

TRANSLORIAL

JOURNAL OF THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION

Body Language The Art of Sign Language Translation

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CONTINUING ED

Ready to Proceed

BY NIELS NIELSON, P. 8

MEETINGS

Happy Hours

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Field Knowledge

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YOUR TURN!

Translorial is always looking for contributions. We publish our members’ stories, ideas, and thoughts. Submitting an article also helps maintain your ATA certification and grants you a free “plug” in the Contributors section. Send your ideas to editor@ncta.org. ✓

contributors

VIRGINIA COOPER is a freelance German to English translator with an MA in Translation and German literature and culture. Virginia specializes in translating legal, medical, and pharmaceutical texts. She also translates literary texts and has recently begun translation of a German colonial novel.

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ELIZABETH STOKKEBYE is a native speaker of Danish and has an MA in Scandinavian Languages and Literature. She has taught Reading and Composition for five years at UC Berkeley. She writes blogs, stories, and plays, and paints literary figures in her free time. Professionally, she specializes in translations in Fine Arts and Humanities.

RENE VOGT-LOWELL is a native English/Spanish speaker born in Cuba to American parents. After earning an MA in Nuclear Engineering, Rene worked in the nuclear power industry for 40 years before retiring. Rene is a certified court interpreter, and currently resides in San Clemente, CA working as a freelance interpreter/translator.

LAUREN WENDELKEN worked in publishing prior to moving to San Francisco three years ago. Lauren has done freelance work as a French-to-English translator, and also has a background in the sciences, with a BA in Neuropsychology and an MA in Neuroscience. ✓

Unabridged bios at <http://tinyurl.com/76upmdh>

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letter from the president

TRANSITIONS

BY SONIA WICHMAN

As this is my first President's Letter, it seems like a natural time to reflect on transitions at NCTA. With this issue, we welcome back *Translorial* after a brief hiatus, with Lauren Wendelken as the new editor. *Translorial* has evolved into a beautiful journal under the stewardship of our many fine editors over the years – most recently, Mimi Wessling—and we are thrilled to see it continue. Producing an industry-specific journal like ours requires a unique combination of skills and background, so we are delighted that Lauren accepted this position.

We have a new board as well, with three new directors joining us after the February elections: Ana Bayat King, Jay Feist, and Mike Karpa; and former Membership Director Kåre Lindahl moving into the post of Vice President. With their varied backgrounds, our board members reflect the diversity of NCTA: freelancers and corporate members; translators, interpreters, project managers, and linguists. With their range of experience and perspectives, they will bring lots of new ideas and energy to our association.

I also feel very fortunate that NCTA is in excellent shape as I begin my term, and I have my past and present colleagues on the board to thank for that! In particular, this is the time to acknowledge the outstanding work of our outgoing President, Paula Dieli, as well as the contributions of outgoing board members Afaf Steiert and Elisa Rossi. In recent years we have updated our website, expanded our workshop offerings, and continued to offer frequent opportunities for networking and socializing, all while maintaining a balanced budget.

So where do we go next? One of our top priorities for the coming year is outreach: connecting more with our members, with potential clients, and with other organizations. To that end, you recently received a survey asking your opinion about various features of your membership. We received an encouraging number of responses and have learned a great deal about our members. (Look for details in an upcoming *Translorial* article!) And it doesn't end there. We plan to use your feedback to improve NCTA and make your membership even more productive for you. ✓

member benefits

The NCTA is working hard to promote the association and its members.

Membership for MIIS grads	The NCTA has offered a free nine-month membership to all recent graduates of the Translation/Interpretation/Localization Program at the MIIS and the Medical Health Care Interpreting Program at CCSF.
NCTA LinkedIn group	LinkedIn is an effective site for networking and increasing your professional contacts. Join the group to display the NCTA logo on your LinkedIn profile and instantly connect to other NCTA members.
Facebook page	For sharing news and announcements of NCTA events and activities, including with non-members who are Facebook users. Spread the word!
Members Yahoo Group list	Don't forget to join the over 300 members on the NCTA listserv to quickly receive answers to your questions, exchange information, or post jobs.
NCTA logo	Enhance your professional image by displaying the NCTA logo on your website, business card, and email signature. Contact administrator@ncta.org to request use of the logo.

BOARD REPORTS

At the September 2012 Board Meeting

- » Reviewed membership numbers and Treasurer's Report
- » Discussed speakers and topics for September, December, and 2013 General Meetings
- » Discussed upcoming and future Continuing Education workshops
- » Discussed plans for the ATA conference in San Diego

At the October 2012 Board Meeting

- » Reviewed membership numbers and Treasurer's Report
- » Reviewed Profit and Loss Statement
- » Discussed upcoming and potential workshops
- » Reported on East Bay lunch in Berkeley
- » Discussed speakers and topics for future general meetings
- » Update on new webmaster (Corey Roy)
- » Discussed plans for ATA conference
- » Discussed nominations for upcoming election
- » Discussed upcoming newflashes

At the November 2012 Board Meeting

- » Discussed Administrator's Report on NCTA's presence at the ATA Conference
- » Discussed ways to improve NCTA's volunteer program
- » Discussed options for the future of *Translorial*
- » Reviewed past workshops and discussed upcoming workshops
- » Update on webmaster's plans for the website and the member survey
- » Reviewed 2012 budget vs. actuals

At the December 2012 Board Meeting

- » Reviewed membership numbers
- » Discussed plans for upcoming GMs
- » Discussed outcome of recent workshops and plans for 2013 workshops
- » Update on search for new *Translorial* Editor and Publications Director
- » Discussed possibility of attending Chamber of Commerce events and Hispanic Diversity Event
- » Reviewed questions for the NCTA member survey
- » Reviewed update on nominations and plans for online voting
- » Selected "volunteer of the year" ✓

A BRIEF INTRODUCTION

The Editor's Note. BY LAUREN WENDELKEN

This is my inaugural issue of *Translorial* as managing editor, and it has been quite an adventure! I want to take a moment to thank everyone at NCTA who helped to shepherd me through this process, and special thanks to Jane Mäger at Flight 19 for her creative genius and expertise. There were a few bumps along the road, but we finally made this happen; I look forward to many issues to come.

