

NEW ENGLAND

# netla news

TRANSLATORS ASSOCIATION

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## NETA Conference Recap

Saturday, May 3, 2003, NETA held its 7th Annual Conference. A full day of speakers, workshops, discussions and networking, the organizing committee deserves all the praise and thanks that they can get. It was beautifully run, well attended, in a wonderful location (Henderson House of Northeastern University in Weston) and featured magnificent speakers and discussions. Congratulations to all on the organizing committee, especially co-chairs Aaron Kromash and Judith Lyons.

See pages 4, 7 and 10 of this issue for more about the 2003 conference. Plans are already underway for next year. The conference will be held May 1, 2004. Volunteers are needed to help with specific aspects of the conference. Here's a great opportunity to do something for NETA and your colleagues that will benefit you as well. Networking through volunteering is a proven method of creating business contacts and furthering your professional career. Separate yourself from the rest: Volunteer! You will be working with a great bunch of people. Please contact [info@netaweb.org](mailto:info@netaweb.org) to get involved in this important event.

## TM in Your Future?

by Kevin Fulton

*This article first appeared in the October 2002 issue of the MiTiN Newsletter, a publication of the Michigan Translators and Interpreters Network.*

If you came of age in the 1960's it's possible you thought the title referred to Transcendental Meditation. In this case, however, TM refers to Translation Memory programs, a subset of computer-assisted translation (CAT) tools. TM allows the translator to leverage prior work when performing new translations by storing sentence and terminology pairs into databases. Let me offer a simple example: a translator might come across the phrase "See Drawing ..." a few dozen times in a single translation, and in the course of a career, several thousand times. Once the phrase "See Drawing" has been stored along with its counterpart in the source/target language, the translator, in theory, will never have to type it again if the TM is used. Likewise, terminology databases built a word at a time can be created during the course of translating a text, thus saving the translator the trouble of looking up a term the next time it is encountered. Words can be tagged for specific clients, enabling the translator to use "airbag" or "air bag" depending upon the customer's preference.

### **Translation memory is not the same as computer translation.**

Although sometimes "fuzzy" logic is used to match terms, there is very little artificial intelligence in a TM program. A translation memory tool does not parse sentences; there is no grammar algorithm. Unless the translator has put some effort into identifying parts of speech when storing terminology pairs, the database cannot distinguish between "face" used as a verb or as a noun. At best, several terms in a brand-new sentence will be matched by the translation memory program. Computer translation, on the other hand, attempts to determine the parts of speech in a source sentence and provide a grammatical rendering into the target language. Effective computer translation is only possible using controlled source language and software well beyond the financial means of any single translator. TM software, however, costs a few hundred dollars and works quite well in the hands of a skilled user.

### **There are numerous advantages to translation memory tools.**

As I mentioned above, the translator can employ client-specific databases, facilitating, for example, the appropriate use of "powertrain" or "drivetrain". In the same vein, the translator can apply terminology consistently throughout a long translation (the screw/bolt problem, for

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## NETA Officers (AS OF SEPTEMBER 1, 2003)

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## NETA monthly meetings will resume this Fall.

Lots of plans underway.  
 Look for details via email.

*Don't forget to visit our website: [NETAweb.org](http://NETAweb.org)*

*and to be sure you don't miss anything,*

*join the NETA FORUM*

<http://groups.yahoo.com/group/NETA/>

## 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. Fellow NETAns are waiting to hear from you!

### NETA News

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**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, 500-1000 words.

Schedule of deadlines: Fall issue, Sept. 15; Winter issue, Dec. 1; Spring issue, Mar 1; Summer issue, June 1.

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

#### Reprint Permission

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#### Change of Address

If you find that the information on the mailing labels is inaccurate or if you just moved, please send updates to David Solomon, membership coordinator: [king@vermontel.net](mailto:king@vermontel.net)

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

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#### NETA Forum

<http://groups.yahoo.com/group/NETA/>

To post messages to the entire group:  
[NETA@yahoogroups.com](mailto:NETA@yahoogroups.com)

### Membership information

**Please fill out and return your membership form included in the mailing of this issue of the NETA news.** NETA accepts individual members only. A one-year membership is \$30 and runs September 1– August 31. If you need a membership application, contact David Solomon: [king@vermontel.net](mailto:king@vermontel.net). Subscription to this newsletter is included with your membership.

