

NEW ENGLAND

# netla news

TRANSLATORS ASSOCIATION

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and more!

## Translation Quality: Defining It and Setting Standards

### An ASTM Technical Committee at Work

by Beatriz Bonnet

Translation quality has been a hot and often contentious issue for translators and translation users alike. Undoubtedly, it is also an issue colored by personal views and experiences. Over the years, a number of translation professionals and users of translation have endeavored to define translation quality and to create standards. The German translation standard, DIN 2345, is the culmination of one such effort.

The American Society of Testing and Materials (ASTM) is often considered the premier standards organization in the United States. Its standards are also accepted in other countries, and, in certain industries, ASTM standards have become their de facto international standards. Last year, the ASTM approved the ASTM Standard Guide for Language Interpretation Services (ASTM Guide F2089-01). The work of the ASTM Committee in charge of interpreting standards included an ATA representative, and the ATA Board of Directors was invited to comment on the standard text in the last stages prior to the final vote. ASTM Guide F2089-01 can be purchased directly from the ASTM at [www.astm.org](http://www.astm.org) for a nominal charge.

The ASTM Technical Committee in charge of translation standards is Subcommittee F15.48 on Translation Services, and is under the jurisdiction of ASTM Committee F15 on Consumer Products. I am currently the ATA representative to this subcommittee. Other past and current members of the subcommittee include translators, translation users, and staff members of academic institutions, translation companies, and government agencies.

The work of the ASTM Technical Committee has taken several years, rounds of drafts, meetings, conference calls, and e-mails among the committee members. The current draft still needs additional work, but the committee has submitted the draft to the ASTM Editors for their first round of comments and edits. We just received their feedback at the end of May and are now implementing recommended changes.

The current draft is organized in several sections, in compliance with ASTM rules. Some of these include the scope of the document, referenced documents, an exhaustive definitions section, significance

## NETA Annual Picnic



You are invited to close out the NETA season with a lakeside picnic on Saturday, June 29, from 2:00 pm to dusk, at the home of NETAn Alice Berglund in Lynnfield, MA.

Bring the kids and significant others. This is a family affair. Activities will include rowing on the lake, eating, drinking, and networking. The lakeside is child-friendly; two small ones are in residence. If interested in organizing a game for children-of-all-ages, come prepared or e-mail [isabelleonard@attbi.com](mailto:isabelleonard@attbi.com).

Beverages will be supplied; please bring food to eat and share, and sit-upons (chair or blanket).

See page 2 "NETA Programs" for directions.

continued on page 8

## NETA Officers

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## NETA Programs

For the latest update, visit  
 our website: [NETAweb.org](http://NETAweb.org).

### Saturday June 29, 2 pm - dusk, NETA Picnic

Network, catch up on old friends, meet new ones.

**Directions:** Rt 128N (Rt 95) to Lynnfield exit. Right off the ramp toward Lynnfield Center. Right at the town green (Summer St.) You will reach Pillings Pond in ±1 mile. Left on Archer, and Left again on Edgemere. Then take first Left (no street sign). Continue toward "Dead End". Alice's is the last house on the left (brown ranch; 352 Edgemere). Go around to the back of the house. More extensive directions were e-mailed to all NETA members with an e-mail address on file. Contact [kfkronenberg@earthlink.net](mailto:kfkronenberg@earthlink.net) if you did not receive these.

### Monthly Meetings will resume in the Fall.

Enjoy the Summer!

## Contributions to NETA News welcomed!

NETA accepts contributions of articles and other suitable material for future issues. Send your contributions to [NetaEditor@yahoo.com](mailto:NetaEditor@yahoo.com). We welcome information on interpreting issues, dictionary and software-hardware reviews, annotated translations, articles on translation and translator-related issues, articles on translation approaches in different fields, legal and regulatory issues faced by translators, translation as a business, dealing with translation agencies, and more. Remember: you do not need to be a scholar to share information with other NETAns.

### NETA News

Volume III, No. 11

Summer 2002

**NETA News** is a quarterly publication of the New England Translators Association. The opinions expressed herein are those of the authors and not necessarily those of NETA. We reserve the right to refuse submissions.

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#### Submissions

Submissions are welcomed. Articles are subject to editing for grammar, punctuation, and space limitations; a proof will be sent to you for review. Suggested maximum length: articles, 500 words; reviews, 250 words; letters, 100 words.

Schedule of deadlines: spring issue, Feb. 15; summer issue, Jun. 15; fall issue, Sept. 15; winter issue, Dec. 15.

Please submit to [NetaEditor@yahoo.com](mailto:NetaEditor@yahoo.com).

#### Reprint Permission

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#### Delivery

NETA News online edition available at <http://www.NETAweb.org>. NETA News print edition is mailed to all NETA members.

#### Change of Address:

If you find that the information on the mailing labels is inaccurate or if you just moved, please send updates to [juliruge@yahoo.com](mailto:juliruge@yahoo.com).

**NETA Website:** <http://www.NETAweb.org/>

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[ghkuenzel@cs.com](mailto:ghkuenzel@cs.com)

#### NETA Forum:

<http://groups.yahoo.com/group/NETA/>  
 To post messages to the entire group:  
[NETA@yahoogroups.com](mailto:NETA@yahoogroups.com)

**Membership information:** NETA accepts individual members only. A one-year membership costs \$30 and runs September 1– August 31. Contact Jill Orenstein: [juliruge@yahoo.com](mailto:juliruge@yahoo.com) for a membership application form. Subscription to this newsletter is included with membership.

## Board of Directors Notes

The Board of Directors held a meeting on March 9. The following is an abstract of the minutes.

- *Finished Incorporating articles*

NETA's attorney has submitted the revised incorporation articles to the government. NETA will have 501-3C status. It takes one year to comply with all requirements leading to get tax-exempt status.

- *Bylaws*

Last minute changes are being implemented. The bylaws will soon be put to vote by the membership. They will be posted on NETA's website with a direct link.