I had the pleasure of attending the February 2013 NCTA General Meeting, where I was fascinated by the presentation Cris Eggers gave on American Sign Language (ASL). Her discussion of ASL

translation was revelatory. Never had I imagined the richness of culture within the Deaf community. In mainstream American culture, sign language is often utilized as a tool for communicating with preverbal infants, and thus is considered primitive, less expressive and less elegant than verbal language. But in fact, the cultural depth and linguistic diversity of sign language rivals any spoken language.

For translators, bi- or multilingualism is the source of a career. For the Deaf, bilingualism is a matter of social survival; without verbal language comprehension, they cannot interact with the world, and with-

out sign language, they cannot communicate the full depth of their own thoughts and feelings with others.

I attended the meeting in February with no expectations beyond a little socializing, and left having had an experience which has altered my world view. As many of you have already discovered, NCTA is a source not only for career advice and networking opportunities, but also the kinds of experiences that can open your eyes to new and fascinating aspects of the world we live in. I look forward to bringing this kind of experience to our *Translorial* readers in this and future issues. ♥

ANNUAL REPORT 2012-2013

Membership details (as of Dec. 1, 2012)

- » 513 individual members
(up from 453 at this time last year)
- » 62 corporate members
(up from 61 last year)
- » total 575 members
(up from 514 at this time last year)
- » 496 *Translorial* readers
(big increase; last year 319)
- » 346 NCTA Yahoo group members
(increase of 7 from last year)
- » 994 messages in 2012
(last year 1,149)
- » 234 NCTA LinkedIn Members
(last year 202)
- » 316 lifetime likes in Facebook
(last year 219)
- » NCTAOrg on Twitter now has 143 followers
- » We tweeted a total of 334 times in 2012; tweets are automatically posted on Twitter, Facebook and LinkedIn

JOIN US!

(SEE OUR MEMBER BENEFITS ON P.2)

Not a member yet? Visit <http://ncta.org/> and click on **Join NCTA** to see an extended list of member benefits and register yourself or your business!

Finances (from Oct. 2011 to Sep. 2012)

Income: \$49,450.38

Expenses: \$50,302.67

Main income drivers:

- » Membership (\$30,295)
- » Workshops (\$16,270)
- » ATA rebate (\$4,177)

Main expenses:

- » Administrative (incl. various fees, \$22,906); workshop expenses (\$10,743); *Translorial* (\$6,384) (continued for second year with 3 issues/yr instead of 4); website (\$4,829)

Cash flow:

- » We closed the year with \$50,785 in the bank, continuing our objective of having savings as a backup in case of membership or other fluctuations

Budget for 2012-2013:

- » Budgeted income of \$46,770
- » Budgeted expenses of \$46,455
- » It's a small surplus, but we have healthy savings and we continue to focus on money-saving strategies like corporate sponsorship and keeping a close eye on workshop expenses

Activities from the past year

- » A record 10 workshops!
- » A wonderful variety of workshop topics that included *SDL Trados Studio*, *memoQ*, and QA Tools, conference interpreting, court interpreting, medical terminology, editing and revision, techniques for successful selling, and the ATA certification exam.
- » 11 happy hours (7 in SF, 1 in Burlingame, 1 in San Carlos, 3 special HHs sponsored by NCTA in March and September for St. Jerome's Day)
- » 4 lunch socials in the East Bay
- » 1 summer picnic
- » 1 New Year's brunch
- » 1 ATA certification exam sitting
- » 4 General Meetings

Other achievements

- » Updating by our administrator and webmaster of a lot of our website content to keep members and potential clients well informed
- » 3 incredibly beautiful *Translorial* issues
- » Membership directory in an easy-to-use and inexpensive-to-create format
- » Presence at the ATA conference in San Diego, with a table staffed by friendly volunteers
- » Event sponsorship by 6 of our corporate members!

WELCOME

The following members joined NCTA between September 1, 2012 and February 28, 2013:

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UNI-CODES

Find the key to the two letter codes designating members working languages at

<http://tinyurl.com/26umq4g>. ✓

MEMBER AWARDS

Congratulations to NCTA member **Anne Milano Appel**, who won the *John Florio Prize for Italian Translation* for her translation into English of Giovanni Arpino's *Scent of a Woman* (Penguin UK, 2011).
<http://societyofauthors.org/john-florio-past-winners>

Anne was also awarded the *Translation Prize for Fiction* at the 32nd Annual Northern California Book Awards for her translation from Italian of the book *Blindly*, written by Claudio Magris.

<http://ncbpma.org/2013/05/16/northern-california-book-awards>

NCTA member **Mary Wessling** has been awarded *Volunteer of the Year* for her work as Translational editor in 2012. Thank you for all your hard work!



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Kiva.org is an innovative micro-lending website. It lets individuals lend to specific borrowers in the developing world – empowering them to lift themselves out of poverty.

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Send resume to naomi@kiva.org



Kiva believes in the power of connecting people through micro-lending and we support the translation communities that bring these connections to life. Kiva is a proud supporter of NCTA!

CERTIFIABLE!

One workshop attendee shares highlights from the ATA exam certification workshop, where Tuomas Kostiainen gave attendees the inside scoop on how to prepare for and ace the exam. BY VIRGINIA COOPER

We had a great turnout at NCTA's ATA Exam Certification workshop on Saturday, August 25th, led by Tuomas Kostiainen. Although I had already taken an ATA practice test for my language pair, I thought it would be useful to attend this workshop—and I'm glad that I did! Here are just a few highlights from the workshop for those of you who were unable to attend.

