

# TRANSLORIAL

JOURNAL OF THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION

## HAZARDS IN TRANSLATING BITS & BYTES

SCOTT ELLSWORTH, P. 18

LITERARY TRANSLATION  
**COMMUNICATING  
THE ARTIST'S  
VIEW**

BY ALEXANDRA CONNELL, P. 16

CLONING CLOONEY  
**THE WORLD OF  
PROFESSIONAL  
VOICE ACTORS**

BY MIMI WESSLING, P. 12

CAUTIONARY TALES  
**LANGUAGE  
INDUSTRY SCAMS**

BY PEG FLYNN AND  
CAROLA BERGER, P. 9

SPRING 2017

Table of Contents

Contributors.....2  
 Letter from the President.....3  
 From the Managing Editor.....4  
 NCTA Board Reports.....5  
 Member Benefits.....6  
 Welcome, New Members.....7  
 Social Events.....8  
 Cautionary Tales - Feature Article..... 10  
 Cloning Clooney..... 12  
 memoQ Workshop ..... 14  
 Literary Translation Workshop..... 16  
 Hazards in Translating Bits n Bytes ..... 18  
 Thank You Jacki Noh! ..... 19  
 Calendar .....Back Cover  
 Thanks to Sponsors.....Back Cover

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*Translorial* welcomes contributions. Send your ideas to [editor@ncta.org](mailto:editor@ncta.org).

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*From the President*

**THE VALUE OF COMMUNITY**

BY MICHAEL SCHUBERT

If the seemingly never-ending U.S. presidential campaign of 2015–2016 and its contentious culmination showed us one thing, it was that our nation has a very badly damaged sense of community. Americans tend to have a very pronounced individualism—and so do I—but that strength can turn into a fatal flaw if we fail to recognize that we are social creatures who thrive in communities.

Most of us translators and interpreters are self-employed, have a great deal of freedom and autonomy in how we structure our professional lives, and are perhaps a bit more individualistic than your average person. And yet, who among us would deny the value to translators and interpreters of mentoring relationships, referrals, collaborations, meetings, workshops, and conferences? That is what ATA brings into our lives, and what NCTA delivers at the local level, where most of our professional interactions outside the month of November take place.

In 2016, our Board of Directors organized, publicized, and implemented no fewer than 25(!) successful professional workshops, brunches, lunches, coffee hours, happy hours, and potluck picnics in 8 cities in a 100-mile radius around San Francisco—many with the support of eager volunteers. That’s what I call a vibrant community! We also worked with ATA to host the Annual Conference in San Francisco. My heartfelt thanks go out to the entire Board for these efforts,

and especially to our recently “retired” President **Sonia Wichmann** and Vice President **Sarah Llewellyn** for their many years of devotion to keeping our association not just alive, but alive and well. Thanks are also in order to **Diana Dudgeon**, who made a lateral move from the Board of Directors to the post of Administrator, taking over from the long-serving soul of NCTA, **Juliet Viola Kniffen**, whose contributions simply cannot be properly expressed.

Next, I wish to welcome those members who have stepped up to become part of our new Board of Directors in 2017: **Margaret Jean (Peg) Flynn** is our new Secretary, **Carola Berger** is our new Ethics Director, *Translorial* Editor **Mimi Wessling** has taken on the additional role of Membership Director, and **Fernanda Brandão-Galea** & **Audrey Pouligny** are sharing the role of Events Director.

ATA’s chapters are the liaison between our large national organization and its local members. ATA has the reach to give us international visibility, confer certification, and host large events such as the Annual Conference. But it is our local chapters where we meet and get to know our local colleagues, network regularly, find social events, and enrich ourselves through locally accessible continuing education opportunities.

Do you want to host a social event in your hometown? Drop an email to our Events Directors! Do you have a workshop idea you want to put forward? Get in touch with our Continuing Education Director! An article you’d like to share through *Translorial*? Bend the ear of our Publications Director!

Thank you for being part of our community! I hope to see many of you at our General Meetings in San Francisco. 🌐



*Anne Peattie, Trudi Obi, and Steve Gingold at the Happy Hour, November 9 2016.*



*From the Managing Editor*

## PROFESSIONAL INTERACTIONS IN THE DIGITAL AGE

### Email, its Convenience and its Hazards

MIMI WESSLING

To quote a recent (and reticent) Nobel Laureate, “The times they are a-changin’.” I’m not sure Bob Dylan had translation professionals in mind, but in our professional life, the times have definitely changed over the last few decades. And most of that change is directly or indirectly related to information technology. We have gained time through programs that speed up translation that was once done using pen, paper, and typewriters; likewise, paper dictionaries have mostly been replaced by machine-assisted translation and online dictionaries. We can even interact with our clients on screen by Skype and similar programs. But beyond these two advances, I would argue that the use of email has been the most transformative of these changes. It makes many things much easier—getting files to work on, interacting with clients, sending back completed files—to mention only its professional uses. But then, the dangers...loss of privacy, scamming... For those reasons I’ve chosen, as our feature article, Carola Berger’s excellent presentation at our December 2016 General Meeting in an expanded version written by Peg Flynn for this issue of the *Translorial*.

There’s another aspect of email that must be considered, and that is, keeping it professional when using it professionally. This goes along with a whole new set of considerations: what can be said, how to say it, in other words, how to keep email as an enhancement of professional life beyond convenience. First of all, what

kind of information should be included? As Web guru David Pogue pointed out in a recent issue of *Scientific American*, email was never intended to be secure. We’ve certainly seen how it can affect a political career, distribute fake news, spread viruses, get us sucked into scams (which is what Carola’s excellent article helps prevent). Beyond that, it could accidentally reveal information about our work with a client: never put proprietary information in an email. Be careful about sensitive content: *never* send passwords by email. I could cite a terrible and embarrassing racist hack of the home page of another professional organization that I belong to.