## Letter from NETA's Outgoing President

When our newsletter editor, Laurie Hartzel, asked me to write a goodbye letter for this issue, my first thought was, "Goodbye letter? But I'm not going anywhere!" And it's true, I'm not, but I am stepping down as president of NETA. Aaron Kromash will be our new president. Judging by how well he managed the conference, I'm sure he will do a great job in his new role.

I'll still be on the Board of Directors for another year, though, and it's looking to be an eventful one. As you may have read in Ken Kronenberg's recent message on our Yahoo list [*Reprinted in this issue. -ed.*], NETA is at one of those clichéd crossroads. Now that we number 280 (!), we need to decide what we want to do with all these members and the additional funds they bring. I truly appreciated the comments that people took the time to send in response to Ken, and was thrilled with their overall positive tone. Many of us have great ideas about what NETA could offer its members, but, of course, it comes down to NETA volunteers with enough time and energy to implement them. Our tendency in the future will be to hire out certain jobs such as mass mailings and audiovisual services for the annual conference, while still seeking volunteers for key jobs such as the membership database and treasurer. I am satisfied with this division of labor because it preserves the local, intimate nature of our group.

My sense is that what many people like about NETA is the way it provides forums for interacting with other translators. And as for the great ideas in our future, look for members in other New England states (Vermont, New Hampshire) to be organizing special seminars and gatherings, possibly some language workshops like we had at the conference or language-specific presentations, a newly designed web site, and anything else that members dream up!

See you around,  
Diana Rhudick

## Board of Directors Meeting Minutes

Minutes of NETA Board Meeting on Sunday, June 29, 2003, at Diana Rhudick's in Reading, MA.

Present: Diana Rhudick, Ken Kronenberg, Frank Geoffrion, Greta Magenis Absent: Joan Sax, Judy Lyons, Sherri Meek

Agenda:

### Fill vacant positions

#### • Membership Coordinator:

David Solomon contacted Sherri to volunteer to take on this job. Sherri currently keeps the membership data on an Access database. David uses a Mac. Following Sherri's suggestion sent to Diana, the Board members who were present agreed that Filemaker Pro may be suitable and that NETA should buy it after Sherri, Rudy and David evaluate it.

#### • Program Director:

Candidates were proposed and Board members will discuss with them.

#### • 2 Secretaries:

Vacant: Minutes, Monthly Meetings

Greta Magenis: Minutes, Board Meetings

To be sent to Laurie Hartzel (netaeditor@yahoo.com)

### Discuss hiring people for traditionally volunteer positions (i.e., database management, conference tasks, etc.)

It was the general preference of those present to stay with volunteers and contract out specific jobs such as lighting at the next conference, envelope stuffing, etc.

Frank will contact the accountant re forms to prove NETA's tax-exempt status (no sales tax) when we are billed by contractors.

### Organizing professional programming in VT & CT - Ken

Ken received a suggestion to check into organizing programs in areas outside of the Greater Boston area, i.e. Western Massachusetts, Vermont or Connecticut. An example was the recent workshop at BU on Computer Aided Translations (CAT) run by Rocío Chavarriaga with help from Julia Bartlett. NETA advanced the money, to be later refunded out of the attendance fees.

Ken will call Ian Stewart to see if Ian wants to organize a workshop in VT/NH, and if so, tell him that NETA is willing to fund money for presenters and/or facilities.

Ken mentioned that Gaby Winter, the head of Legal Court Interpreters in the CT state court system, had said that court houses were vacant on weekends. It is agreed that this can only happen with local organizers.

Frank will talk to interpreters he knows who might be interested in running such a sponsored event.

### Discuss Board involvement in organizing translation workshops (similar to ATA exam prep workshops) – Diana

Board members present agreed that it is one of NETA's functions to support translation and accreditation topics.

The ATA continuing education credit requirements for accreditation starting in 2004 might be suitable topics for sponsoring outside of Greater Boston.

## 7th Annual NETA Conference Report

*Special thanks to all on the NETA Conference committee for an outstanding job.*

On Saturday, May 3, 2003, 169 NETA members gathered for our 7th annual conference, also known as NETA Fair. This year we were fortunate to have the Henderson House Center of Northeastern University in Weston. The conference committee did an outstanding job of coordinating rides and shuttles between the center and mass transit so that all who wished could attend. We were blessed with a beautiful spring day in which to enjoy the grounds.