ATA currently provides the only certification for translators in the United States. As Tuomas pointed out in his lecture, the benefits of obtaining ATA certification in your language pair include evidence of professional competence, proof of certification, and an opportunity for associate and student members to convert to active membership. Once you have decided to take the exam, here is what you must do to prepare.

First steps

In order to take the ATA certification exam you must meet three requirements. First, you must be an ATA member. Once you have membership, you can purchase practice tests, which will provide useful feedback as preparation for the actual exam. Practice tests are available for the general passage as well as specialized passages. You must then satisfy eligibility requirements to take the exam, such as possessing an advanced degree in translation and interpretation from an accredited school. The third step is to register for the ATA certification exam in your language pair. Please check the ATA website for information on fees, eligibility requirements, and current forms.

Once you have met the requirements and are ready to sit for the exam, you may need a little preparation. As mentioned above, you may take an ATA practice exam in your language pair. Tuomas suggests additional measures such as reading language specific guidelines available on the ATA website. These guidelines will assist you in identifying common errors

and will familiarize you with proper usage guidelines for your language pair. Furthermore, you should also read style manuals and grammar books in preparation for the exam.

Structure & grading

The ATA exam is a three-hour open book exam. According to Tuomas, the overall pass rate was below twenty percent when he first took the exam years ago. The exam contains three passages; however, you must only translate two out of three passages. Each passage contains 225-275 words and presents common translation challenges at a level of difficulty comparable to that which professional translators routinely experience in their daily work. There are three passage categories: A) general; B) science/technology/medical; and C) law/business/finance.

Quality points may be given, for example, for precisely mirroring ambiguity in the source language text.

Since everyone must translate passage A, Tuomas recommends reading passages B and C first before deciding which of these to translate. He cautioned that no extra points are awarded for translating all three passages. Remember, you only have three hours to complete the exam. You may bring along general dictionaries, specialized dictionaries (such as medical and technical), and other language reference material. Note that no online access is allowed, hence all reference materials must be hard copies.

The ATA certification exam is evaluated by two graders. If both graders agree on their score, then grading of

the exam is complete. If the two graders disagree, then the exam is sent to a third grader. Grading is based on error points determined by Framework for Standard Error Marking criteria. Common errors include translations which are too literal and punctuation errors. If the test taker receives 18 error points or more, the passage is considered failed. You must receive fewer than 18 error points each on two complete passages to receive a passing score for the overall exam. The ATA certification exam primarily tests for three skills: comprehension of the source language, writing ability in the target language, and translation techniques. Graders may award up to three quality points per passage, which are subtracted from error points. Quality points may be given, for example, for precisely mirroring ambiguity in the source language text. All feedback is standardized and you can find grading standards for translations into English, inclusive of error categories, on the ATA website.

Final tips & pointers

Tuomas advises early arrival on test day, and don't forget to bring along a photo ID! Remember to spend the first ten minutes deciding which passages to translate, and read your translations for sense and accuracy, i.e., "does the text read well?" Two hours should be enough time for translation and the last hour should be spent reviewing your work. Tuomas had one final word of caution: do not make any last minute choices! After the exam, just sit back and relax—it will take up to fifteen weeks to receive the results. ✓

WEBSITES

Information and resources for the ATA Certification Program can be found here:

<http://atanet.org/certification/>

Read the full version article online at translorial.com

WHAT YOU DO, HOW YOU DO IT

Andrew Crawford led a group of entrepreneurs in a workshop on building their business and their client base. BY ELIZABETH STOKKEBYE



Andrew Crawford explains the power of referrals

I attended Andrew Crawford's workshop, *Techniques for Successful Selling: a new approach to selling to direct clients*, on September 28th, 2012. Early on, Crawford directed us to define our positioning statement. "First you are brief, telling your client what you do; then you are compelling, describing how you do it; and then you throw the hook, why it has value to your client." Sounds easy, *non?*

Crawford's workshop was educational, engaging and fun. He had us all working alongside him throughout the day; luckily, we had the chance to debrief at the NCTA Happy Hour after the workshop.

Crawford's three Cs

Now, let me share some of Mr. Crawford's insights:

- » Build trust and a relationship with the client.
- » Be pro-active and listen to the client.
- » Use professional insights and partner with your client.

He also offered a few dos and don'ts. For example, do be honest, ask questions, and focus on the client's success. Do not use tricks, techniques, or manipulation. Do not put yourself first by bragging, don't be too aggressive to win the client (i.e. through price cutting), and do not give something for nothing.

By asking questions, the first C—compatibility—will quickly surface, and the benefits of entering into a business relationship will be obvious. The second C—confidence—will get the client to invest in you. At this point it is appropriate to talk about the third C—capability—and your expertise and knowledge will cement the deal. Remember, you will benefit more from investing in long-term business relationships than in short-term jobs.

Who is your ideal client, and how do you find this client? The obvious method is to brand yourself and your business through social media, networking, conferences, and online presence. But the best and most profitable way is through referrals. Ask a current ideal client to refer you to someone similar to him/her, and voilà, now you have two ideal clients. If you do not have any ideal clients to ask, go to peers, friends, or family for referrals. Referrals are cheap, productive, and they work long term.

An ideal partnership

So, now you have a new client and are eager to do business. Start off with a few questions to nail down the budget and determine expectations. If you can, be visual (in person, through Skype) or communicate by phone, rather than via email. These three methods of communication

account for different success rates in your dealings with clients: 55%, 35%, and 10%, respectively.

As an ideal Language Service Provider, you must be proactive and responsive, in addition to providing good value and high-quality work. It is important to define these attributes, talk about their value and importance, and finally, how you will deliver. ✓

Read the full version article online at translorial.com

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READY TO PROCEED

Aspiring court interpreters gathered in downtown San Francisco to hone their interpreting skills and prepare for the California Court Interpreter Examination.