- *BOD Elections*

Ballots were received till May 20. Sherri Meek, Diana Rhudick and Joan Sax ran for election. Refer to page 8 for more information on the elections.

The next meeting will be held on June 23 at 4 pm. The agenda of all Board of Directors meetings is sent to the membership prior to each meeting. Any members who would like additional items discussed should contact Laura Nakazawa at [nakazawa@attbi.com](mailto:nakazawa@attbi.com) at least one week prior to the meeting date.

### NETA Fair Postmortem Meeting

The Fair Committee held a Fair postmortem meeting on May 26. The committee members met to review the happenings of this year's Fair in an attempt to identify flaws and propose changes for next year's event. They discussed topics such as number of attendees, appropriateness of the venue, the need to have a Fair committee chairman, how to deal with attendee and exhibitor marketing, announcements, speakers, and information packages.

This year, the Fair had 169 attendees with 68 becoming new members, which was more than last year's 147 attendees.

Tentative dates for next year's event are: April 26, May 3, 10, or 17.

## Letter from the President

by Terry Coe, President

This newsletter marks the close of another NETA "season", as our activities traditionally run from September through May. Overall, I think we can look back on a successful year, with the highlights being our incorporation as NETA, Inc., this year's conference, which was the best yet in terms of size and quality of presentations (see inside for reviews of the individual presentations), our annual Christmas party, which was a great opportunity for many people to meet and celebrate together, and a number of successful monthly meetings covering useful topics. Although we did have some problems with a couple of meetings that were not as well organized as people would have liked, we have addressed this issue in the Board of Directors, and will be working hard to present useful and interesting topics for the coming year. I strongly encourage all of you to submit ideas for meetings, and to attend as many as possible. They are not only good for gathering information from the speakers, but also for exchanging ideas with each other.

Another very useful and pleasant event that is becoming a regular occurrence is the "Unabashed Shop Talk" dinners being organized by Isabel Leonard at local restaurants. Although I haven't been able to attend any of them yet, I have heard nothing but good reports from those who have. This being a fairly solitary profession (for the translators among us, if not for the interpreters!), the opportunity to socialize with others, to understand the problems that we face in our day-to-day work is very valuable, and it is a good opportunity to occasionally let off steam with someone who knows what you are talking about! So get out there and share a meal at a great restaurant with your colleagues! The dinners are announced by Isabel via the NETA listserv on a regular basis.

Finally, this is my last contribution to the newsletter as president of NETA. When Ken Kronenberg resigned from the presidency last year, there was a need to feel the gap, of course, and as vice president, it was more or less assumed that I would step into the role. Ken had played very much an "activist" role in building up the organization over the past four years. He devoted a lot of his time to this effort, ultimately time which I knew that I would not be able to match given my other responsibilities. I therefore assumed the presidency of NETA in September 2001, with the explicit proviso that in my case it would be a ceremonial position only, and that the primary directing force for the organization would be the Board of Directors. Nevertheless, it has become clear to me over the past seven months that in order to function effectively, the organization requires a more active role to be played by the president than I am able to perform, given my other current personal and professional responsibilities.

For this reason, I am resigning from the presidency of NETA effective September 1, 2002. I will continue to participate in an advisory capacity on the Board of Directors until May 2003. A new president will be appointed by the Board of Directors, in accordance with our bylaws. There are no restrictions as to who can act as president, and I strongly encourage anyone who is interested in this to contact the Board of Directors.

## 6th Annual NETA Fair Report

*Special thanks to Ana Casterán-Winkler, Terry Coe, Ken Kronenberg, and Laura Nakazawa for their valuable contributions in reporting the events of the NETA Fair for this issue.*

On Saturday, April 27, 169 NETA members gathered for the sixth consecutive annual conference, also known as NETA Fair, on the grounds of Bentley College, in Waltham, MA.

### Exhibitors

The following companies participated in the exhibition hall area:

- Horton Interpreting Services, Inc.  
[www.language-link.com/about.html](http://www.language-link.com/about.html)
- I.b.d. [www.ibdltd.com](http://www.ibdltd.com)
- Lionbridge [www.lionbridge.com](http://www.lionbridge.com)
- Multitrans [www.multicorpora.ca/eprod.shtml](http://www.multicorpora.ca/eprod.shtml)
- Rosetta Stone Associates  
[www.rosettastoneinc.net](http://www.rosettastoneinc.net)
- Schoenhofs [www.schoenhofs.com](http://www.schoenhofs.com)
- Venturi Technology (formerly InfoTech Contract Services)  
[www.venturitechnologypartners.com](http://www.venturitechnologypartners.com)

### Sessions

What follows is the NETA Fair coverage, as reported by NETAns.

#### ***Building Skills for Consecutive Interpretation***

Sylvia Zetterstrand's workshop was an excellent language-neutral presentation. The three-hour long session, attended by over 60 participants, started with a working definition of consecutive interpretation, the context in which it is used, and the specific skills needed to be an effective interpreter. There was a review of different methods to improve memory, such as visualization, association, organization or information chains. Note-taking symbols and techniques were also discussed. Overall, it was a very informative and productive session.

#### ***Effective Glossary Building***

Rocío Chavarriaga's presentation addressed an issue that every translator has to consider at some point, namely, how to maintain the consistency and accuracy of terminology in translations. Translators solve this problem in many ways, from simple lists in their word processing program, to complicated translation memory (TM) systems. All of these methods, however, must follow some basic principles.

Rocío summarized these principles in the first part of her talk, which covered the issues of assessing source terms and concepts (what is the field?), defining style, register, and locale (who is your audience?), reference materials,

criteria for classifying terminology, and defining context and format for the terminology database.

She then presented some cogent arguments for why glossaries should be created, and gave a step-by-step description of the glossary creation process. One of the main ideas is that translators need to create glossaries as they progress in a translation, rather than simply trying to create something before beginning a translation. This is because you can better assess the context of terms after making some progress in the translation itself, and thus avoid duplication of effort.