So that’s some of the scary part. Now I want to mention some good suggestions I’ve come across for making email a more effective mode of communication. Start at the very top: Don’t enter a recipient or a subject line just yet—write the text of the email first. Then check it for spelling errors and changes introduced by autofill. Then be sure you’ve attached the attachment—oh, how often do we forget to do that when we’re in a rush? Another no-no is using uppercase for whole words except where the use is demanded by the name of an organization...such as NCTA, right?

And certainly, never, ever criticize a colleague in an email. If there are differences that need to be worked out, a phone call in private or face-to-face rational discussion is the way to go. After you’ve en-

sured clarity and polite professionalism, then look at structure. Don’t write interminably long paragraphs; keep the message organized and concise. Check! Now, enter your intended recipient and a good, clear subject line, especially if you expect this to be the first email in a thread. And of course, respond within a reasonable time, which might mean setting up an Out of Office automatic response.

Finally, set up rules that help organize the deluge of emails that we all receive. Everyone has their own preference for doing this, which might include using different email addresses for different purposes. Think in terms of the way you organize the folders on your computer to keep it from turning into a swamp.

It’s clear that a special way of thinking has accompanied the digital age. For both the technological and social aspects of our lives, NCTA is set up to provide value to you beyond the cost of membership. Read Michael’s President’s Letter to see the convincing numbers, and do join us for lunches, meetups, General Meetings, and workshops as often as possible. Our *Translorial* editors and volunteer proofreaders work to summarize these opportunities; because no one can attend every meeting, we want to present in the most personal way possible the pleasures and advantages that NCTA membership offers. And we invite your participation by means of articles and assistance with the production of *Translorial*. 🌐

## BOARD REPORTS

**NCTA's Board of Directors meets on the first Monday of each month. No meeting is held in July. Here is a summary of recent board meetings:**

### 2016

#### October

**Discussed** Treasurer's report, which noted that expenses were stable and that, to date, the organization was roughly at the break-even point for the year.

**Discussed** membership status and renewal procedures.

**Discussed** annual September picnic, upcoming Happy Hour, and future GM ideas.

**Discussed** volunteers for ATA conference.

The Continuing Education Director reported on the recent memoQ workshop, which went very well and garnered positive feedback from participants.

The Marketing Director presented an edited mission statement and updated the board on the marketing plan under development.

The President spoke on the need for committees to address pending issues of administrator hiring and board member elections.

#### November

**Discussed** credit card payments for membership renewals and recent issues with PayPal, along with general administrative tasks.

**Discussed** Treasurer's report, details of the budget proposed for 2017, changes to membership fees for corporate members, and salary for new administrator.

**Discussed** contacts made during the ATA conference with potential GM presenters and timeline for upcoming workshops. The next GM will include brief reports from NCTA members on their experiences at the conference. The NCTA table at the conference was much appreciated by attendees.

The Publications Director reported on printing and distribution of the Fall issue of *Translorial*.

The Events Director updated the board on future Happy Hours and the need for GM sponsors.

The Webmaster noted that members had reported minor problems in using the website, which would be addressed in the near future.

#### December

The Administrator reported on high year-end membership renewal volume and files developed to help the incoming Administrator with member queries. The board discussed overall membership renewal figures and policy changes.

The Events Director summarized upcoming GM topics and speakers, as well as venue details and participating volunteers.

**Discussed** future Continuing Education workshop presenters and ideas, including literary translation and subtitling.

**Discussed** updates to the webpage, outreach to members, and resolution of member queries.

**Discussed** upcoming Board elections and Administrator hiring.

### 2017

#### January

The President announced the hiring of a new Administrator, who will start immediately.

**Discussed** social events including the New Year's lunch, the February film screening, and a number of coffee hours.

**Discussed** the March Introduction to Literary Translation workshop and a possible workshop on interpretation to be held later in the year.

**Discussed** membership renewal numbers, which have declined slightly,

and payment methods. The search for new board members and the option of meeting remotely were also reviewed.

The Marketing Director updated the board on the marketing plan and member survey he is developing to address membership issues.

#### February

The Administrator reported on membership renewals and new member numbers.

The Webmaster reported on changes to the website, NCTA Newsflashes sent, and other updates.

**Discussed** upcoming film screening and future GMs.

The board thanked departing board members Sonia Wichmann and Sarah Llewellyn for their dedicated service to NCTA and welcomed Diana Dudgeon in her new role as Administrator.

#### March

The Treasurer distributed a balance sheet to the board and reported that the organization's financial position was good.

The Marketing Director presented his revised report and asked for board feedback on member survey questions.

**Discussed** outreach to former members and new contacts from the ATA conference as ways to boost membership.

**Discussed** hosting an ATA certification exam sitting in the Fall.

**Discussed** recent social events and Literary Translation workshop, as well as a Simultaneous Interpreting workshop scheduled for June.

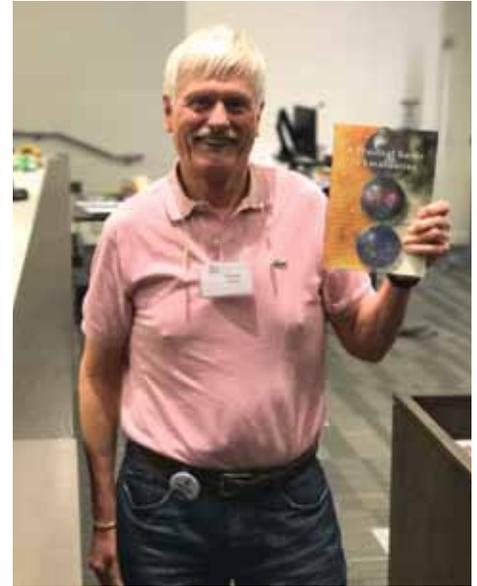
**Discussed** changes to *Translorial* editorial process and development of publication template.