BY NIELS NIELSON

On Saturday, October 20, 2012, I attended a language-neutral workshop led by Angela Zawadzki, a native of Colombia and an English/Spanish Federal and California State certified interpreter with over 20 years of experience. The workshop was targeted to those interested in taking the Judicial Council of California's Court Interpreter Examination. It was held at the offices of the Judicial Council of California at 455 Golden Gate Avenue in San Francisco, opposite the old Federal Building and behind the building housing the Supreme Court of California at Civic Center Plaza in San Francisco.

In the multilingual California of today, court interpreters are fixtures in the judicial system. According to the fact sheet provided by the Judicial Council of California, there are presently over 200 languages being spoken in California, and nearly 40 percent of the 37 million people in California speak a language other than English at home. Out of this number, it is estimated that 6.7 million people would require the assistance of an interpreter if they were in a courtroom.

Certified or registered?

Angela Zawadzki started the workshop with some background and an overview of the recent changes to the California exam, as well as local exam prep courses offered at San Francisco State and at Laney College in Oakland. We went over some of the types of vocabulary and legal procedure questions that are found on the exam. In particular, Zawadzki pointed out the *Misdemeanor Advisement of Rights, Waiver, and Plea* form as a source filled with specific court-related vocabulary that also highlights a number of legal procedures that an aspiring court interpreter must be familiar with.

Zawadzki went on to explain the difference between certified and registered interpreters. In the California court system, a certified court interpreter is someone who has passed the Court Interpreter Certification

Examination in one of the 14 designated languages: Arabic, Armenian, Cantonese, Khmer, Korean, Mandarin, Portuguese, Punjabi, Russian, Spanish, Tagalog, Japanese, and Vietnamese. A registered interpreter is someone who works in a language other than these 14 languages and who has passed the written and English oral proficiency examinations and fulfilled the requirements of the Judicial Council.

*As befits a drama,
in which the
interpreter is merely
a supporting actor,
improvisation is
an important part of
an interpreter's work.*

The two-part certification exam consists of a section with 135 multiple choice questions in English covering English comprehension, court-related terms and usage, and ethics and professional conduct. A score of 80 percent, or 108 correct answers out of a total of 135, is required to pass. The oral interpreting section of the exam consists of sight translation, consecutive interpretation, and simultaneous interpretation.

Working the room

When working in the courtroom, Zawadzki stresses high ethical and professional standards. She also noted the importance of having reference resources readily at hand, such as a notepad and a Casio device with various bilingual and monolingual dictionaries uploaded. "I feel naked if I do not have a dictionary," she said. Interpreting in court can be an emotional experience.

"You are going to experience the full range of human emotions," she said, in reference to the dramas played out in California's courtrooms. As befits a drama, in which the interpreter is merely a supporting actor, improvisation is an important part of an interpreter's work. This includes accurately mirroring the register of the language, from very formal and correct legal terminology to vulgar street idioms. Finally, working as an interpreter is also about learning about oneself and how one reacts under pressure. When interpreting, you will quickly learn what makes you nervous, or what makes you forget.

Getting hands-on

Towards the end of the workshop, the participants tried their hand at sight translation, and consecutive and simultaneous interpretation from English into their respective languages. The experience of working with an actual text and attempting to correctly render it in a professional manner into another language under strict time constraints was enlightening. Among the skills and knowledge tested during the oral exam are grammar, vocabulary, legal terminology, false cognates, idioms, modifiers, and register. Legal vocabulary is particularly important in this context. "This is very, very important. You have to have your legal vocabulary," Zawadzki explained. Zawadzki also suggested *The Interpreter's Edge* by Holly Mikkelsen, with regard to practicing interpretation skills.

Zawadzki provided participants with helpful suggestions and insights into how translators work in the California court system, and also how the courts cope with California's new multilingual reality. ✓

WEBSITES

An information packet on becoming a California Court Interpreter can be found here:

<http://www.courts.ca.gov/documents/CIP-Info-Packet.pdf>



Michael Schubert emphasizes the importance of computer skills in translating.

STARTING UP

Michael Schubert provided guidance to a group of language-minded individuals just getting started in translation. BY RENY VOGT-LOWELL

seminar. One of the main takeaways from Michael's presentation was that translators should always strive to enhance excellence and respect for the profession.

Michael succinctly outlined the two core qualifications necessary for a successful career in translation: language skills and computer skills. He explained that language skill requirements included perfect comprehension of the source (foreign) language combined with excellent writing skills in the target (native) language. He also placed emphasis on in-depth knowledge of target language grammar. Michael also noted the importance of researching and utilizing translation software.

The next segment of Michael's presentation focused on "building your empire." He suggested formats for developing a

one page resume, and emphasized the importance of making oneself visible and connected; for example, by developing a personal website to inform prospective clients. Michael noted that translators should focus attention on the development of a clientele base, and provided additional practical information for newcomers to the industry in areas such as setting and negotiating rates, payment practices and test translations.

This seminar was definitely well worth the time and effort. I have already begun to put in place some of the principles learned, and I would highly recommend this workshop to anyone seriously considering a career as a freelance translator. ✓

Read the full version article online at translorial.com

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UPCOMING

Game Localization Workshop

SATURDAY, JUNE 22, 2013

SFSU DOWNTOWN CAMPUS

835 MARKET STREET, SAN FRANCISCO

Introduction to Game Localization will be a hands-on workshop for translators new to game localization. Participants will localize an actual game in their target language before discussing the typical issues that translators are confronted with during this process.

Presented by David Lakritz*

ATA Exam Workshop

SATURDAY, AUGUST 24, 2013

GOLDEN GATE UNIVERSITY CAMPUS

Attendees will receive information about the ATA certification program and benefit from tips on how to prepare for the exam.