In addition to speakers and discussion panels, this year saw the addition of ATA Accreditation Workshops. These were extremely well received by the participants and you can expect to see them on the next conference schedule. Another innovation this year was to have a keynote speaker. The committee must be congratulated for having prevailed upon Ellen Elias-Bursac, Preceptor, Harvard University Slavic Department to speak to us. Her talk, "The Service of Translation in Wartime", was quite timely and offered much for us to ponder. Ms. Elias-Bursac was a Bosnian/Croatian/Serbian translator during the conflict in the former Yugoslavia.

### Exhibitors

The following participated in the exhibition hall area: Vonessa Phillips (CCCS); Horton Interpreting; Boston University Center for Professional Education, Cambridge College, i.b.d., Ltd. (International Book Distributors).

### Sessions

- The ATA Accreditation Examination: An Information Session, Celia Bohannon, Deputy Chair, ATA Accreditation Committee
- E-Commerce: A Case Study for Quality Assurance, Gabriella Spatolisano, Director of QA and Globalization, ATG, Inc
- Website Localization, André Olivier, Project Manager / Technical Translator, Parametric Technology Corp.
- Translation, Paralegal Work, Practice of Law, and Representation: What's the Difference and Why Does It Matter?, Gerald T. Peters, U.S. Patent Agent and Japanese Translator
- Social and Cultural Pitfalls of Translating from Arabic Jacqueline Murgida, Director, Cross Language Processes Division, JTG, Inc.
- Geography of Court Interpreting, Arlene M. Kelly, Staff Interpreter, Portuguese, Massachusetts Trial Court
- Problems of Translation in the Social and Natural Sciences, Andy Klatt, ATA-accredited translator, Spanish to English
- Translators and How They Got That Way, a panel discussion.

*See elsewhere in this issue for reviews of sessions by fellow NETAns.*

## Get the word out!

### 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)

## Advice for Beginning Translators

*by Anne Vincent. Originally appeared as an answer to a question on the NETA listserv.*

- Join NETA and the ATA and try to attend NETA meetings and if possible the ATA conference. This will give you a much better idea of the commercial translation industry, as opposed to literary translation. Read both websites and newsletters, since there are whole sections dedicated to approaching potential clients (agencies and direct clients).
- Membership in these organizations also entitles you to register in their online databases. Your mileage may vary: some people report never getting calls through them. I am told at least twice a month "I found your name on the ATA (or NETA) database". It depends on the info in your own entry.
- Even the paying websites have free sections on the same topics.
- A completely free site, the *Translation Journal*, <http://www accurapid.com/journal/> has loads of great articles on the profession. A must-read for all beginners.
- You can approach agencies directly but it really is a hit/miss strategy. Your chances are better at translator gatherings since the agencies that attend are actually looking for translators. You can also approach potential direct clients: companies that you suspect may be interested in your services because you know they do business in your languages.
- Last but not least, when dealing with translation agencies, do not accept lower rates "because you are just a beginner." You either do a good, accurate, professional translation and deserve to be paid for your time, or you do not and should not be translating. Remember that clients who shop for the lowest rates are not very interested in quality and will not encourage you to do your best work. In the short term, it is damaging for your wallet. In the long term, it is damaging for your writing skills, your self-esteem and your reputation.

Bonne chance!

## NETA Funds and How to Spend Them

by Ken Kronenberg

NETA has changed tremendously over the past 7 years, and members know that they can expect regular monthly events, an active and useful on-line support community and posted job-ops, an increasingly ambitious and successful annual conference, and many other member-generated services and activities, some of which work in the background without attracting much notice. As a result we are now pushing 300 members (currently about 275) and have about \$15,000 in the treasury. After renewals in September we will probably go over the \$20,000 mark, a not inconsiderable sum. True, this cushion allowed us to meet without panic unexpected expenses of the recent conference that left us with a shortfall of some \$1500. But what are we actually \*doing\* with this money? Presently, not much.

### QUESTIONS FACING NETA

There are two interrelated and intertwined issues, and I will sketch out each in turn.