The board welcomed Michael Schubert as its new President.

## Call for Writers

Translorial is looking for writers to contribute original content or to cover NCTA events. This is an excellent volunteer opportunity that can help give you professional exposure while also earning CEU points for maintaining your ATA certification.

For more information, please email:  
[publications@ncta.org](mailto:publications@ncta.org)



The happy raffle winner at the February GM, Donald Couch

## member benefits

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

Make sure you are taking full advantage of your member benefits.

Find other members and contact colleagues	Use the search fields to find Individual members under the <i>Find a Linguist</i> tab; click the <i>Find a Corporate Member</i> tab to search for Corporate and Institutional members.
Referral service: all members are listed at <a href="http://ncta.org">ncta.org</a>	NCTA's online referral service makes it easy for new clients to find you. Be sure to keep your listing updated, and take advantage of your listing's file upload section to post your résumé, certificates, and other files that highlight your unique experience and accomplishments. Enliven your referral service listing by uploading a photo of yourself.
Stay in touch	Be sure to join the 250+ members on the NCTA Members-only Listserv (Yahoo!™ Group email list) to quickly receive answers to your questions, exchange information, and read job postings.
NCTA social media	Participate in the LinkedIn group and Facebook page; follow us on Twitter. <a href="https://www.linkedin.com/groups/NCTA">LinkedIn/NCTA</a>   <a href="https://twitter.com/NCTAorg">Twitter @NCTAorg</a>   <a href="https://www.facebook.com/NCTA.org">Facebook/NCTA.org</a>
Network	Meeting colleagues in person can be invaluable. Get to know translators, interpreters and LSPs at workshops, informal social & networking events, and quarterly General Meetings. Go to <a href="http://ncta.org">ncta.org</a> , click the <i>Events</i> tab, and mark your calendar.
Membership card	Your NCTA membership card is now available for download and printing any time you'd like. To access that feature, go to <a href="http://ncta.org">ncta.org</a> and hover your cursor over the <i>Members</i> tab, then select "Update your info" from the drop-down menu. After logging into your record, select "Membership Info" in the blue MY PROFILE box. Simply click the "View/Print My Membership Card" link and voilà!

## It's said that many hands make light work

That's especially true for voluntary organizations like NCTA! Please find some time to help keep us a vital source of information and contacts for translators and interpreters. Email us at [administrator@ncta.org](mailto:administrator@ncta.org).



## WELCOME, NEW MEMBERS!

The following members joined NCTA between September 2, 2016 and April 7, 2017

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# SOCIAL EVENTS



**Carmel Lunch** (left to right): Adele Negro, Therese Rose, Mimi Wessling, Betsy Galbreath, Patty Pai, Pamela Gilbert-Snyder



**Berkeley Lunch** (left to right): Megan Currie (French), Paul Denlinger (Chinese), Sonia Wichmann (Swedish), Cynthia Whitehead (German)

Pictures taken by Afef and Mathias Steier



**San Francisco Brunch:** organized by Audrey Pouligny and Isabelle Pouliot, Fernanda Brandão-Galea via Meetup.com  
[www.meetup.com/Linguists-Translators-and-Interpreters-in-the-Bay-Area/](http://www.meetup.com/Linguists-Translators-and-Interpreters-in-the-Bay-Area/)

**We had 24 participants:**

3 NCTA members: Audrey Pouligny, Isabelle Pouliot, Scott Ellsworth

2 NCTA & PLD members: Fernanda Brandão-Galea, Tim Cassidy

2 PLD members: Monica Lange, Robert Finnegan

1 local agency: GMD Linguistics, LLC (Gabriel Dubois)

The other participants were students and language lovers that came to talk about our profession, their career plans and have the chance to speak another language.



**Berkeley Lunch** (left to right): Lezak Shallat (Spanish), Fleming Larsen (Danish), Jesse (Megan's fiancé) and Megan Currie (French)



**November Happy Hour** (left to right): Anne Peattie, Trudi Obi, Steve Gingold, Judit Marín, Sabine Reynaud, Elya Rafikova, Isabelle Pouliot



**Happy Hour in Napa** (left to right): Megan's fiancé Jesse, Megan Currie, Kerilyn Sappington, Monika Adhye



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SDL Trados Studio enables you to work the way you want to.

# CAUTIONARY TALES FOR INTERPRETERS AND TRANSLATORS

## An Overview of Scams Targeting the Language Industry

BY PEG FLYNN AND CAROLA BERGER

NCTA GENERAL MEETING,  
DECEMBER 10, 2016

The December 2016 General Meeting featured a valuable presentation on translation scams by Carola F. Berger, PhD. An ATA-certified English-into-German patent translator, Carola offered a general overview of the issue, suggested common-sense precautions that translators should take against potential scammers, and advised attendees on how to respond if they have been scammed. The presenter's vivid account of how she successfully fought back against the unauthorized use of her business name by a fraudulent website brought home the basic truth that scams and online fraud can happen to anyone, even a

seasoned language industry professional. Carola has published a number of posts on translation scams on her blog at her website, [www.cfbtranslations.com](http://www.cfbtranslations.com), and authored an article on the topic for the *ATA Chronicle* in October 2014.

### Scam Variants

The Nigerian check scam has been around for a long time but still snares the unwary. Carola walked us through the scam from setup to end game. In the variant targeting the translation industry, a scammer contacts a translator via

email, pretending to need a translation. The initial email often contains warning signs: the name on the email is apparently from an English-speaking country, but the English in the email text is poor; the sender uses a free email account; the email does not list contact information

The check scam then proceeds as follows: If the translator replies to the scammer and delivers the completed translation with invoice, the scammer sends a payment check with a figure considerably over the invoiced amount, claims that an accounting error was made, and

asks the translator to wire back the difference. The translator does so, but the scammer's check bounces, the translator is charged a fee by the bank, and the overpaid amount that he/she wired to the scammer is never seen again.