Presented by Tuomas Kostinen*

September General Meeting

SATURDAY, SEPTEMBER 7, 2013

SFSU DOWNTOWN CAMPUS

Val Swisher is the founder of Content Rules, which provides content and global-readiness consulting. Val is a frequent speaker on how to create and standardize content to meet the demands of the global market place.

Presented by Val Swisher ✓

* Pre-registration and fee required to attend.

THANKS!

NCTA WOULD LIKE TO THANK THE FOLLOWING EVENT SPONSORS:

Venga Location – Techniques for Successful Selling

Judicial Council of California – Preparation for the CA State Court Interpreter Exam

SDL Language Technologies – SDL Trados Studio workshops for beginners and intermediate/advanced users

Afaf Translations – December GM

Hays Companies – Getting Started in Translation

LUZ, Inc. – February GM

SinoTrans International – An Introduction to the Dos and Don'ts of Running a Small Business

Wordfast – Wordfast Pro for Beginners

If you would like to support association events, please contact events@ncta.org.



Left: Kåre Lindahl and Mike Karpa lead the new member orientation. Ce

SOUND RECOMMENDATIONS

Susanna Zaraysky's fascinating presentation on language

BY TERESA CARBAJAL RAVET

The December General Meeting of the Northern California Translators Association hosted polyglot author, language educator and world traveler, Susanna Zaraysky. Susanna gave a harmonious presentation on *Language is Music* that had her audience reminiscing of childhood lullabies and commercial jingles. Ms. Zaraysky speaks seven languages, is the author of two books, *Language is Music* and *Travel Happy, Budget Low*, and is the host of a Spanish-language segment, *El idioma es música* on the morning show *Al Despertar* on Univision San Francisco.

Keeping it simple

Susanna's language theory focuses on learning a new language through tunes, melodies, and simply listening to native

speakers before intellectually attempting to learn the language's vocabulary and grammar. After reading the book *Musicophilia: Tales of Music and the Brain* by Oliver W. Sacks, Susanna applied the Keep It Simple model to foreign language learning. First, listen. Next, listen and watch. Lastly, practice.

In brief, Susanna's recommendations to learning a new language are:

Listen to music.

- » Stick to a beat and genre of music you already enjoy.
- » Write down the lyrics as you listen.
- » Imagine the lyrics in your head.
 - » Practice passive listening by listening to the radio in the background while multitasking.





Center: New NCTA members bravely introduce themselves. Right: Susanna Zaraysky mesmerizes the audience during her presentation

theory took her audience through the realms of science, music, and film.

Sing to Karaoke.

- » Create a relaxed environment.
- » Record yourself singing and play it back.

Introduce visual media.

- » Watch TV programs in the new language, record and write out the script.
- » Use the Internet to watch news sources in the new language.
- » Watch foreign films without subtitles or dubbing.
- » Pay attention to body language, which communicates cultural nuances.

Practice with native language speakers.

- » Speak with others in the target language.
- » Find a Skype buddy. (Watch *Skype Me Maybe* on YouTube)

Incorporate the new language into your daily routine.

- » Make to-do lists.
- » Organize appointments and dates on a calendar.
- » Label items with sticky notes.
- » Talk to yourself.

Susanna concluded her talk with a documentary on the Ladino language, a 500-year-old Judeo-Spanish language, which is in danger of extinction. The documentary highlights the current attempt to revive the language through music. The goal of this documentary, says Susanna, is not to resuscitate the language, but to record it for historical preservation. ✓

WEBSITES

Follow polyglot author and language educator Susanna Zaraysky as she blogs about language, literature, learning resources, and travel at <http://createyourworldbook.com>

Autoridad Nacional del Ladino, a national organization with the goal of preserving and safeguarding Judeo-Spanish—also known as Ladino—can be found at

<http://aki-yerushalayim.co.il>

Endangered Languages, an online collaborative effort to protect global linguistic diversity, can be found at <http://endangeredlanguages.com>

Livemocha, a language community where you can learn a language and connect with native speakers for instructive help, can be found at <http://livemocha.com>

BOOKS:

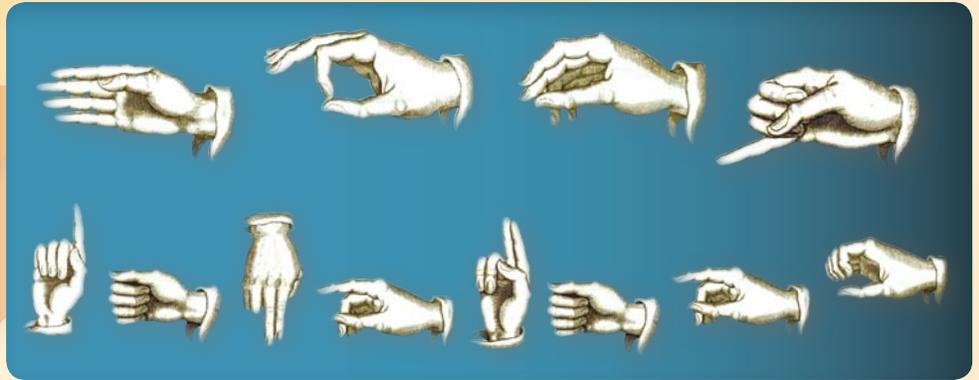
Language is Music,
by Susanna Zaraysky

Travel Happy, Budget Low,
by Susanna Zaraysky

*Musicophilia:
Tales of Music and the Brain*,
by Oliver W. Sacks

Yves Avérous, Sarah Llewellyn, Tuomas Kostianen, and Raffaella Buschiazio enjoy the chance to catch up after the presentation (left). Arts director Kristen Corridan presents a thank-you gift to presenter Susanna Zaraysky. (right).