#### What to do with the money?

One idea is to sponsor regular educational events such as the one on Trados organized by member Julia Bartlett. These could become increasingly ambitious over time. For example, NETA could bring people in from wherever they happen to live (US, Europe, Latin America?) to do workshops, even week-long workshops. NETA would front the travel / fees / venue / expenses money, which it might or might not fully recoup from attendee fees.

#### Workshops are a valuable instrument.

It would be important to address questions of content translation (as, for example, Tom West did when speaking at a NETA conference a few years ago) separately from technical questions, e.g. use of memory tools. Any discussion of content necessarily has to be presented by language pair. I also feel, and conversations with peers bear this out, that we need to arrange presentations for various levels of translation competency. Some experienced translators are concerned – and I think justifiably so – by the influx of

new and sometimes entirely inexperienced members who, once listed on our website, would be just as available to clients as the seasoned professionals. We need to embrace these new members, perhaps be mentors to them (if they want it), and somehow gain some insight into their actual proficiency. Language-pair-based workshops on topics chosen by them would perhaps meet some of these mutual needs.

The ATA is moving toward a system of accreditation that requires ongoing education. The programs that NETA sponsors could almost certainly be brought within ATA guidelines, whatever those turn out to be. It occurs to me that ATA has not asked its accredited members for input regarding these guidelines.

#### Another idea is to sponsor regional or language subgroups.

At the conference I was approached by a member from Connecticut and another one from Vermont. The CT member told me that NETA might be able to use a local courthouse on the weekends at no charge. The VT member said that he would like to organize regular events in the

White River Jct./Lebanon/Hanover area to serve members in VT, NH, and Western MA, who often cannot make it to Boston. Both of these possibilities open up new vistas, and NETA could provide the funding that would promote them.

As you know, I have some experience with regional organization. It seems to me that, instead of creating entirely new programs for regional meetings or workshops, such regional events should tie in with what is being done for Boston area members.

Thus, regional committees might work to organize repeat events closer to home (i.e., Southern and Northern New England), or extensions of workshops already held in the Boston area, whether language-pair specific or general. In this way, regional committees would not be overburdened with program selection and could focus on organizational work.

#### How to do this?

And here we get to the crunch: Who's going to do the actual legwork? For this we will need volunteers willing to work on steering committees and do the painstaking work of coordinating the details. Of course it's hard work. But what can emerge —as a sometimes surprising side effect— is an esprit de corps among people working to make something go, and a growing sense of stake in the outcome. It is how community is built. To my mind what makes an organization democratic and vibrant has less to do with voting than with the active involvement of the members. NETA is a public space. Use it!

This issue is actually part of a larger one to be discussed by the Board. There is a huge difference between a 100-member organization and a 300-member one. The pressure increases exponentially on the volunteers doing the largely background (invisible) work of membership coordination, website updating, etc. Changes and additions have to be entered in multiple places, and the number of details that require checking increases. In terms of the conference, it has been raised that

**NETA**  
is a  
**public space.**  
**Use it!**

## NETA Funds and How to Spend Them

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a tremendous amount of largely invisible work went into making it a success, and is it reasonable to expect people to volunteer this much time.

For these reasons the question has been raised whether in the long run NETA should hire people (not necessarily NETA members) to do some of the administrative work. This goes directly to the question of whether a group like NETA can continue to operate on an all-volunteer basis. Of course, this would not affect program organization, which would still be done by members. But, once you start paying for certain functions that are integral to NETA (membership lists, etc.), why not other functions? Do we really want to pay the Board? the program chair? the president? Even if only an honorarium.

*Below is one response to Ken's request for feedback.  
-editor*

## NETA's Change of Direction

by Joe Hitti

Growth is good but must be tamed at some point. The bigger NETA grows, the more a dedicated management it must have, and the less it can rely on voluntary work. I prefer that NETA remains a local grassroots organization whose activities remain focused on nurturing the professional and social needs of freelance translators.

The mindset of a freelance translator is de facto counter to highly organized and structured entities. The growth of NETA into a local ATA is, in my mind, undesirable and in the long run will steer the organization away from its original goals and objectives. It is not reasonable to expect volunteers to become absorbed by NETA management issues, but the answer is not to hire permanent managers. The answer is to maintain the size and scope of activities within the boundaries of what keeps NETA a volunteer-based organization.

