi Baer receives flowers presented by Raffaella Buschiazio, many thanks for her hard work as Membership Director and a one-year honorary membership. In the middle right photo, Clare Roby of CSU Chico, stuffing envelopes with hands chipping in.

THE BRAND CALLED YOU—STRATEGIES FOR FREELANCE

At the NCTA December meeting, guest speaker Florencia Pettigrew explained how to get the most out of social networking sites and techniques for building and managing your online reputation. BY SARAH LLEWELLYN

The final General Meeting of 2008 was held on Saturday, December 6th. NCTA President Tuomas Kostainen began the meeting with a presentation of annual awards. Three NCTA members who had made a significant contribution to NCTA were honored this year. The first recipient was Alison Dent, who was named Volunteer of the Year. Alison served on the Board from 2007 until her recent return to Europe. Normally board members are not eligible for this award, but an exception was made in Alison's case because of her singular effort in developing the *Translorial* archive. Naomi Baer was awarded a one-year honorary membership for her outstanding service to NCTA, having served on the Board for four years, two as secretary and two as membership director. Lifetime Honorary Membership was given to Steve Goldstein for his work on *Translorial*. Steve founded the magazine in 1978, was its first editor, and served a second term as editor until just recently. As Chairman of the Nominating Committee for the upcoming board elections, Paula Dieli introduced the candidates for the five

available positions: Tuomas Kostainen for President, Yves Avérous for Vice President, and Raffaella Buschiazio, J. Mónica Pérez and Sonia Wichmann for the three director positions. The election results will be announced at the February 2009 GM; those elected will serve a two-year term.

Next, Clare Roby of CSU Chico gave a brief outline of a workshop offered by the university as part of a program leading to localization project management certification. The workshop will be held over two days in San Francisco at the end of March.

Your own brand

The guest speaker was Florencia Pettigrew, international marketing manager for the professional networking site LinkedIn. Born in Argentina, Florencia was educated in the U.S. and has a Masters degree in International Communications from American University in Washington, D.C. For the past decade she has been involved in marketing communications for both the private sector and multilateral institutions in Europe, the U.S., and Latin America.

Florencia's presentation focused on the

advantages of social networking sites to build and manage your own brand. These sites are a highly effective means of showcasing your skills, acquiring new clients, and gaining visibility and knowledge through collaboration with others.

To get the most out of such sites, it is important to learn how to use all the available tools. Then you control how people find you and determine what they can learn about you. The most business-oriented site is LinkedIn; Facebook tends to be more social. Decide upon your aim in joining and then find the site that best suits your goals.

Social network profiling

Once you've joined a site, build as complete a profile as possible. Use your name, business name, and a professional photo to make it easier for people to remember you. Do not create a profile that reads like a résumé, but do feature information that will highlight your skills and strengths.

Always include in your profile key terms that people might use to find you. Include names of clients and include links to any



...w talks about social networking sites. In the top right photo, ...es with ballots proceeded quickly after the meeting with all ...ottom row, spoke about an upcoming localization workshop.

CERS

work on the web, or upload documents.

Customize your URL so that it appears as your name, rather than as a number, and include this in your email signature. LinkedIn also offers the possibility of status updates, which can act as a “virtual conversation opener.”

Viral power of networks

Once you have created your profile, the next task is to build a network of trusted contacts. Build your network BEFORE you need it and invite into it only those people you trust. Personalize your own invitation to others, and before accepting an invitation from someone you don't know, check out their profile and ask yourself if you would be willing to introduce that person to someone in your network.

Join groups to extend your access to people. Members will not be “first-degree contacts,” but you will by default be able to communicate with them, regardless of whether or not you know them. When deciding which groups to join, look at the groups your peers belong to. These sites are a form of viral marketing, meaning that whatever action you take, your entire network will see it.

The NCTA extends its thanks and gratitude to Florencia Pettigrew for her interesting and informative presentation. ✓



MEETINGS

A SIMPLY FABULOUS BRUNCH

BY NINA BOGDAN

On Sunday, January 25, NCTA members gathered at Skates by the Bay, a restaurant in Berkeley, to celebrate the post-holiday season and share experiences.

Close to 40 people attended the event with a number of NCTA members bringing family and friends along to enjoy the great fare and spectacular views of the bay.