Some of the standards for creating glossaries include avoiding ambiguity by creating a single entry for a particular word or concept, cataloging terms according to any subsections of subject matter, and most importantly, defining a standard format for each of your terminology entries. Rocío's PowerPoint presentation, which is available at the NETA website, contains an excellent sample of entries, along with points to consider when creating your own format.

She then went on to address issues of software localization (her own specialty), including criteria for context-dependent and culturally-biased glossaries.

In the final section of her talk, Rocío presented a comparison of four different terminology software programs: SDLX TermBase, Trados MultiTerm, Transit TermStar, and LogiTerm. She showed screenshots from each of these programs and described their features and functions. Trados seemed to win out in terms of overall functionality and ease-of-use, but each of the programs has its own strong points. Her presentation includes URLs for all of these programs for those who wish to obtain more information.

#### ***Illuminated Letters, or, Why I Don't Do Prose***

In his presentation, Jim Kates discussed, among other things, why he prefers to translate poetry over more technical material. For him, it boils down to which written forms permit the translator the greatest leeway in terms of choice and imagination. Translation demands that we weigh and choose carefully among verbal, formal, syntactic, and cultural elements. To illustrate, Jim started with the well-known opening of Caesar's Gallic Wars: *Omnis est Gallia divisa in partes tres*. Fairly straightforward one might think: All Gaul is divided into three parts. Yet, this translation betrays subtle and not-so-subtle choices. For example, the word "est" could have been translated as "has been." The use of the word "is" allows for no reference to who did the dividing. Nobody divided Gaul—according to this reading, it had always consisted of three parts. As Jim pointed out, this particular translation (1869) was very much in line with the outlook of 19th-century British imperialism. The translators in this case (WA McDevitte and WS Bohn) were, however, not necessarily conscious of the choices they made.

Another point having to do with choice is that no matter how you translate, you must always lose or give up something. The question is, what am I willing to lose for a particular gain? There may be

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poems that completely resist translation because there is no cultural equivalent in the target language. One cute example Jim gave was of two lines of a poem by Jean-Pierre Rosnay, which he was considering translating:

*Quand je vous parle du seizième / C'est au siècle qu'il faut penser.*

Jim's note to his collaborator is instructive: "The literal translation of these lines addressed to a school girl conveys nothing: 'When I speak to you of the sixteenth, you must think of the century'. To unpack them, you need to know that "the sixteenth" in French can refer (a) to the 16th arrondissement—a neighborhood in Paris that can approximately be compared with Beverly Hills, or (b) to the 16th century, the height of the French Renaissance. But any expanse of explanation will weight the lines down fatally, and there is no cultural equivalent in English." If I remember correctly, Jim chose not to translate this poem.

Jim then broke us up into small groups and had us consider the various strategies used by a variety of translators. His handouts contained different sets of translations of the same poem from each of several languages (in my case, Pablo Neruda's "Algunas Bestias"). Although the original was the ORIGINAL, the translations were as different as can be imagined, touching off very different reactions and associations. Most of the translations were nice tries; none wholly successful. To give an example of the range, consider these translations of the lines "*el hormiguero monacal pisaba / con melodioso pie la selva*": "an ant-heap treading the jungle, / monastic, on musical feet"; "the monastic ant-swarm walked / through the jungle with melodious feet"; "the monastic anti-heap was melodiously / teeming in the undergrowth"; "and a swarm of ants, monks with feet chanting, / crawled off into the jungle,".

Jim pointed out, correctly, that no translation, not even of the most prosaic automotive parts patent, can be free of perplexing choices. And one needs only to consider the different cultural assumptions and mindsets underpinning the German and the US legal systems to realize that even

these (especially these?) translations are only more or less successful. But of course, the scope of choices is limited because the task is simply to get the facts across, not to explore the internal meanings of the words used.

### **Current Issues in Interpreting - Panel Discussion**

In the afternoon there was a panel discussion led by members of the Massachusetts Medical Interpreters Association. They presented an overview of the upcoming medical interpreter certification exam. MMIA is a leader in the nation in the development of guidelines to certify medical interpreters. There was also a discussion of the recent Emergency Room law with active participation of the audience. The panel was led by Eduardo Berinstein, Maria Paz Avery, and Joy Connelly.

### **Software Localization**

Stephanie Livermore's presentation on software localization began by demystifying the concept that localization is not a complex process once it is understood, and should not be only done by engineers. Translators who specialize in software localization need to be detail-oriented and to have the right equipment and tools. Translation should only be performed by a native speaker of the target language. Localization still takes place from English into other languages since software is still largely produced in English. Also, international users expect software to be available in their language. Internationalization happens before localization, which means that the software must be written in a way that will support translation later on. Internationalization involves expanding the size of dialog boxes and allowing for a change in variables such as date, time, currency, paper size, etc. which may be different in the target language. Software companies have different options when it comes to translating their products: perform translation in-house or outsource it to a localization vendor; find the right localization tool and learn how to use it; perform simultaneous shipments or staggered releases.

### **The Challenge of International Testing**

Gabriella Spatolisano's presentation on International Testing was a sort of follow-up to the software localization presentation. Gabriella explained that the real challenge of testing translated software involves figuring out if only a native speaker should perform International Software Quality Assurance, and whether knowing a foreign language is enough to perform it well. Gabriella presented valuable, basic information on the topic, which seemed to provide an answer to the dilemma.

In order to perform Internationalization testing, knowledge of these concepts is essential:

- Character sets: alphabet for each language
- Encoding: can be bidirectional (single byte), multi-byte (Asian) or single byte.
- Unicode: universal encoding that maps all character sets for most popular languages. Unicode is double byte.
- Locale: deals with date, currency, number, and sorting.