BODY LANGUAGE: THE ART OF SIGN LANGUAGE TRANSLATION

Sign Language Interpreter, Cris Eggers, opens up about the unique challenges she faces and revelations about the needs of the community that she serves.

BY LAUREN WENDELKEN

BIO

Cris Eggers graduated from Gallaudet University with an MA in Interpretation, and was certified by the Registry of Interpreters for the Deaf (CI & CT) in 1996. She is the founder and CEO of Communique Interpreting, located in Northern California, which provides certified and insured sign language interpreters—in-person and remotely via video for medical and educational institutions, and private and public agencies. She has been an instructor since 1999 and teaches a variety of classes in both college and professional settings, including *Interpreting in Medical Settings*, and *How to Effectively Use Interpreting*. She teaches the California Healthcare Interpreter Association (CHIA) standards to interpreters and administrators. She served as co-vice chair of CHIA in Northern California and also as the Vice President of the Northern California Registry of Interpreters for the Deaf from 2007-2009.



At the February 2013 NCTA General Meeting, Cris Eggers of Communique Sign Language Interpreting gave a fascinating presentation on sign language interpreting and Deaf culture. In order to share her insights with the broader NCTA community, we convinced Cris to give us an interview for *Translorial*.

LW: In your presentation at the NCTA General Meeting, you touched on the differences between American Sign Language (ASL) and sign language developed in other linguistic environments. Do the various sign languages have a common base, or is each linguistically unique?

CE: Well, my education is in sign language interpretation, not linguistics, and my masters program included only basic linguistics, so unfortunately I cannot give a definitive answer. However, I do think that American Sign Language (ASL) still has about 30% in common with one of its root languages, French Sign Language (LSF). What is common to all signed languages is that they are visual and gestural rather than audible and spoken. Also, the alphabets (used to denote proper names and technical terms) in LSF and ASL are the same. This alphabet differs from British Sign Language and Australian Sign Language (Auslan), which have a 2-handed alphabet in common. When I first met a Deaf person from England, I found it very challenging

to communicate due to the vast linguistic differences between the alphabet and the vocabulary of the two languages.

LW: As I understand it, there is no written form of sign language, such that a native signer would need to learn both sign language and a separate written language—in essence becoming bilingual. Can sign language be considered a “manual” translation of this written language?

CE: Signed language cannot be a translation of a written language, word-for-word; American Sign Language has its own grammar and is not a representation of English. In the 1970s attempts were made by educators to force ASL into the grammatical constructs of English, even going so far as to invent signs for English words. They thought that if they could “represent English on the hands,” that Deaf students would learn English. The result is a generation of children lacking fluency in both ASL and English. Current research shows that once Deaf children have fluency in ASL, they can then generalize their understanding of language to more readily learn a second language, such as English. This is known in Deaf education as the “bilingual/bi-cultural” approach.

LW: You also discussed the work of Lydia Callis, who translated New York Mayor Michael Bloomberg’s public service announcements into ASL during hur-

ricane Sandy. In your presentation, you explained some of the non-manual signals used in ASL. This aspect of sign language is not widely understood outside the Deaf community. Can you tell us a little bit about how this type of body language works in ASL?

CE: The non-manual markers (NMS) of ASL modify nouns and verbs and are often misunderstood as expressing emotion, as they are articulated on the face. For example, if a person signed “rain” with no NMS it would be devoid of critical information such as how intensely it rained or for how long. If a person signed “rain” with puffed cheeks and squinting eyes, it would indicate a torrent. Also the pace at which one produces the sign indicates duration. Signing “rain” slower with a slight circular motion denotes rain that continued for a good length of time. As with learning any other language, a student must immerse herself in the language and the culture to become proficient in ASL. For me and many other students, taking ASL classes in college just opens the door. One must walk through and get to know people in the Deaf community and converse about every topic under the sun, as well as learn culturally appropriate behaviors. Our most precious assets in the ASL interpreting community are professional interpreters who were raised by Deaf parents, known as “Codas” (Children of Deaf Adults). Assuming their parents were fluent in ASL, Codas learn ASL first, then English (or the language of their community) second, so they are truly bilingual, or even multi-lingual. But there are not enough Codas to satisfy the need for interpreters, so you get second language learners like me interpreting.

LW: Written translation work is often done from a distance, translating files on a computer and communicating with clients via email. However, as you explained in your presentation, the majority of work in ASL is interpretation in person, in real time. Thus, the field of sign language interpretation is very interactive, and also quite physical. What kind of challenges does this present that may not be encountered in spoken language interpreting?

CE: Most of my work is in-person interpreting for medical appointments, job interviews, business meetings, social service, trainings, and other community

work. The challenges inherent in simultaneous ASL/English interpreting include cognitive overload leading to a higher error rate than translation, and managing turn-taking. Also, repetitive motion injuries, or RMI, are very common in our field. Currently there is very little “traditional” translation work in our field. Consumers need to be educated that a simultaneous translation from ASL into English recorded in real time may not be the version they want to post on their website, or publish. I have seen high-level PhD presentations given by Deaf academics captured on video and then posted on a

American Sign Language and the Deaf community opened up my eyes and heart to a new way of perceiving the world.

university’s website with the live interpretation sound-track. Given the challenges of simultaneous interpreting, this may not be the best representation of the lecture. However, not all of our work is interpreting. We do some translation; for example, we may translate an ASL text on video into English or English written text into ASL. Our translation is added as either captions or a sound track in the case of the former and as a video in the latter. I leave the English to ASL translations to the Certified Deaf Interpreters (CDIs), people who are Deaf, first language ASL, with training and certified to interpret. They have a much better sense of the language (ASL). I could not do my work without CDIs; I often work with them when I encounter Deaf people who were born outside the U.S. for whom ASL is a second language, children, people with mental illness, senior citizens, and other vulnerable populations.