As I have developed the bad habit of arriving late to events (although in my defense traffic is usually to blame in the Bay Area, my philosophy being that if it takes more than an hour to get some place I should re-think the necessity of going), I made a point of arriving on time on this occasion. There were five of us present to get the party started but seemingly in the blink of an eye, we had four tables filled with people, all talking animatedly, re-connecting and, as in my case, meeting and getting acquainted with people whose names are familiar to me but whom I've never actually met in person. As is inevitable, people did talk shop (how can you not?) but other topics were broached and ranged from speculations about what the New Year will bring to what J. Edgar Hoover really liked to wear.

Nothing beats good food and conversation (wine is also nice but I think for most of us it was a tad early for cocktails) and time zipped by. The NCTA provided coffee, tea and cookies to complete a great meal and then the group set off on the traditional post-brunch walk on the pier. Although rain had been forecast for Sunday, the translation gods decided that they shouldn't interfere with this very important part of the event and the afternoon was beautifully clear and bright with some clouds massed on the horizon to the south.

The grand finale was, as is also a tradition now, a group photo shoot at the end of the pier. This is the fourth year that the post-holiday brunch has been held at Skates and it is a great way to start the New Year—seeing old acquaintances and making new friends. ✓



THE MAPUCHE PEOPLE TELL TALES

A tale of multiculturalism: a German researcher comes to Argentine Patagonia and records the tales of the indigenous Mapuche people BY LIESELOTTE SCHWARZENBERG, PH.D.

The long years of patient work by Bertha Koessler née Ilg in San Martín de Los Andes, Argentina, collecting the tales of the Mapuche people are finally being recognized, as a new edition of the Spanish translation was finally launched in May 2007 in Santiago, Chile. Frau Bertha originally translated and recorded the stories from the Mapudungun language to her native German.

Germany to Argentina

Bertha Ilg was born in 1881 in Oberzell, Bavaria. As a young girl she spent some time on the Island of Malta, where an uncle was German consul. There she researched the folklore and traditions of that island's original people. Later, after completing a degree in nursing in Germany, she married the young physician Rudolf Koessler. Together they emigrated to Argentina and lived for some years in Buenos Aires, working at the city's German Hospital. However, their spirit of adventure had not been satisfied as yet; so, after hearing that there existed a small town named San Martín de los Andes in Argentine Patagonia, far away and undeveloped, where there was no doctor, they decided to visit the place and finally settled there for good. Here they raised their family, and Bertha shared her time between her tasks as a mother and housewife and as her husband's assistant. But she also dedicated much time to collecting old tales of the region's indigenous population, many of whom came to see the doctor, and this was an endeavor she very much enjoyed. With some of these Mapuche Indians she was able to have long conversations and little by little, they became her friends.



Writing in her garden.

The Mapuche

Frau Bertha related that she usually had to make great efforts to overcome the Indians' natural shyness and reluctance to reveal anything of their Mapuche background, because that was thought to be against the commandments of their deities. However, slowly and patiently she was able to win their confidence while learning their language, Mapudungun. She must have mastered the tongue very well, as becomes evident from the German explanations she adds to each Mapudungun term. In the evenings, after having listened attentively to the stories the Mapuche Indians told her, she sat down and carefully recorded them in German, inserting the original Mapudungun expressions followed by the German translations of their meaning. Although Frau Bertha spoke seven languages, including Arabic and Mapudungun, German was her native tongue and it is logical that she preferred to express her thoughts in this language.

The collection of her manuscripts is very extensive and includes not only tales as such, but also very complete research of the indigenous culture with poems, songs, prayers, magical practices, riddles, children's games, traditions and even a glossary of the Mapudungun language. This first part of her work was published in 1962 by the Institute of Philology of the Humanities and Education Sciences Department of the National University of La Plata in Buenos Aires and now has been reprinted without changes. However, her collection of Mapuche

myths and legends, tales and fables had not been published at all, possibly due to the fact that they were all written in German. In spite of Frau Bertha's great efforts to find someone who would be interested in the subject, and who would compile and publish her work, she did not succeed. So, as many years went by, the valuable collection stayed unpublished.

In the era when Frau Bertha was conducting her research, the Mapudungun language was not generally considered as important as, for instance, Quechua or Guaraní, which have been conserved and spoken by the natives of Peru and Bolivia and of Paraguay even after the Spanish conquest and colonial times, until today. At present that concept has changed in favor of Mapudungun thanks to important studies undertaken by some Catholic priests, mainly Father Ernesto Wilhelm Moesbach, who lived and worked in the Chilean Araucanía region and published glossaries of the Mapudungun language (*Voz de Arauco*, first edition July 1944. Registration number 10492, printed in Padre Las Casas, Chile).