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The Software Quality Assurance process involves:

### 1- Test Plans

- Test environment
- What is tested, what is not
- Schedule

### 2- Test cases

- Test step-by-step
- Detailed description
- Test scenarios
- Pass/Fail and test report

### 3- Test reports

- Bugs report

There are different types of testing:

- Acceptance testing or smoke testing
- Functional test: level 0, 1 and 2
- Fix verification
- Regression testing

In summary, the knowledge of a foreign language helps to perform linguistic quality assurance, i.e., verify that the source and target translation of the software has been performed and is linguistically correct. However, Gabriella's presentation proved that knowing a foreign language is not enough if one is to perform serious quality assurance testing of international software. A background in computer technology and familiarity with the product being tested seem to be more helpful than only knowing a foreign language. Gabriella's PowerPoint presentation can be downloaded from NETA's website.

### ***The Language Professional***

Rudy and Sarah Heller, partners in life and in crime, as Rudy announced, have worked together in the translation business for 25 years. Their presentation attracted many NETAns since it covered several aspects of the profession: how to get started, how a translation business is created and maintained, how to market yourself by choosing the "right name", and most importantly, how to learn from your own mistakes.

Sarah and Rudy emphasized the fact that all freelancers are business professionals, and therefore, run a business. With a simple PowerPoint presentation, they helped attendees figure out how much they should charge per hour according to how much money they expect to make in a year.

They went on to emphasize the importance of bearing the right name to get your foot in the door faster. One of their translation divisions, Spanish-English Services, is a clear example of a catchy name that says it all. It opened more doors than the name Rudy Heller would have. Thus, they strongly suggest filing for a DBA (Doing Business As).

If you would like to market yourself, Rudy has an interesting proposition: Offer a Free Introductory Translation as a free sample. He thinks that if many companies, like AOL, market themselves by offering a free CD, why not offer a free sample of your translation capabilities?

Sarah and Rudy explained that, in order to run a business, three aspects need to be taken care of, apart from translation/interpretation:

- (1) Sales & Marketing
- (2) Product Management
- (3) Accounting.

They noticed that, while translators/interpreters are willing to devote time and money to get better trained in their skills, they rarely take the time to work on these important aspects of a business.

Rudy and Sarah's interesting account of their beginnings as translators, the growth of their business, and the decisions they had to make, captivated the audience. It created an opportunity for dialog with the audience.

Here are some phrases from the presentation that are worth quoting:

"Corporate America likes to work with Corporate America"

"Don't assume that if you're bringing in money, you're making money."

*(joking)* "If you ask a question and we don't know the answer, we'll invent it. That's what translators do, right?"

### ***Networking reception***

This was a first-time event for the annual conference, and we were initially unsure as to what kind of interest there would be in such a get-together after a long day of sessions. The pre-registration forms that we received, however, made it pretty clear: more than 90 people pre-registered for the reception. In addition, a letter was sent to all of the New England-based translation agencies for whom we had addresses, inviting them to the reception. Although not as many agency representatives attended as we would have liked, people seemed to really enjoy the chance to relax and have more extensive conversations with friends and colleagues at the end of the day.

There was a slight problem in that Bentley's catering service (which we were forced to use because we were on the Bentley College campus) did not provide enough food. Despite their assurances that the food ordered would be sufficient for 130 visitors, it all seemed to disappear within 10 to 15 minutes! To add insult to injury, we paid more than \$1000 in catering fees for those morsels. Needless to say, there will be a different situation next year. Despite this little glitch, the reception was a resounding success overall, and will certainly be repeated next year.

## Did you know...?

Getting Started: A Newcomer's Guide to Translation and Interpretation, by Sandra Burns Thompson, is a compilation of articles from ATA publications and serves as a straightforward guide for newcomers to the professions. It is 72 pages and costs \$15 for ATA members and \$25 for non-members.

For information on how to order:  
[www.atanet.org/membapp.htm#pub](http://www.atanet.org/membapp.htm#pub)

## Post an upcoming event or job listing to the NETA listserv

Have a job or event you'd like to publicize? Don't forget the NETA listserv. Any member can post a message directly to the NETA listserv. In the case of a job listing, be sure to put "Job Opportunity" in the subject line of the message.

There are no formal guidelines as to posting. Just put as much information as possible, and specify that respondents should reply directly to the poster, not to the list.

To post your message to the entire group, address it [NETA@yahoogroups.com](mailto:NETA@yahoogroups.com)

## Upcoming Events

### ATA Seminar and Exam Sitting

**Saturday, August 10, 2002**

*The Business of Translating & Interpreting*  
 Wyndham Boston Hotel  
 89 Broad Street, Boston

Contracts, running your home business, finding and keeping customers. Details:  
<http://www.atanet.org/business>.

**Sunday, August 11, 2002**

*ATA accreditation exam sitting*  
 Separate registration is required for the exam. Please contact ATA Headquarters at (703) 683-6100 for more information.

### Global Business Alliance of New England (GBANE)

GBANE is an umbrella group for many international trade organizations. Membership in GBANE is one of the benefits of NETA membership. For information about the event listed below, contact the sponsoring organization, not GBANE.

#### JULY Golf Tournament

Tee-Off: 1:30pm/Shotgun start/Scramble format

Registration & lunch: 12:30 p.m.

Awards Dinner to follow golf approx. 6:00 p.m.

Location: TBD, MA.

Guests are welcome.