Another way that translators get scammed involves translator impersonation. Companies scrape translators' CVs off the web, edit their contact details, and pass themselves off as

reputable translators while simply using open-source machine translation (e.g., Google Translate) without post-editing to produce an inferior translation, thereby harming the reputation of the impersonated translator. Carola directed our attention to an online directory of such companies: <http://www.translator-scammers.com/translator-scammers-directory.htm>.

In a related approach, scam companies scrape public translator databases, compile their own database using that



Image by Klava via Shutterstock

for the sender beyond his/her email address, and very little information is given about the text needing translation and/or the requested language combination. In fact, the lack of information about the text that is to be translated is the crucial sign that should tip off the unsuspecting translator. Most of us have encountered clients who have never ordered a translation before and are therefore unaware of the details of the process. However, all these authentic clients know which text they need to have translated into which language and for what purpose.

information, and pretend to be offering legitimate translation services, all without the translator's knowledge or consent. Two such operations are AATH and LingoRate.

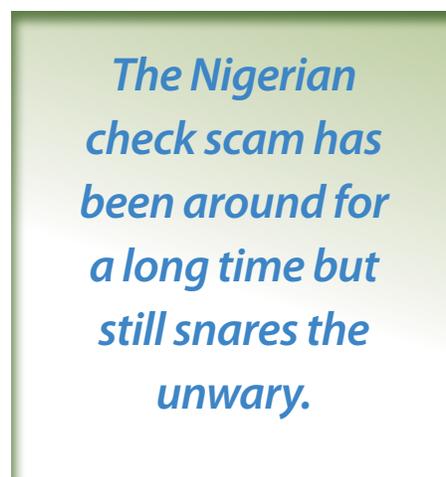
Translators are also vulnerable to less industry-specific, pervasive forms of scamming, such as phishing (soliciting and obtaining sensitive information such as usernames, passwords, credit card numbers, and the like via email), the Microsoft Support scam (in which a scammer phones a potential victim, claims to represent MS Support, and asks for personal information), and other variations.

### Tips to protect your identity and your business:

1. Avoid posting personal information online (date of birth, Social Security number, for example).
2. Consider getting your own domain name and using it for email rather than relying on a free email provider. You need not have a website to own a domain name. Emailing through your own domain dramatically reduces the risk of being impersonated via email.
3. When asked for a résumé, send it out in PDF format rather than plain text or Word; this allows you to protect the document with a password. Carola also recommended that PDF documents be watermarked.
4. Sign up for Google Alerts at <http://www.google.com/alerts> to monitor your online reputation; you'll receive notifications when a new page or site appears that contains keywords you've specified, such as your name or your business name. You do not need a Google account to set up an alert.
5. If you primarily work with translation agencies, sign up for at least one group that posts reviews of translation companies, such as Payment Practices (moderate subscription fee, discount-

ed for ATA members), the ProZ Blue Board (overview is free, the details require a ProZ membership), or the World Payment Practices Free group on Yahoo (free, but not as comprehensive as the other options).

When you are contacted by a company you've never worked for, verify their information. Check the company's name via a quick online search (this can be problematic for generic company names); see whether their address corresponds to a plausible physical location using Google satellite images; call their main phone number and ask to be



transferred to the party who originally contacted you. Also, make sure that the company's domain name and email address in the information you received are identical to the original domain and address.

To check the domain name and IP address, use the Whois domain service at <http://centralops.net/co/DomainDossier.aspx>. Type the domain name into the search box and check the options "domain whois record" and "network whois record." The former search lists who registered the domain, its administrator, address, and phone number. The latter search tells you the IP address range of that domain, which identifies its location. The physical location of an IP address can be found with the help of IP

location services, for example at <https://www.iplocation.net>. Checking the email header of the original inquiry using the G Suite Toolbox (<https://toolbox.googleapps.com/apps/messageheader/>) also helps in verifying where the message was sent from.

### What to do if you are being scammed

But what if, despite taking these steps, you find that you've been scammed or that your information has been used without your knowledge? Carola had to confront this question recently when a Google Alert notified her that a fraudulent website was using her registered business name and some copyrighted content from her website. She immediately posted a disclaimer on her website to dissociate herself from the impostor and its business and then took steps to find out who had hosted the website's content. Unfortunately, the domain name and IP address information mentioned above was not helpful in this case, because the website was registered overseas, as was the host of the IP address. However, with the help of the IP address, she was able to use a ping traceroute to track down the actual physical location of the website's server, which can differ from the location where the IP address is registered. Carola then sent a cease-and-desist letter to the hosting service. Her action was met with a quick response: The site was taken down on the following day.

### Summary

Although no one would wish such an experience on a fellow translator (or anyone), Carola's powerful account shows how ubiquitous scamming and related fraud are in the language industry. Her vigilant and proactive stance against scammers is one that all translators would do well to emulate. She has kindly posted the slides from her presentation, which includes a list of references and suggested further reading, on her website. The slides and related information can be found here: <http://www.cfbtranslations.com/category/scams/> 

## CLONING CLOONEY

### The World of Professional Voice Actors BY MIMI WESSLING

What do you get when you mix two attorneys who deeply appreciate the role of court interpreters with their mutual love of film and travel? Answer: The documentary film *Being George Clooney*, directed by Paul Mariano and produced by Kurt Norton, which they presented in person at the February 11th General Meeting. The film was assembled using a fascinating technique—a series of interviews assembled like visual and audio tiles in a mosaic. It pulled us into a world most of us hadn't thought about very deeply: one related to translation but particularly related to interpretation—voice acting (often referred to as dubbing).