Frau Bertha's grandchildren wanted to carry out her wish to compile all of the tales and publish them in Spanish, even more so after her death in 1965 without having been able to accomplish her goal. In Chile, the anthropologist Rolf Foerster and Juan Arribas, Director of the Spanish publisher Mare Nostrum, as well as Professor Jorge Vergara of the Universidad Arturo Prat of Iquique, undertook the



Rudolf and Bertha Koessler.



Bertha Koessler holding a trumpet.



Rufina Suntul de Kuruüinka, who provided information to Bertha Koessler.



Frau Bertha with Jose Catrileo, a Mapuche.



The Koessler family.

we are familiar with such natural catastrophes as earthquakes, floods, etc. Thus, the Mapuche tales reflect the geographic, meteorological and seismic reality of this part of the South American subcontinent.

Among the tales there are also historical episodes as, for instance, the exodus of a large Mapuche tribe that emigrated to the other side of the mountains, that is, to Chile, of which they spoke as a land of shadows and darkness, where water abounds and one suffers of cold and bad climactic conditions. Later, these people returned to their original homeland in Argentina, where their fellows gave them some land so they could live again in their natural environment and according to their ancient customs. They also talk about wars among different tribes that were very cruel and bloody and always ended with the victors abducting the women and taking all the possessions of the defeated. Some stories talk about the Spanish invasion and the mistrust felt by the Indians for those warriors who would shoot guns instead of fighting with arrows, bolas or in hand-to-hand combat. They refer to the powerful “winka” (white man) king who lived at the other side of the “great pond,” meaning the ocean, and who sent his soldiers to conquer new lands for him. However, they say that this king was kind and just, but that his armies committed all kinds of abuses against the Indians, openly violating the rules that their king had instructed them to follow. This is a very remarkable feature.

task and thus, after many years and hindrances, Bertha Koessler’s tales landed on my desk with the request to translate them into Spanish.

Belief system

It is enormously interesting to study these peoples’ belief system. Often in the tales, the so called “machis” (medicine women) and sorcerers appear, who kept the people in a state of fright through their witchcraft and curses, with which they could persecute those who didn’t obey their orders. They would kidnap young girls and force them into cruel slavery. Their power could not be thwarted, and therefore nobody dared to challenge them, until one day, a young hero would confront and vanquish them, after great and dangerous adventures. Here we see a certain similarity with some European tales such as, for instance, those of the German Grimm brothers or the Spanish knight novels.

There also are stories about natural cataclysms, and there are even tales of a long period of rains and darkness suffered by the Indians that had been imposed on them by one of their deities. This reminds us of the biblical Flood. The most dangerous of the gods, and one who is mentioned very frequently, was Pillán, who was supposed to live in the Villarrica volcano. He used to unleash terrible storms and destroyed mountains, forests, rivers and everything he found at hand in his fury. In Chile,

with a temporary return to earth or the final disappearance of the hero.

A great achievement

The translation itself was a long and laborious endeavor, not lacking in difficulties, due mainly to the effort to reproduce as best as possible the simple language used by the Mapuches, which Bertha Koessler succeeded so well in imitating in German. She used many Mapudungun words, and then added their meaning in German, in such a way clarifying quite accurately what the Mapuche story teller wanted to express. However, it was not easy to reproduce the Mapuche way of speaking in Spanish. For this reason, the Spanish publisher found it necessary to edit the entire primary translation text so as to make it more fluent. By doing this, however, much of the faithfulness of the original expression was lost. This was an inevitable cost that had to be assumed for literary reasons.

The publication of Bertha Koessler’s magnificent work is a great achievement. It is worth noting that after so many years of frustration for the author because she couldn’t find a publisher, her work was published in Chile, not in Argentina, where she lived and which she loved. However, the Mapuche people are now much more numerous in Chile than in Argentina, from where they originally came. ✓

“CUENTA EL PUEBLO MAPUCHE”
(The Mapuche People Tell Tales)
by Bertha Koessler née Ilg
Published by Mare Nostrum Ltda.,
Santiago - Chile, 2006
Edited by Rolf Foerster González
Translated by Lieselotte Schwarzenberg M., Ph.D.
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THE TRANSLORIAL TOOL KIT

The Tool Kit is an online newsletter that comes to its subscribers' mailboxes twice a month. In *Translorial*, we offer a quarterly digest of Jost's most helpful tips from the past season. BY JOST ZETZSCHE © 2009 INTERNATIONAL WRITERS' GROUP, COMPILED BY YVES AVÉROUS

A true tool box

I recently analyzed my main computer to find out which tools I truly need, not necessarily the ones that are nice to have for those super-exotic projects that come in every other year, but the well-constructed screwdrivers, hammers, and wrenches that, when combined, take us where we need to go.