LW: In your experience, what does it take to work as a sign language translator or interpreter?

CE: An interpreter must have language proficiency in ASL and English (a 3-5 year process if you are not a native speaker), then at

least 2 years of general interpreting studies, and additional years studying in medical or legal settings in order to specialize. Also essential are cultural literacy in the communities you work with, tact, ability to recognize and correct errors (internal feedback loop), and a working knowledge of our Code of Professional Conduct. Besides these skills, sign language interpreters need to be flexible, assertive, intelligent, curious, empathetic, and caring. Interpreting and translating do require different skills. A translator from ASL to English must have excellent writing skills, and a translator from English to ASL must have excellent ASL skills.

LW: Humor is one of the great challenges in translation work. Does this challenge extend to translating into or from ASL? Is there an aspect to ASL humor that just doesn’t translate?

CE: Translating auditory puns into ASL generally does not work. Since the joke relies on how a word or phrase sounds, the point gets lost. Many ASL jokes incorporate cultural information and make fun of the oppressor—ignorant “hearing” people (including interpreters) who have not always conducted themselves as allies. Also, ASL is absolutely full of delicious visual detail, and the value put on the mastery of incorporating those details into a joke or a story is completely lost on those not fluent in ASL.

LW: Translators often encounter challenges in technical translation, for instance in the medical, engineering, or financial industries. How are these challenges handled in ASL? How are industry-specific terms vetted and adopted?

CE: Technical jargon in ASL gets developed within the community of Deaf people working in specific disciplines. Often technical jargon is site-specific, for example a computer software company with many Deaf employees may use their own variety of invented signs not understood outside that venue. So when Deaf software developers from different organizations dialog, they may use the sign language alphabet to “fingerspell” the English technical terms, using English as the common ground. However, I have worked at sites, for example manufacturing sites, where a Deaf worker is from another country and does not use the ASL alphabet. In that case I take a tour of the site and learn the func-

tion of the different machinery, ask for any signs they may use, and we collaborate to come up with a linguistically appropriate way to refer to the machines that may not yet have a designated sign.

LW: You are a hearing individual, and did not grow up with ASL. Are there many people working in sign language translating/interpreting with your background, or are the majority of people deaf or children of deaf parents?

CE: This is a painful subject in our profession. In the past many interpreters were “Codas” (a Child of Deaf Adults) raised within the arms of the Deaf community and nurtured on its norms and values. Beginning in the 1970s with the passage of several laws that mandated interpreting for Deaf people, the demand for sign language interpreters grew exponentially. To keep up with this demand, the federal government and states funded interpreter education at colleges and universities, and people completely outside the Deaf community became interested in sign language interpreting as a profession. They did not

necessarily bring with them sensitivity to Deaf culture or proficiency in ASL. Some of these non-Deaf interpreters dedicated themselves to learning about the language and culture of Deaf people and became true allies. Other sign language interpreting students did not have either the propensity for language or the inclination to invest the time necessary to become truly bi-lingual/bi-cultural. But the need for interpreters allowed them to enter the field regardless. Despite requests by Coda members of our professional organization, Registry of Interpreters for the Deaf (RID), statistics are not kept on how many Codas and native signers are members. Without statistics to back me up, anecdotally speaking, more than 50% and possibly as many as 80% or more of sign language interpreters are not native to the Deaf community.

LW: What do you feel has been the greatest benefit to you, personally, from learning ASL as a second language? What advice would you give to anyone considering working in sign language translating/interpreting?

CE: ASL and the Deaf community opened

up my eyes and heart to a new way of perceiving the world. Any time a person learns another language, they must understand the culture of that language to become truly proficient. Deaf people gave me their language and welcomed me despite their negative past experiences with people outside the Deaf community. If a person wants to work as an interpreter in the Deaf community, I suggest they immerse themselves in the culture. I had the honor of attending Gallaudet University in Washington D.C., the only Deaf university in the world, where I got my masters degree. For two years I lived and breathed ASL and Deaf culture. It is important to not take offense when a Deaf person corrects your signing or gives feedback on your manners. Listen, say thank you, and know that they would never take the time to provide feedback unless they cared about you. Never make the mistake of thinking that you are “helping those poor Deaf people.” They get by perfectly fine. ✓

Read the full version article online at translorial.com

FEBRUARY GM



Above: Outgoing NCTA president Paula Dieli chats with Kamel Khailia at the February GM.

Top right: Presenter Cris Eggars provides insight into sign language interpreting and Deaf culture.

Bottom right: NCTA members check their raffle tickets for the winning numbers.





Good food, networking and camaraderie abound at the annual NCTA New Year's brunch.



HAPPY HOURS

BY SCOTT ELLSWORTH

Our colleague Raffaella Buschiazio has been organizing the NCTA happy hours for a while now, and I've been attending them off and on for a few months. They are definitely worth the trip! It's fun to have the chance to hang out with fellow translators and chat about work. Actually, let me point this out: you might be surprised at just how enjoyable it can be. It's great to be able to discuss translating work, to exchange ideas, and to take in all the warm camaraderie and moral support. I almost always leave with some useful new bit of information... and I leave feeling good about the work that I do. I enjoy chatting with my fellow translators about shared interests outside of work, too. Although, I must admit, these conversations often center around travel and languages. Having attended about half a dozen happy hours and NCTA meetings thus far, I've concluded that translators tend to be thoughtful and interesting people on the whole. In fact, I try never to miss a chance to hang out with other translators. We've even had a few non-translators show up at the happy hours from time to time, and they're alright too. So if you haven't come to a happy hour yet, it's definitely worth a try. And a tip: if the happy hour is held at the taco eatery in the Ferry Building, the food is good, but be sure to dress warmly because the place can get a bit drafty. I hope to see you there! ♡

NCTA members gather to catch up at a lunch hosted by Afaf Steiert.