Organizer: British-American Business Council of New England

Tel: 617-720-3622

e-mail: [babcne@msn.com](mailto:babcne@msn.com)

WHAT	WHEN	WHERE	CONTACT INFORMATION
Preparing for the Federal Court Certification Exam	June 22 & 29	Bentley College Waltham, MA	<a href="http://www.bentley.edu/ce/interpreter">http://www.bentley.edu/ce/interpreter</a>
World to World / Mundo a mundo A Bi-National Literary Translation Workshop	June 24 - July 5	Mexico D.F.	IUSI: <a href="http://www.iusi.org">http://www.iusi.org</a> ; 1-877-687-6968; <a href="mailto:office@iusi.org">office@iusi.org</a>
40th Annual Meeting of the Association for Computational Linguistics	July 7-12	Philadelphia, PA	<a href="http://www.acl02.org">http://www.acl02.org</a>
Linguistics And The Real World: 29th LACUS Forum 2002	July 30 - August 3	Toledo, Ohio	<a href="http://www.lacus.org/lacus29/call29.htm">http://www.lacus.org/lacus29/call29.htm</a>
Translation: New Ideas for a New Century	August 7-10	Vancouver, Canada	<a href="mailto:portfolio@intouch.bc.ca">portfolio@intouch.bc.ca</a>
The Business of Translating and Interpreting Seminar; ATA Accreditation Exam	August 10-11	Wyndham Hotel Boston, MA	<a href="http://www.atanet.org/business">http://www.atanet.org/business</a> ; 1-617-556-0006
Association of Machine Translation in the Americas (AMTA): <i>From Research to Real Users</i>	October 8-12	Tiburon, CA	<a href="http://www.amtaweb.org/AMTA2002">http://www.amtaweb.org/AMTA2002</a>
American Literary Translators Association (ALTA)	October 17-19	Chicago, IL	<a href="http://www.utdallas.edu/research/cts/alta.htm">http://www.utdallas.edu/research/cts/alta.htm</a>
43rd Annual Conference of the American Translators Association	November 6-9	Atlanta, GA	<a href="mailto:conference@atanet.org">conference@atanet.org</a>

## Translation quality

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and use of the document, and phases of a translation/localization project. It takes into account that there are many different types of translation projects and identifies processes and steps that might be appropriate for a given project. The working title of the draft is Consumer-Oriented Guide to Quality Assurance in Translation and Localization.

The next steps for the subcommittee are fleshing out some of the sections, agreeing on and accepting member edits, and implementing changes suggested by the ASTM Editors. Additional steps that will be undertaken before this document goes through a voting process in order to become an official ASTM Guide are: eliciting comments from outside the committee (e.g. the ATA Board of Directors), adding members to the committee if necessary, and additional rounds of edits and comments.

From how to define it to how to get it, when it comes to translation quality there is an enormous amount of passion on the part of many translation professionals, and significant unawareness on the part of many users and requesters of translations. An official ASTM Guide may not put an end to the controversy and the occasional hot exchanges. It should, however, raise the level of awareness of both providers and users of translation and localization services on why and how to define quality and the minimum steps that should be taken to achieve the defined level of quality.

*Beatriz Bonnet is the ATA Representative to the ASTM Committee on Translation Standards and an ATA Director. She is an ATA-accredited (English<->Spanish) translator, a Certified Federal Court Interpreter and a conference interpreter. Ms. Bonnet is President and CEO of Syntes Language Group, Inc., an established translation, localization and interpreting firm headquartered in Centennial, Colorado.*

### NETA is looking for Agency Coordinators

One of the ideas that came out of the Fair Committee's postmortem meeting involved the need to update NETA's database of New England translation agencies, and to keep it updated. The idea is to generate a database that can be passed along to members and that will serve as the potential exhibitor mailing list for next year's Fair.

The work of the Agency Coordinator is very circumscribed in scope and could be shared by several people doing different geographical areas. Not only would you be doing a great service to NETA and its members, but you would also be getting to know project managers and other agency people.

If you are interested in volunteering, contact Ken Kronenberg at [kfkronenberg@earthlink.net](mailto:kfkronenberg@earthlink.net).

## Letter from the President

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I am sure that there is some capable and enthusiastic individual among you who will wish to take the reins of the group and will in fact enjoy performing the duties of president. It offers a great opportunity to make contacts with many other people in the organizations that support our profession, to get to know translation agency owners and your fellow translators in New England, and to gain valuable experience in organizing a professional group.

I know that I have said this before, and at the risk of sounding like a broken record, I will say it again: We need more participation by our membership in running this organization! We now have more than 250 members, but only a very small percentage of those actually participate in helping to organize its various events. I know that some of you marked on your membership form that you would be interested in helping out with various tasks. Members of the Board of Directors will be in touch with you soon to discuss how you can help. For the rest of you, I ask that you think about contributing some of your time to the group, and I thank you for your support in my time as president during the past year.

Sincerely,

Terence Coe

### Board of Directors Elections

The following people were re-elected to the Board of Directors:

#### Diana Rhudick

Diana has been a translator and member of NETA for over a decade and is currently serving as its vice president. She is ATA accredited in French and Spanish into English and also does editing and proofreading.

#### Joan Sax

Joan was president of NETA for 6 years before Ken Kronenberg took over. A translator for over thirty years, she is ATA accredited in French and Italian into English, specializing in medical, business and legal translations.

**Sherri Meek** has filled the position of Regina Correia Branco, who resigned from the Board last fall due to other commitments. Sherri has an MA in Translation Studies and has been an active member of NETA's Fair Committee for the past two years. With 6 years experience, she has worked as a staff translator and terminologist, quality manager, and lexicographer. Her language pairs are French and German into English.

## Twelve Mantras for the Profession

by Mario Taboada. Reprinted with permission from Intercambios, ATA Spanish Division Newsletter.

### No virtue in being busy all the time.

Busyness feeds on itself; its effects include constant mental chatter, anxiety, a sense that completion of a project is terribly important, lack of sleep, loss of contact with self and loved ones and its devastating concomitant, self-absorption. If your purpose is to be busy all the time, you are not likely to survive more than a few years in the profession, at least not without being severely harmed. If you are in it for the long haul, pace yourself, establish a rhythm that is comfortable, do not accept work that causes you to lose sleep or that interferes with your life. Work a certain number of hours per week and no more, under any circumstances. As marketing expert Jay Levinson has pointed out, time is not worth money, it is worth far more than money (because you cannot make time). This observation is of the utmost importance.