I've described this presentation as a mosaic because it gave us a colorful and sensitive overview of voice acting via a series of clips showing the voice actors and hearing them describe their experiences performing the star's role in George Clooney movies in their languages throughout Clooney's long career, from his part in the TV series *ER* to more recent films. The interviews made us feel present in the dubbing studio! We saw an extensive clip from *Ocean's Eleven*, with the same scene presented in different languages, among them French, German, Turkish. What was amazing were the very believable versions of Clooney, with each foreign voice closely matching the visual aspect of lip movement. This is a profession that demands great skill—later in the film we saw voice actors watching only the mouth and lips of the actor they were dubbing; the rest of the screen they could observe while speaking the part was blacked out.

We heard and saw voice actors (VAs) describing how they feel about “Being George Clooney” – or in the case of one actress who dubs Julia Roberts, who



*Director Paul Mariano shares his appreciation for the skilled voice actors in his documentary, Being George Clooney.*

plays Ocean's ex-wife in the Ocean films. The VA from India explains: “It

(voice acting) takes my whole body. I am him. I feel him. I act like him.” “I try to be the soul of the actor.” The VAs have been described as “the backup singers of the movie world.” They come mostly, but not only, from the theatre world: one VA is a doctor. What they have in common is a deep love of their profession, which Paul Mariano described as “unappreciated and under paid.” In fact, in all these years, not one of these voice actors has met George Clooney in person.

As much as I agree about the underpaid aspect, VAs are not unappreciated in their own countries. The Italian VA Andre Sogliuzzo, an American who has lived in Italy, provided the aesthetic explanation: Italians don't like subtitles, and they are very attached to their “dubbers.” A good example: when the Italian-American actor Robert DeNiro did some of his original *Godfather 2* scenes in Italian, Italians were very distressed—“God! What is that!!!” — they wanted to hear the voice of *their* De Niro!

Each country thinks their dubbing has



*Filming the Italian George Clooney.*

*when the Italian-American actor Robert DeNiro did some of his original Godfather 2 scenes in Italian, Italians were very distressed – “God! What is that!!!”*

the best VA voices, but in Italy there is a very deep attachment to voice acting, to the point that they have their own version of the Academy Awards for the best female and male voices. In Germany, there are two voice actors who “dub” Clooney—which became a source of disappointment to the voice actor who felt he owned the role of dubbing GC. We also learned that voice-acting in the native language has a history of its own in the countries represented: in Italy, it began with the dictator Mussolini, who didn’t want the Italians to hear too much English and start thinking like Americans. He used subtitling, turning the film into one more piece of propaganda. The Italians’ passionate attachment to their voice acting tradition might have in part originated in a reaction to Mussolini.

Debra Chinn, a Studio Executive, described the wide global base in terms of marketing as well as historically. The designated voice, she explained, is as important to the movie as the original casting of the actor.

But there is a financial reason for dubbing films—the global market for



*NCTA members captivated by the Being George Clooney documentary film.*

American films is much, much larger than the US market on its own. Paul Mariano supplied me with these amazing figures: the international market can account for 60%–70% of the total box office of most Hollywood films. For example, within the top ten grossing films of all time:

- #1 Avatar...73% is the foreign box-office
- #2 Titanic...70%
- #4 Jurassic World...61%

#6 Furious 7...77%

#8 Harry Potter (Deathly Hallows Part 2)...72%

#9 Frozen...68%

I’m not going to give you any more details beyond this! If you were unable to be at the GM, or even if you were present and want to soak in the pleasure of seeing it again, I urge you to watch the film on Netflix: see and hear the mosaic emerge more completely with each scene. 🌐



*Cloning Clooney in Turkish: voice actor Tamer Karadagli*

## A DAY FULL OF LEARNING: MEMO-Q

**Morning Session: Introductory Level** BY KAJ REKOLA

**Afternoon Session: Intermediate Level** BY PAUL DENLINGER

A special workshop was held at Golden Gate University, San Francisco on October 1, 2016 for NCTA members who wanted to learn more about memoQ, a popular computer-assisted translation (CAT) application developed by Kilgray Translation Technologies. Kilgray was established in 2004, and the Windows-based desktop application memoQ provides translation memory, terminology, machine translation integration, and reference information management. Since its introduction, memoQ has developed a considerable following in the EU. Because the EU has 24 official languages, there is strong demand for language translation services and CAT programs to handle official EU documents.

In addition to the desktop version, memoQ offers a server version that integrates with the desktop version. The primary user-base of the server version consists of project managers in translation agencies.

The workshop was divided into two sessions: the morning session was basic training for new translators without much experience with CAT software, and the afternoon session was for intermediate translators with some experience with other CAT tools.

The instructor for this two-part workshop was Nick Lambson, a localization engineer at MediaLocate in Pacific Grove. He graduated from the Middlebury Institute of International Studies at Monterey (MIIS) in Translation and Localization Management and began his localization career in 2014 by training machine translation engines. After launching the company's first machine translation services, he trained post-editors on using memoQ in a machine translation environment. He frequently attends Translation Automation User Society (TAUS) events and is a contributing writer. Nick is fluent in Russian and Uzbek. Before the sessions started, Mr. Lambson provided several files that participants could work on in a trial version of memoQ on their laptops.

### Morning session, reported by Kaj Rekola

Over the years, after having used all versions up until Trados 2007, I felt a need to upgrade to a modern computer-assisted translation software with the latest bells and whistles, such as links to EU term bases and machine translation. Today, using standardized terminology is mandatory. Information Technology has indeed taken a big leap forward in last decade.