Communications

For communication purposes, I use:

- Skype as my instant messenger/telephony tool. A few weeks ago I was at a conference where one of the speakers complained about the technical ineptitude of translators, saying that, "While most have Skype, they don't even use it to its full extent--they just use it as an instant messaging tool." It's true that there are many other ways that Skype can be used (it's my favorite way to set up conference calls), but the fact is that it seems to have become the preferred IM tool in our community.
- An FTP client: File transfer to or from an FTP server can be done with most browsers or FTP-replacement services such as YouSendIt.com, but I find it much easier to have all my addresses and passwords for FTP locations of my clients (and my own) stored in one location, which then gives me instantaneous access. The version that I use is WS_FTP Pro. Another good application is the open-source FileZilla.

Text

My tools are used mostly for dealing with text-based files. They include:

- EmEditor for its superior code page handling ability and UltraEdit for the rest. I am not even going to go into what they can or can't do, only this: just about anything you can imagine.
- I also like tools that both cut up large files and combine many text-based files into one. For the first task I use the awesomely named Chainsaw. (I would like

this tool for its sound effect alone. Yes, it's a howling chainsaw!). To combine files I use Twins File Merger. This tool does frustrate me because it "forgets" its registration code, but once I remind it, it does what it's supposed to do: it glues many text/xml/html or other files into one. This is helpful when aligning a huge number of files, comparing files, or combining them for storage purposes.



Search

With indexing tools now included right in the operating system, text-based search tools may not be quite as valuable as they once were, but I still wouldn't want to skip tools like Search & Replace that allow you to search instantaneously through a large set of files.

A tool like IntelliWebSearch, to quickly search online and offline content, may not really belong in this category, but I don't know where else to put it and definitely want to mention it, so here it is.

Conversion

The text tools mentioned above are good for converting text-based files, but there are also other conversions that come up:

- Measurements: I use the recently much discussed Convert.
- PDFs: ABBYY PDF Transformer is still

the best choice for converting PDFs into Word files.

- File names: This is not really a conversion, but once you see how easy it is to change 1500 file names in one fell swoop, you'll want a tool like 1-4a Rename.
- Tools to convert translation file formats: The utilities that come with Heartsome and Swordfish are amazing resources to convert between TMX, TBX, and CSV, and their main translation editors are great ways to convert all kinds of files to XLIFF. Olifant is an excellent tool for converting between Trados and Wordfast TMs and TMX.
- Tools to convert into translation file formats: This is mostly for file formats with hard-to-get-to text. ECM is the best.

Graphics

Graphics are not my forte, but there is one graphics tool that I use day-in and day-out: SnagIt.

Security

Apart from the Internet security suite, or the assembly of tools for all ugly matters dealing with viruses, spam, or spyware, here are some other security tools I use:

- The Windows-internal System Restore has saved me many a time. It's not perfect but it has served me well.
- Password cracking tools: The tools from Elcomsoft usually help me out when I have to deal with password-protected .zip or .doc files.

Quoting

For quoting or project evaluation:

- A Web spider to download complete static websites: Teleport or HTTrack;
- Word count tools: choose one that is able to count a wide variety of file formats.
- Graphic browsers like XnView give you a quick overview of all graphics in a project so you can single out those that need to be translated.

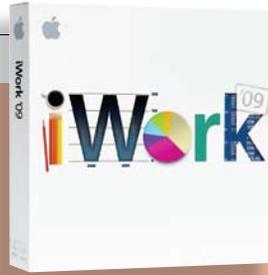
This is not an expensive tool combo but it will serve you well! ✓

THE TRANSMUG REPORT

iWORK READY FOR PRIME TIME?

Pages and Numbers, the core applications of iWork, are now at version 4 and deserve a new review. Is the Apple Office suite ready to compete with the top tier of the market? When Pages (Word replacement) and Numbers (for Excel) were added to Keynote (for PowerPoint) to form iWork, the comparisons were not favorable, although Keynote was superior to PowerPoint in many respects from the start. Pages and Numbers were more like a modernized version of AppleWorks split in two, minus the drawing tools. The combo didn't feel like a real Office contender.