### No virtue in being a loser.

The profession offers daily opportunities for becoming a loser: a constant stream of super-rush jobs, clients that make a habit of paying late or that make it difficult to collect, exploitative situations which are easy to get into and hard to get out of, accepting work that is outside one's sphere of knowledge or that surpasses one's ability as a writer, or suffering constant humiliation at the hands of others. Do not succumb to these pitfalls. There is no virtue in being a loser.

### Basic respect should be expected.

In your business and professional dealings, you should always expect basic respect as a human being. This should not be negotiable. Conversely, you must always treat your partners, associates and clients with respect and kindness.

### Professional respect must be earned.

Professional respect should not be automatically expected: it must be earned. What you think of yourself as a writer is irrelevant to those who hire your services.

The proof is in the pudding. How often is it in the pudding? Every time you submit a translation, without exception. What you did yesterday may have been excellent, but how good is today's work?

### It's Friday.

If you think every day is Friday, the work day will seem less threatening, shorter and more rewarding. This is a seemingly innocent mantra, but it is powerful and I highly recommend repeating it as often as necessary before sitting at the keyboard.

**If a client wants to translate a text into a dialect or jargon that you disapprove of, there is no need for you to mention your dislike. You are being hired to provide a service, not to act as a judge of what should and should not be done.**

### Do not inject opinion.

When discussing current or future projects with clients, stick to the subject, speak objectively, gather all the information and ask all the questions efficiently and unobtrusively. If a client wants to translate a text into a dialect or jargon that you disapprove of, there is no need for you to mention your dislike. You are being hired to provide a service, not to act as a judge of what should and should not be done; besides, driving away such negative thoughts will ease the actual work. There are plenty of opportunities to inject opinion in your other writing.

### Ego stays at home.

When translating, leave your ego at home; that is, do not become

emotionally involved with the text. Your image of yourself (as a translator and as a person) can only be an impediment to your work. Perhaps you are used to using your ego and its subsidiary, your will, in order to push through piles of work. Instead, you should find a method that promotes awareness and relaxation so that the words come out of you naturally, instead of being figuratively forced out of you by a linguistic caulking gun.

### Word is master and joy is in doing.

Think of yourself as a servant of the Word. Language is the deepest mystery and you are fortunate to live it daily with great intensity. Nobody owns and nobody makes a particular language or set of languages. Language is a commons. Cherish it dispassionately and it will nurture your natural curiosity and reward you with great joy, the joy of doing things with words right now. Convert it into greed or into a routine and it will lose its bloom, it will become mechanical, a real drag.

### Passion tempered by distance.

It is a common experience that, when you want something too much, it becomes harder or impossible to attain. Temper your passion for language with distance, so that you can see it for what it is and not as a sexy garment for your ego (see previous mantra). Only then will your passion remain fresh, because it is ever renewed by your

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## Resource List

Contributed by Rudy and Sarah Heller. Part of a handout compiled for their seminar at the NETA April 2002 Conference.

### Online resources:

***The Profession of Translation*** by Roger Chriss of the Monterrey Institute is free for the downloading. Complete coverage of the world of translation. We considered telling you to forget about our talk, go home and read this: [home.earthlink.net/~rbchriss/files/artcls.doc](http://home.earthlink.net/~rbchriss/files/artcls.doc)

***Institute of Translation and Interpreting*** is an independent professional association in the UK. They have a number of free one page essays on topics of interest: [www.iti.org.uk](http://www.iti.org.uk)

***American Translators Association's*** main "claim to fame" is their accreditation exams which will give you instant credibility to get your foot in the door. Their web site also has some excellent introductory materials (for a fee!), plus a searchable listing of all members with contact information: [www.atanet.org](http://www.atanet.org)

***Translation Journal*** is a wonderful resource by Gabe Bokor (last year's keynote speaker at the NETA Fair): <http://accurapid.com/journal/>

***Accounting!*** Two of the leading accounting software programs for small business: [www.MYOB.com](http://www.MYOB.com) and [www.quickbooks.com](http://www.quickbooks.com)

***Taxes!*** Forget Uncle Sam at your peril! At least his web site is not too taxing, [www.irs.gov](http://www.irs.gov). Almost everything you need to pay taxes (except the \$\$) is here, and easily accessible.

***A virtual office.*** With the internet, you can establish a local presence almost anywhere. Services such as the one listed here offer you a local phone number for voicemail and faxes that get routed to your email. We work with a translator (based in Miami and Stockholm) who is a satisfied user of [www.j2.com](http://www.j2.com) (\$12/mth) For other choices, do a search for "phone messaging services".

***Internet answering machine.*** Have your calls routed to your computer while you're online. [www.callwave.com](http://www.callwave.com) is just one of many services.

***A new breed of agencies.*** Caution! We have no direct experience with these. User beware, but interesting browsing. The following are two that are talked about a lot: [www.aquarius.net](http://www.aquarius.net) [www.proz.net](http://www.proz.net)

## NETA on the Web

If you would like to be included in NETA's web directory, send your information to Ginger Kuenzel at [ghkuenzel@cs.com](mailto:ghkuenzel@cs.com). Please, verify the format to use for presenting your bio information by going to NETA's web page, [www.netaweb.org](http://www.netaweb.org), and clicking on Clients Enter Here > Directory of NETA Translators.

If you would like to subscribe to the NETA Forum, send a message to [NETA-subscribe@yahoogroups.com](mailto:NETA-subscribe@yahoogroups.com).

## Twelve Mantras

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dispassionate awareness. This mantra is of the utmost importance because it implies tolerance, a supreme virtue in someone dealing with a constantly fluctuating substance such as language. Do not become stuck. Instead, observe neutrally how language changes, note its variants, savor its richness, do not judge.

### Life first, work second... or last.

Professions come and go, but your life should not be your profession. If you are living for your work, consider rebalancing right now. If you have a lover, a spouse or children, do not let work take their place. Children grow up, lovers and spouses get fed up and leave, friends become estranged, and generally life can pass us by. Do not let that happen to you. Repeat this mantra many times before starting your work day or even when you are taking a break. Work should be second, or last, but never first.