*Nick Lambson, our memoQ guru*

I have tried to upgrade to some early Trados Studio versions, but found them less intuitive, so I stuck to my Trados2007. However, when my regular client recently started to require the use of memoQ, I decided to attend the NCTA-sponsored memoQ course.

memoQ is a translation program developed in Hungary by three machine translation specialists who wanted to take a bottom-up approach to create a user-friendly CAT tool. Based on information on the company website, it is the fastest growing translation software vendor in the world. memoQ is updated regularly.

As a first timer, I found memoQ easy and intuitive to use, due in part to the excellent and patient instructor Nick, who gave the participants lots of individual attention. The task was to translate a Word file, a csv Excel file, and an xml file.

I also attended the intermediate course in the afternoon; however, at least for me, it was less helpful as I still needed more practice with the basics of memoQ. However, I have decided to adopt memoQ as my new CAT tool. I can highly recommend that those who need to upgrade to an intuitive and effective CAT tool consider memoQ. I also hope that NCTA will sponsor another memoQ workshop soon.



*Attendees' rapt attention to the details in the afternoon memoQ workshop.*



Nick presents his introductory material for participants in the morning workshop.

### Afternoon session, reported by Paul Denlinger

Like most other popular Windows applications and leading CAT programs, memoQ uses the Ribbon feature, which makes it easier to find features based on the selection from the application menu. For each project, memoQ's project dashboard displays overall project status. Because it uses a project management interface, the translator can select the project to work on. The interface displays the original source-language document along with other reference materials such as translation memory and terminology. The working translator needs to enter some basic information to start a project; this normally includes a descriptive project name, a template (if required), a new project, and a button to import the source document. For translators who want to start projects quickly with a minimum of setup time, memoQ also enables drag-and-drop.

memoQ's Resource Console is where translation memories (TMs) and term glossaries are stored. memoQ is well known for supporting different TM and term glossary formats; the best-known formats can be used on a project in real-time without format conversion. (Compared with some other CAT tools, memoQ offers a high degree of compatibility, which has helped it to win more adopters.) If the translator wants to start with a new TM and term glossary, then the translator can do that as well.

memoQ includes several key modules:

**File statistics:** includes word counts and translation memory databases. The file statistics module accounts for leverage achieved from previous translations through the translation memory.

**File translation grid:** is the main work area for the translator. Here, the user views the source text as segments and translates it into the target language.

**Translation memory management:** provides storage and editing of previously completed translations for future leverage. Among other formats, memoQ uses TMX, the industry-standard format for translation memory.

**Terminology management:** is where multi-lingual term glossaries are saved and updated.

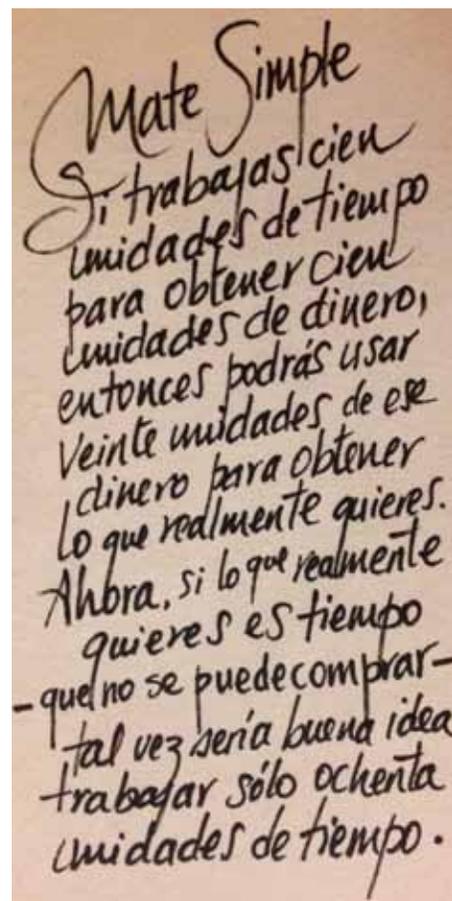
**LiveDocs:** where reference documents for translation are kept, especially popular where large volumes of reference documents are cited, such as in legal and academic writing.

In addition, memoQ handles machine translation and post-editing and includes it in its workflow. With the increasing use of machine translation and translation memory clouds by leading vendors, this is becoming a trend popular among vendors.

During the sessions, Mr. Lambson demonstrated how essential translation tasks could be performed, and asked participants to perform the tasks with their installations of memoQ on their laptops along with him. The

sessions were followed with a question and answer session, and a general discussion.

Overall, the full-day workshop provided interested translators with a good introduction to memoQ's features—another important CAT tool that they can add to their translator's toolbox. 🌐



oscar

## LITERARY TRANSLATION

### Beyond Words and Sentences, Communicating the World View of an Artist

BY ALEXANDRA CONNELL

The Introduction to Literary Translation workshop on Mar. 4, 2017 was guided by Katrina Dodson, translator of *The Complete Stories* by Clarice Lispector (New Directions, 2015) and other works from Portuguese to English. Katrina has received awards that include the 2016 PEN Translation Prize and a Northern California Book Award for translation. Her experience with the Lispector and other projects aided our understanding of what is involved in literary translation.