THE TRANSMUG REPORT

THE END OF THE LINE

At WWDC in June 2013, Apple finally broke the silence on their latest secrets: new operating systems for the Mac® and iDevices, a long awaited radio service, a sneak peek at a futuristic Mac Pro® soon to be built in Texas, a preview of a Web-based iWork®, and updated MacBook Airs® with brand new Wi-Fi base stations to fit their new, faster specs.

They've been busy, and we're not even counting the seasonal upgrade for iPhone®, iPad®, etc. likely to come this fall. For now, let's concentrate on the Mac, its OS and the lay of the land. The Mac is doing great, benefitting in part from the misstep that was the first release of Windows 8. To add insult to injury, in the midst of a depressed computer market, last April the MacBook Pro® was rated best laptop to run Windows in a Solutio study that compared the performance of 37,000 laptops in business environments!

From the translator's standpoint, I still wonder why 99% of translation software runs on Windows when, for example, it's so simple to enter special characters with a regular Mac US keyboard and it's a continual challenge on a PC. And even though you can use Wordfast or OmegaT on your Mac, those must run on top of Java and therefore do not take full advantage of the more refined technologies offered by OS X®. Even WorldServer has to be run in Firefox to work smoothly on the Mac, and therefore misses system-based text processing features available to Safari® and Chrome. Before CAT tool developers see the light and come to the Mac with native, modern and stunning applications, Apple will have brought their own Office suite to the masses: iWork for iCloud, demonstrated in beta at the latest WWDC. Pages®, Numbers® and Keynote® will soon work in your browser. Anyone who has ever used both



PowerPoint and Keynote knows the difference.

The newly released Airs are faster in every respect and more affordable. Battery life has been enhanced to 9 hours on the 11" and 12 hours on the 13". Add to that the faster

Wi-Fi 802.11ac connectivity, Thunderbolt and USB 3 ports and you are set for a few years to come. As for the future of Mac OS, WWDC 2013 marked the end of the line for the big cats: no OS X Bobcat, or Sea Lion, as joked about at the conference. Instead OS X will now take the names of prominent California locations. The first one chosen: Mavericks. OS X Mavericks promises not only a decent series of welcome refinements on the desktop, but is also supposed to deliver noticeable advances in speed and efficiency. For configuration questions and other issues you would like to discuss, visit TransMUG.com and join our mailing list. YA

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FIELD KNOWLEDGE

Tuomas Kostiainen's workshop serves up valuable instruction for improving skills and efficiency in Trados Studio—even if you think you already know it all! BY SUSAN ROSE

Translation software (i.e. computer-assisted translation, or CAT) in the translation industry is the equivalent of a hammer in construction: it is essential. And if you're doing business in a large commercial sector, *Trados* is the standard—at least for now.

Tools and industry standardization were originally designed to help us complete our work and interface with collaborators in an efficient, high-quality manner. However, if we don't know our tools, we can wind up spending vast amounts of time going in circles.

Enter Tuomas Kostiainen's *SDL Trados Studio 2011 Workshop for Intermediate and Advanced Users* held December 1, 2012. Here is someone who not only has an entire set of tools in his toolbox, he knows how to use them. It was an inspiration to those of us in attendance to watch a master at work for the one-day workshop in San Francisco. I hope I can do his workshop justice for anyone who is asking themselves the tricky question: Would this *really* improve my life or do I already know everything I need to know?

Memory maintenance

The course was the second of Tuomas's *Trados* workshops and was primarily focused on translation memory manage-

ment, termbases, and filters. For those who are rather new to using *Trados*, the good news is that you can be up and running quickly. The problem is that as you amass translation files, your database, if un-maintained, can become increasingly unwieldy. Tuomas therefore took us through some simple steps on how to maintain translation memories (TM).

He introduced us to TM fields and how they can vastly improve efficiency in finding things in the TM. We went through various functions such as making the most of verification, what happens when you change global or project settings, importing and exporting non-*Studio* memories, utilizing file type-specific settings, and what to do if you screw up. We looked at the autopropagation feature and the translation memory search (fuzzy match) settings and how they affect the translation process. Tuomas discussed compatibility issues, such as updating from external reviews and creating translation memories in TMX format for clients without *Studio*. He also covered segmentation issues before introducing us to the (very easy) **MultiTerm Convert**. We spent time discussing the purpose of the various fields and how to make use of them. He touched on *SDL's OpenExchange*, which is a good

source for free apps, including a glossary converter app. Tuomas wrapped up the day by briefly touching on common error messages and how to resolve them.

For example:

- » tw4win errors: These always and only occur when you are very stressed out. For instance: "File doesn't contain bilingual segments" (What?!?) All you need to do is go to **Tools > Options > File Types > [the file type in question] > Common >** and select "Process files with tw4winMark style."
- » If you are in the **Editor** and can't save the target file, run the **Tag Verification** and see if the culprit is a tag error. If so, correct the missing or incorrect tags and try again.

Wrapping up

Overall, it was a very worthwhile workshop: well-structured, lots of hands-on exercises and helpful tips. The idea of having a couple of *Trados* expert-assistants on hand to troubleshoot with participants on an individual basis was very good. I personally look forward to the day when I too can join the ranks of the *Trados* under-challenged. In the meantime, I'll just have to keep trying and screwing up occasionally, until I can sign up for Tuomas's next workshop. Oh yes, and the snacks were delectable. ✓



Tuomas Kostiainen demonstrates best practices in utilizing Trados to maximum efficiency.

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NCTA CALENDAR

June 22	Game Localization Workshop	August 24	ATA Certification Exam Workshop
July 24	Lunch Social	September 7	General Meeting
August 14	Lunch Social	September 29	ATA Certification Exam Sitting

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