### Time is of the presence.

When you work, do so with concentration and awareness. Concentration, so that your mind does not stray from the subject; awareness, so that you see the original and the translated text for what they are (good, mediocre, utter crap). Take regular breaks; otherwise, you will fall into the habit of slowing down and busyness takes over. Because there is no virtue in being busy all the time, you must spend your time productively. Spending six hours on a web search for a word is not productive and will leave you tired. You may be better off calling an expert and asking. If language is a commons, your colleagues are part of that commons: use them and let them use you.

### Gratitude is first and is all.

Every day, at the beginning and at the end of the work day, find something or somebody to be thankful for. If you have trouble finding objects of gratitude, it is time to delve deeply into yourself, perhaps with the help of meditation techniques, perhaps in conversation with a mentor or one of the elders of your tribe. Remember also that there is much gratitude to be felt in giving; as the old Zen story goes: the giver should be thankful. As a professional of the word, you have countless opportunities to give. Remember this.

*Mario Taboada is a technical and scientific writer. He lives in Virginia with his wife and children. He can be reached at [matrxtech@yahoo.com](mailto:matrxtech@yahoo.com).*

## NETA would like to welcome our new members:

*Note: Language information may be missing if the short form was used at the conference. To update information, please send an e-mail to [juliruge@yahoo.com](mailto:juliruge@yahoo.com)*

### A. Rebecca Brimacombe

**Aaron Kromash** Japanese > English

**Alice Albuquerque**

**Amarilio Rodrigues**

**Amy Miller** Japanese < > English

**Ana C. Murin**

**Ana Sanchez Diana** French, English > Spanish

**Anna Yee** Cantonese, Mandarin < > English

**Armand Bergerol** French < > English

**Arthur C. Calvano** English > Spanish, Italian

**Blanca Rey**

**Carmel Rodrigues-Walter**

**Celia R. Cannavino** Portuguese < > English

**Christopher Field** Japanese > English

**Dr. Bushra Zawaydeh**

**Elizabeth Sangra**

**Eric A. Bye** French, Spanish, German > English

**Esther Phillips** Portuguese

**Ewa Goodman** Polish, Russian, Spanish,  
German > English

**France Harvey** French < > English

**Francis P. McGee** Japanese > English

**Gerardo Cruz**

**Gladys P. Garcia** Spanish < > English

**Gloria Krzynowek**

**Gonzalo Bermudez** Spanish < > English

**Ines Reynal** Spanish > English

**Inge Gomez-Michel** Spanish < > English

**Jane Lamb-Ruiz** Spanish, Portuguese,  
French > English

**Jose Ignacio del Val**

**Judith Elliot** Spanish > English

**Karen Schleiss** English > Danish

**Karin Hobrecker** Spanish < > English

**Larissa Simon Martins**

**Liliana Zagaria**

**Lisa Russian de Medina** Spanish > English

**Luci de Biasio**

**Maria Carmen Smith** English < > Spanish, Catalan

**Maria F. Pereira**

**Maria Fernandes** Portuguese, Cape-Verdian  
Criolo, English < > Portuguese, Cape-Verdian  
Criolo, English

**Maria Mota**

**Marie Nicole Elian** English, Spanish > French

**Martin Finke**

**Martin Pollock**

**Mary Beth Wagner** English < > Spanish

**Maurizio Toria**

**Miryam Fuentes** English > Spanish

**Nancy Esperanza**

**Natalia Klimova** English < > Russian, Ukranian

**Natalya Sciarini- Gourianova**

English < > Russian

**Nilda Reyes** Spanish < > English

**Nuria Diaz-Canales** English, French > Spanish

**Panos Foscolos** English, French > Greek

**Paula Bronzoni**

**Rafael Rodriguez** Spanish < > English

**Renner P. Castro**

**Ricardo Azocar Zavala**

**Roberto Toscanini**

**Sandra A. Morra** Spanish > English

**Sarah Perez de Herreia**

**Scott Crystal**

**Solange Moura** Portuguese < > English

**Svetlana Bartsch** Russian < > English

**Talena Thu Ngo**

**Tara K. O'Connor** Spanish < > English

**Tristane Theisen**

**Vera Gasser** Russian < > English

**Vivian Moreno** Spanish < > English

**Vonessa Phillips**

**William L McKone** Russian, German, Czech,  
Slovak > English

**Yonkyu Park** Korean > English

**Zaha Bustami**

**Zeidy Powelson** Spanish < > English

## Computer Corner

### A Guide to Broadband Internet Access

Reprinted with permission from the Computer Training 2000 Website: <http://www.computertim.com/>, the Internet's source for free computer training.

#### Why should you move to broadband?

Many people are confused over the true benefits of broadband Internet access. The most hyped point about it is "fast speeds". While broadband access usually does provide fast speeds, it also provides much more. Your access is always on, eliminating the need for dialing up to your ISP(1). If your computer is on, Internet access is on. Another benefit to this "always-on" access is that your phone line is no longer tied up, and eliminates the need for a separate phone line.

Do you have more than one computer which you would like Internet access on? Broadband access makes it easy to share your Internet connection. Because the modem is separate from the computer, broadband Internet access can easily be shared over a network.

#### Common reasons for not upgrading to broadband

I'm worried about losing my existing E-mail address. When you switch to broadband, you generally will lose your current E-mail address. But if you look at all of the benefits of broadband access, losing your E-mail address shouldn't hold you back from it.

I like using AOL Instant Messenger or MSN Instant Messenger. Without AOL or MSN, I won't have these services. Actually, you can use either of these services without using AOL or MSN Internet Access. AOL Instant Messenger and MSN Instant Messenger are available as separate downloads. They can easily be used separately from AOL and MSN.

I like the services and communities that AOL and MSN provide me with. The services and communities that AOL and MSN provide to you are simply portal services. Many sites such as My Yahoo! and the MSN Homepage provide services which are very similar, if not the same to the ones which these ISPs provide you with.