The seminar began by introducing a theme we would explore throughout when we paired off and described our partner's background to the class in our own words. Next, we looked at some "English to English" translation from *The Sonnets: Translating & Rewriting Shakespeare* (2012). The retitled and modernized sonnet "Dim Lady" featured original phrases like "I love to hear her speak, yet well I know that music hath a far more pleasing sound," altered to "I love to hear her rap,



*Katrina Dodson, Portuguese to English literary translator*

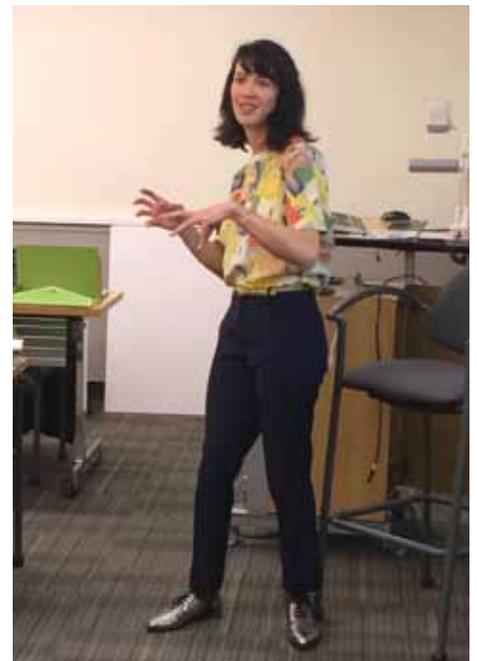
yet I'm aware that Muzak has a hipper beat." While keeping the ironic sentiment, is it possible to shift the context and meaning of the concepts? We discussed using nuance, style, and the author's voice, and considered literary analysis techniques such as recognizing the progression of an idea.

Another example of exaggerated writing, *Exercises in Style* by Raymond Queneau, in a translation from French, showed 100 different characterizations of a fight breaking out on a bus. Headings announced which style the author would choose next, such as "Narrative," "Litotes," etc., using wordy, straightforward, or exclamatory storytelling to describe the same event. There certainly are several ways to portray a single occasion, as revealed by a similar exhibit "Exquisite Pain" by Sophie Calle, with 100 volunteers reading a breakup letter. Though the words are the same, different deliveries redirect those thoughts through other channels of expression.

We picked excerpts from the examples and tried to rewrite them ourselves. Yielding to over-embellishment, we came up with some amusing results. A translator needs to focus on clarity, precision, and sentence structure while being aware of social constructs and expectations, but a



*The Literary Translation workshop drew a large and enthusiastic group of learners...*



*...and our presenter Katrina's enthusiasm about her workshop topic is evident!*

literary work may need more rephrasing to achieve the same understanding. The cultural and emotional aspects may require us to break the fluidity to draw readers in. For example, “marked” phrasing, which sounds odd even to a native speaker, should be just as strange in the translation to preserve its out-of-the-ordinariness.

We also discussed samples we had prepared at home and asked, did we transfer their colorfulness adequately into another language even when the same words are gibberish to a new reader? If there is no way to translate literally, what can we do as a substitute? For instance, while “woman writer” or other gender distinctions are formal or respectable in some languages (including German), in English they may be insults.

We must also think about the point in history in which the narrative is set, and pay attention to different shades of meaning within each word’s intent. Katrina demonstrated some phrases from her work, comparing them within the context of differing times. Reinterpreting “scratching through time” as “crossing out time,” or “small tightening” as “little constriction” leads us to consider the implications of the story. A phrase like “*Brasília está tombada*,” *Brasília* has fallen, may beg the question, where did it fall? With one voice coming through the shifting variations, it may seem that it “fell into place,” where something else would stick out as the wrong statement even if it were technically word-for-word.

Varying the tones of distinction and meaning is not just how we create original contributions: it is what allows anyone to translate in the first place. The literal view that a spade is always a spade can only be the starting point. In the end, our goals and the author’s goals are the same and you can only reliably say “*traduttore, traditore*” when the book does not go over well with anyone — “translator, traitor!”

To incorporate these ideas into our daily processes, we can, for instance, first translate the work in an extreme way and then try it a different way. We may read the text aloud to sense its dynamics and ask ourselves, is this pleasurable to read? It may be someone else’s work, but as one participant observed, like a cover song, it must be your song too. If the translation is too cautious, the original may not be well represented. But with careful deliberation and thoughtful cultivation, you can use your language’s nearly endless supply of words to arrive at a good translation result. At the

conclusion of the seminar, Katrina gave us a list of research and publishing resources for budding future literary translators. 🌐



## kiva Team Leaders change lives!

### What is the Kiva Team Leader Program?

Kiva.org is the world’s first person-to-person microlending website – empowering individuals to lend to entrepreneurs all over the world.

Behind the scenes, Kiva’s dedicated worldwide teams of editing and translation volunteers review all loan descriptions and prepare them for posting on Kiva’s website.

The **Kiva Team Leader Program** helps keep teams of up to 30 volunteer editors of translators engaged and active. This is a great opportunity for someone who wants to use their professional skills to make an impact, who would love to volunteer with the dynamic and creative organization that invented web-based person-to-person microfinance, and who wants to do all this from the comfort of their home office.

#### As a Team Leader, you will:

- Maintain regular email contact with your team to coach, train and problem-solve
- Answer basic questions from volunteers
- Monitor your team’s volume and loan review turnaround time
- Exchange ideas and perspectives with other Team Leaders and Kiva staff
- Help develop and document best practices for volunteers and Team Leaders

#### What are the requirements?

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- Mature judgment and ability to work with little supervision
- Comfortable with internet, email, and basic office applications
- Spanish, French, Portuguese, or Russian language skills a plus

**Apply Today:** For more information, please visit <https://www.kiva.org/work-with-us/reviewers/teamleader/apply>.  
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Image courtesy of RefreshGraphics

## THE HAZARDS IN TRANSLATING BITS N BYTES

BY SCOTT ELLSWORTH

I've been asked to share with you what's special about information technology as a specialty field for translating. It's an interesting subject, so I'm glad to oblige. People often abbreviate this subject area as "IT." I don't know why that abbreviation grates on my ears the way it does; I personally like to abbreviate it as "info tech."

When I first got into translating (German and Russian into English) I considered various possibilities for specialty fields: What do I know a lot better, or at least a little better than most people? Or, what's interesting enough to me that I would enjoy learning a whole lot about it? Marketing seemed like a great idea because of all the marketing materials, advertising copy, and other marketing-related text that go out for translation. But when I looked back at my experience in the field, and remembered how ridiculously stressful it was, I decided I wanted nothing more to do with it. I considered international trade, where I have experience as well. I did look for translation work in this area, but somehow didn't end up crossing paths with the right people, so I haven't done any translating in this field.