You might not do away with MS Office yet, but there are many solid reasons to use Pages and Numbers. Both applications offer an excellent selection of templates. Numbers' invoice template, for example, displays well the main advantage of the application over Excel: you can place and lay out tables in your Numbers document the way you like, while still keeping the power of calculation, sorting and other tricks that may or may not exist on Excel. Pages works like a simplified, yet powerful, layout



program, loaded with complex and beautiful templates. The latest version even adds a cool Full Screen feature that obliterates all distractions while you write. iWork '09 introduces live update of data copied from Numbers into Pages.

In most respects, iWork does everything Office does, and does it better. Still, documents that have complex formatting in Word will not come out unscathed from their conversion to Pages; Pages can open all versions of Word but only export to .doc and not .docx; and of course Pages is not compatible with Wordfast nor with any other translation tool. So, hold on for dear life to your version of Word 2004 for the sake of docx and Wordfast, and if you don't need Entourage, you may skip Office 2008 completely and upgrade to iWork '09. *YA TransMUG is a Macintosh user group for translators which meets before the NCTA General Meeting. To become a member, subscribe at <http://groups.yahoo.com/group/transmug/>.*

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A SMALL YET DIVERSE WORLD

The 2008 ATA Annual Conference in Orlando, Florida drew a diverse crowd and positive reviews from NCTA attendees. Poolside receptions, balmy weather, and great workshops were enjoyed by all. BY KAREN TKACZYK, FARAH ARJANG VEZVAEE, AND RENATE CHESTNUT

Orlando has its Perks

There were fewer people attending the ATA conference in Orlando than last year in San Francisco, but that did not detract from the experience for me. I thought the ambiance was lively and positive, and the selection of presentations was appealing. The receptions and breakfasts were all held outside by the swimming pools. I really enjoyed that burst of warm weather, particularly because I had driven through a snow storm in the Sierras to catch my flight to Orlando.

Now, about the conference being held in Orlando: a lot of people said they were skipping this year's conference because the location was unappealing and there were people there who clearly couldn't stand Disney. However, there were also a number of attendees whose families were at the parks during the day as evidenced by preschoolers wearing princess tiaras and discussions about enjoying Epcot. I popped over to the shops once to buy souvenirs for my children, and that was the extent of my exposure to Disney. It is the case, though, that I didn't eat as well as I did last year!

Professional development may be the main purpose for the conference, but half the fun for me is the time spent with people with whom I have something in common. Aside from the obvious multicultural living that many in our profession experience, there are smaller links that turn into lovely memories. One of the invited speakers for the French division, Sandra Smith (translator of Irène Némirovsky's *Suite Française*), had taught the Diploma in French that I took while I was studying for my Ph.D.

in Cambridge. That was a real blast from the past, and we had a lovely time chatting about that university and city. I met two other chemical translators, which is always worth noting, as there aren't that many of us! Then there were the 'only at ATA' conversations I had, like saying, "I'm from Scotland," while swimming laps in the pool at 7 am, then the follow-up question being, "Do you work in Gaelic?"

One thing I am continually surprised by is the number of attendees who don't even glance at the sessions for tracks for languages they don't work in, or areas outside the scope of their daily work. LSP and teaching



track sessions can provide valuable insight into what clients and bosses want from translators. Interpreting and literary track sessions are often very interesting, even if we have no intention of

interpreting or translating a novel. The Varia sessions can be the most surprising: Sanskrit was represented this year. Personally I have enjoyed technical sessions the Japanese division provided in the last two years that were given in English.

So, it was exhilarating to be at the conference. I came home motivated, raring to follow up on all my new contacts and put new ideas into practice.

See you in Manhattan! *KT*

A Wonderful Spirit

This year, in addition to having beautiful weather in Orlando and poolside outdoor activities, I felt that the ATA conference was more fun and diverse. An eclectic group of language professionals from Europe to Africa, South America, and Asia gave a wonderful spirit to the 49th annual conference. I normally attend the welcome reception where I meet many new contacts as well as old friends and colleagues and this year it was better than ever.

Every year I worry about missing many sessions and presentations that I like because too many good things are happening at the same time. Over the past couple of years the conference organizers have arranged recordings of many sessions on CDs and DVDs which are available at the ATA's website for purchase. This year every hour of listening to the presentations counts as one point of continuing education for active members of ATA.