Configuring broadband access looks like it's very difficult. Setting up broadband access on your computer is very simple. The technician which sets up your access can usually help you configure your computer to work with broadband. If you run into any problems, customer service is usually just a phone call away.

I like how my E-mail and other information is shown to me immediately when I sign on. There are many ways around this issue. A very simple and easy solution is to download MSN Explorer. It brings together your E-mail, Personal Homepage, and Instant Messenger Buddy List, similar to AOL or MSN, but instead with your high speed broadband access.

#### Which access is right for you?

The three types of broadband access we are going to discuss are: Cable, DSL, and Satellite.

**Cable** Cable broadband access is currently the most popular among consumers. Your Internet access travels over the same wires as your cable television, and doesn't interfere with your television signal at all. As a matter of fact, you can use your TV and Cable Internet access at the same time, without any interference at all. Cable access is very reliable, and is widely available.

**DSL** DSL is another popular choice for broadband access. It is also widely available. Internet access travels over your regular telephone line for DSL. You can, however, use your telephone line while using your DSL connection, without any interference.

DSL is also somewhat more secure than cable access, as you are more directly connected to your provider than with cable. With cable broadband, your entire neighborhood is connected together as a network, potentially creating security problems. DSL doesn't have this specific security problem, as your neighborhood is not connected together as you are with cable.

**Satellite** Satellite broadband Internet access should be your last choice, if cable or DSL isn't available in your area. This option is most popular with customers in rural areas, as access is generally available anywhere there is a line to the southern sky.

The problem with satellite is that speeds are not as fast as cable or DSL. This is because the signal must travel from your satellite dish, to the satellite, then down to the satellite company's NOC, sent across the Internet, sent from the NOC to the satellite, then finally back to your dish. This can cause slow speeds, and during bad weather, service can be very unreliable.

### TRADOS merger

TRADOS has signed a merger agreement with Uniscape, Inc. Uniscape, the market leader in providing Globalization Management Systems to Global 2000 customers worldwide, will become part of TRADOS. This merger will consolidate TRADOS' position as the world's leading provider of language technology solutions.

The combined company will now offer a complete set of language technology solutions, with global support in nine countries, to all multinational enterprises, translation departments, service providers and translation professionals.

This means that more companies and organizations will be able to translate more content than ever before using TRADOS technology. This in turn, will create the demand for more professional translators skilled at using TRADOS to actually complete the increased volume of work.

For more information, refer to [www.translationzone.com](http://www.translationzone.com)

## It Pays To Belong...

The following three messages were posted in NETA's Forum, <http://groups.yahoo.com/group/NETA/>. Thank you Jackie, Brigitte, and Ivelissa for your contribution!

Dear NETAns,

At one of this year's meetings we discussed problems encountered by people working from home, and I mentioned a book that I found helpful when I first started working from home seven years ago. A few members said they'd like the citation. There's probably a more recent edition, but here's the info from my copy:

Working From Home; Everything You Need to Know About Living and Working Under the Same Roof

by Paul and Sarah Edwards

4th ed. rev. and expanded

New York, G.P. Putnam's Sons 1994

ISBN 0-87477-764-X

Good luck to all.

Jackie

The link to this interesting article, "The Writing Life", about being a professional translator, was posted by one of the translators on NCTA. Thought the East Coast would enjoy this equally.

<http://www.washingtonpost.com/wp-dyn/articles/A51294-2002Apr25.html>

(Link might be cut by email system. Make sure to reconstruct)

Brigitte

Hi Friends & Colleagues!

A friend emailed me the message/newsletter stated below. Among other things, please check out the article titled "What a Difference an Interpreter Can Make: Health Care Experiences of Uninsured with Limited English Proficiency", listed on this newsletter.\*

Always,

Ivelissa

\* Note from the editor:

The article can be downloaded for free @ <http://www.accessproject.org/campublications.htm>; click on LEP Report "What a Difference an Interpreter Can Make" on the left.

## Language Laughs

### Signs

Reprinted from the 2000 issue of The Guide to Translation and Localization, by Lingo Systems, with their kind permission.

From a sign outside of a Roman doctor's office:  
Specialist in women and other diseases.

In a Czechoslovakian tourist agency:  
Take one of our horse-driven city tours – we guarantee no miscarriages.

### Puns

Contributed by Diana Rhudick

- A good pun is its own reward.
- A man's home is his castle, in a manor of speaking.
- A pessimist's blood type is always b-negative.
- My wife really likes to make pottery, but to me it's just kiln time.
- Dijon vu - the same mustard as before.
- Practice safe eating - always use condiments.
- I fired my masseuse today. She rubbed me the wrong way.
- A Freudian slip is when you say one thing but mean your mother.
- Shotgun wedding: A case of wife or death.
- Energizer Bunny arrested - charged with battery.
- I used to work in a blanket factory, but it folded.
- I used to be a lumberjack, but I couldn't hack it, so they gave me the axe.
- If electricity comes from electrons...does that mean that morality comes from morons?
- A man needs a mistress just to break the monogamy.
- Marriage is the mourning after the knot before.
- A hangover is the wrath of grapes.
- Corduroy pillows are making headlines.
- Is a book on voyeurism a peeping tome?
- Dancing cheek-to-cheek is really a form of floor play.
- Banning the bra was a big flop.
- Sea captains don't like crew cuts.
- Does the name Pavlov ring a bell?
- A successful diet is the triumph of mind over platter.
- Time flies like an arrow. Fruit flies like a banana.
- A gossip is someone with a great sense of rumor.
- Without geometry, life is pointless.
- When you dream in color, it's a pigment of your imagination.
- Reading whilst sunbathing makes you well-red.
- When two egotists meet, it's an I for an I.

***NETA***  
***c/o Laura Nakazawa***  
***8 Oakland St.***  
***Wellesley Hills, MA 02481***