I also considered info tech, since I've always found computers useful and interesting. Although I have no formal training in programming or computer science, I've always been a bit of a power user: While growing up in Silicon Valley, I started fiddling around with a personal computer my parents bought in 1980. In college, I used Unix commands on a mainframe computer to write and format term papers, before personal computers had caught on. And now I'm a happy user of Ubuntu Linux.

Although I did seek out agencies specializing in info tech, my clients are mostly companies that have found me online. First there was an agency in Belarus that didn't pay great rates, but always paid on time, was very pleasant to work with, and gave me an outstanding variety of experience on all kinds of software-related projects. One of the first of these, in 2013, was a set of instructions for game programmers to integrate a payment system API with their game programs, so that players could purchase game-currency by connecting to their personal bank accounts and bank cards from within a game. (An API is basically a piece of software that lives on a server; programs on people's computers

can interact with it online.) Since then, I've translated user agreements, user instructions, release notes for new versions of programs, descriptions of new computer games in development, localization of program interfaces, a privacy policy for a dating website's mobile-phone app, and more. One of the challenges of translating for a localization project is the presence of placeholders in the text. Anyone experienced with CAT tools is familiar with the way tags have to be handled carefully when translating. Well, with placeholders it's even more so: They are little clumps of text that stand in for either programming code or changeable text or numbers. The code typically gets hidden from the source text for two reasons: The software company wants to keep their programming code proprietary, and they also don't want anyone accidentally messing it up while translating it. But even the placeholders have to be handled very delicately. So, if the source text reads 29="Чтение каталогов: %3i (ESC - прервать)" then you have to carefully render that as something like 29="Reading folders: %3i (ESC to abort)" while not changing any of the characters, or their spacing or sequence. While that may sound rather technical and

tedious, I also come across more exciting segments, such as [Delete all records? Are you sure?](#)

Speaking of interesting little details of projects, I once translated a description and instructions for a computer game — the game was based on a post-apocalyptic scenario that involved fighting various kinds of radiation-mutated monsters. When I submitted the translation to my client, I mentioned in my project notes that I was uncertain about the translation of the name of a certain creature. A couple days later, the agency forwarded me a message from their client explaining that this monster was an entirely new creation of theirs. They told me a little more about it and asked me what I thought it should be called in English. I thought hard about it, and ended up piecing together root words from Ancient Greek to come up with a totally new, descriptive name for it. So a regular translation project added a “transcreation” element.

In some cases, the quality of a software-related translation into English can be critical: For example, a software company in Russia might be anxious about the ac-

curacy of their presentation or app description, as they are trying to break into the US market and have to make a good impression. And companies may use Eng-

*I once translated a description and instructions for a computer game — the game was based on a post-apocalyptic scenario that involved fighting various kinds of radiation-mutated monsters.*

lish as an intermediary language: When translating for one of my main clients and for a specific end-client, I am one of their two translators from Russian into English. What I translate into English, seventeen

other translators will then render into German, Spanish, Portuguese, French, Italian, Chinese, Japanese, and Turkish versions.

I do more specialized work translating from Russian than from German. People often ask me whether there is a lot of software being developed in Russia. I have to admit, I haven’t really researched the statistics on this. As a translator, my perspective is perhaps like that of a ground squirrel staring out across a large prairie. How big is this market? I don’t know exactly, but from my own humble perspective, it looks gigantic.

Overall, I love my work in this specialty area. So many interesting things are done with computers and software, both important and trivial. And it keeps on growing. I expect that over time I will probably continue to narrow my specialty into smaller and smaller niches within info tech. And before long, I will probably read books and take classes on coding and information technology to deepen my knowledge. In fact, I’m just beginning to sign up for classes already. 🌐



## Thank You Jacki Noh!

Each year the NCTA Board takes some time to reflect on the many ways that our volunteers have helped the Association, and to recognize those who have made outstanding contributions.

Over Jacki’s 30-year membership in NCTA, her dedication has been exceptional. She has served on the Board, presented workshops, written articles for Translorial, and contributed to making NCTA a welcoming community for all members. In this past year alone, she has served on the Election Committee, hosted potluck lunches at her home, assisted at the General Meetings, and supported the Board with her knowledge and advice.

We are so grateful!



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## NCTA MAY 2017 TO SEPTEMBER 2017 CALENDAR

<b>MAY 4</b>	Tertulia de traductores de español en el South Bay (San Jose)
<b>MAY 6</b>	NCTA General Meeting (San Francisco)
<b>MAY 10</b>	East Bay NCTA Lunch Social (Berkeley)
<b>MAY 20</b>	Personal Finances for Freelancers
<b>JUNE 3</b>	NCTA Workshop: Strategies in Simultaneous Interpretation
<b>JUNE 10</b>	Wine Tasting at the Wessling Farm - South Bay (Corralitos)
<b>JULY 15</b>	Coffee Hour (Roseville)
<b>JULY 30</b>	Brunch Francophone/French-speaking Brunch (San Francisco)
<b>AUGUST 12</b>	NCTA Workshop: Sight Translation for Health Care Workers (San Francisco)
<b>SEPTEMBER 9</b>	NCTA General Meeting (San Francisco)
<b>SEPTEMBER 16</b>	ATA Certification Exam (San Francisco)
<b>SEPTEMBER 30</b>	NCTA Workshop: Trados for Beginners

For details and updates, click on the Events tab at [www.ncta.org](http://www.ncta.org)

### THANKS!

NCTA WOULD LIKE TO THANK THE FOLLOWING GENERAL MEETING SPONSORS:

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