Another favorite part of the conference for me is always the Exhibit Hall. Here I can see many of the companies with whom I have worked for many years and it is great to put a face to all the email communications. Most translation agencies offer a token of their gratitude to the translators with a pen, a gadget, or a gismo of some sort when you stop by their booths.

The conference always ends with a dance which is a lot of fun. Unfortunately, I could not attend the dance this year as I was extremely tired. After the last session on Saturday, I had an early dinner and decided to take a nap before going to the dance but when I woke up, it was past 11



p.m. and too late to start the evening. Half an hour later when I went downstairs to get a bottle of water I saw some friends who were coming back from the dance party. They sounded quite jazzed up and said they had had a great time. I was still too tired to regret it at that moment but later on when I heard so many great things about the professional dancers and great DJ, I regretted that I hadn't set my alarm or waited one more night to rest. Oh well, there's always next year. *FAV*

Time Management Tips

The session at this year's ATA conference in Orlando from which I benefited the most was a two-part presentation on time management titled, "Taking Control of Your Time: If Not Now, When?" The talks were presented by Dr. Thea Döhler and they were some of the best-structured, entertaining, and useful conference sessions I've ever attended. Dr. Döhler is a successful business consultant in Germany, and her connection to the world of translation, which helped her tailor her presentation to our community of continuously time-challenged freelance translators, is through her husband, a prolific English-German translator.

It seemed as if Dr. Döhler knew about all of my very personal time-management shortcomings, but it quickly became apparent that the other attendees were struggling with the same issues. Most of us seem to feel that there's never enough time to deal with everything on our schedules, from paid work to administrative tasks to continuing education to housework, family, friends, volunteer work, exercise and hobbies.

Dr. Döhler invited us to look at our personal time environment, at our roles and functions, as well as the demands and constraints we experience in our particular situations in the areas of work/productivity, family/relationships, personal health/relaxation/hobbies, and personal growth/spirituality. When we know where we spend our time, and which parts we would like to change, we can establish goals that help us manage our time more successfully. Setting goals—breaking tasks down into smaller parts, prioritizing, scheduling individual tasks, and then checking our progress—allows us to use our time more effectively.

We were reminded to pay attention to our individual biorhythms when scheduling particular activities—not everybody experiences the same peaks of "performance potential" in the morning or late afternoon, and to take regular breaks—the suggestion was 10 minutes every hour.

"Time stealers" are distractions that keep us from working most effectively. Dr. Döhler encouraged us to keep a daily time diary in order to identify these small but disruptive interruptions. Even a very short interruption requires a subsequent "ramp-up" time to get us back to the previous level of concentration. In addition to self-discipline (avoiding unnecessary browsing on the Internet, checking e-mail only at specific times), we can schedule "quiet times" for concentrated work, during which we turn off the phone and automatic e-mail notification, turn away visitors, and close the door to our office.

Some other ways in which we lose time include spending too much time on non-essential activities; attempting to do too much without clear priorities; poor desk management; and ignoring one's internal clock and personal performance rhythm. Dr. Döhler reminded us about the Pareto principle, or 20-80 rule, that also applies to personal time management: 80% of all important work gets done in 20% of the time spent working. Time planning methods include: writing things down, making realistic estimates of time requirements of projects, and allowing for time buffers. Eight minutes of planning save 1 hour of

time. Specific suggestions from Dr. Döhler were: delegate, deal with e-mails more efficiently, learn to say "no," and bundle tasks.

This presentation offered me many "Aha!" moments. I had known before that my time management was seriously underdeveloped, but now I have a much better idea of where my weak points lie. I left with a list of resolutions and I have been taking small steps towards better management of my time. I know this will be a never-ending battle, but I'm glad I had this help in getting started. For those who would like similar help with their time-management skills, check out books by David Allen, the "personal productivity guru," who recommends very similar ideas for getting on top of your workload and achieving "stress-free productivity." *RC* ✓

Read the full version articles online at translorial.com



Paula Dieli (top) and Tuomas Kostianen (bottom center) promoted the NCTA in Orlando.



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2009 CALENDAR

February 11	East Bay Lunch Social	April 25	California Court Interpreters Exam Tips
February 23	San Francisco Happy Hour	April 27	San Francisco Happy Hour
March 14	ATA Translation Tools Seminar	May 9	General Meeting
March 30	Oakland Happy Hour	May 13	Literary Translation Workshop w/CAT

See <http://ncta.org/calendar.cfm> for up to date information.

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