NETA must remain in control of its activities, and not allow its activities to start driving it. I much prefer a less visible NETA, with occasional bursts of activity that I enjoy and benefit from, to a NETA that becomes driven by excess treasury money to "do

stuff" just to spend the money. I am not against paying a modest honorarium to those who choose to take time off their professional and personal lives to manage NETA. It should be set as a small compensation against very specific and clear performance criteria so it does not become a salary or an incentive for competitive bidding to the positions.

Here are some ideas on what to do with the money while remaining consistent with the above:

- Rent a meeting place where we can have a library, a center for training /tutoring /mentoring etc., have socials and get-togethers.

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## 2003 Board of Directors Election Results

**Frank, Judy, Greta & Sherri are welcomed to the Board**

by Ken Kronenberg  
on behalf of the Board of Directors

The 2003 Board of Directors election was complicated by the decision of 2 members to resign to pursue educational and other goals. The Board thanks Laura Nakazawa and Julia Bartlett for their service to NETA. Julia will continue to organize programs such as the Trados workshop (June 14).

These resignations opened up 4 positions on the Board. Luckily, there were 5 candidates! This marks the first time that we have had more candidates than positions. The candidates were Terry Coe (incumbent), Frank Geoffrion, Judy Lyons, Greta Magenis, and Sherri Meek (incumbent).

A total of 64 ballots were returned, making this the most participated in vote we have had (approximately 30% of members).

The totals were as follows:

Sherri Meek	55
Frank Geoffrion	53
Terry Coe	46
Judy Lyons	39
Greta Magenis	39

After the results were in, Terry informed the Board that for reasons mainly involving his developing musical career and travel, he felt that he could not adequately continue to be active on the Board. NETA members should be aware that Terry was almost single-handedly responsible for NETA's incorporation and tax-exempt status. Both processes, which he began while he was NETA President, were very time-consuming, requiring negotiation with lawyers and accountants.

The downside of Terry's decision is that the Board loses his activism and good sense. The upside is that we don't need to hold a run-off for the 4th spot.

So, congratulations and thanks to new members Frank, Judy, and Greta, and to Sherri for dedicated service.

## June 14 Trados Workshop

by Julia Bartlett

The translation memory workshop took place June 14 at Boston University. We had a busy day, with one break – for lunch only. There were 16 participants (including myself), which was rather a large group for this type of class. We had so many language pairs; from English into Chinese, Japanese, Russian, Italian, German, and Spanish. We were fortunate to have a technician from the school who helped us constantly with all the technical requirements of the presentation.

All of the participants stayed throughout the whole class, from 10 to 4:30. Nice group. They were all cooperative and friendly. Rocío Chavarriaga, our instructor, was well prepared and worked non-stop to try to answer all the questions asked. In summary, it was a productive day for all of us.

### PICNIC REPORT

> **Sent:** Tuesday, July 01, 2003 12:37 PM  
> **Subject:** Picnic Report, NETA Picnic, June 28  
> **From:** Isabel Leonard

What we talked about by the lake: Coca growing in South America, politics and sociology thereof. Lobal plasticity. Chomsky. Neanderthals and their necklaces. AIDS is unknown in the Marshall Islands. Whether the Amerindians really walked to the New World across the Bering Land Bridge. The Lascaux cave paintings. The French resistance. The Gregorian calendar compared to the Persian calendar, the Arabic calendar, and the Chinese calendar. The fact that every culture has a grabbable snack (somosa, sandwich, sushi, piroshka, taco). The hotel in Bolivia made of salt. The hotel in Japan made of ice. Whether Alice's lake contains sharks or alligators (this a solemn inquiry from Alejandro, aged five, who was also impressed by the fact that one of the picnickers confessed to having been born in Whales; this child is destined for Great Things).

## Jacqueline Murgida's Presentation at the NETA Fair

by Sajjad Hamadan

Saturday May 3rd was a gorgeous day one could have spent outside. But for me it was far more interesting to be in a captive audience listening to Jacqueline Murgida's presentation, "Social and Cultural Pitfalls of Translating from Arabic."

With great authority, she brought up many interesting points. Everybody felt involved and engaged. She addressed her points to two rather heterogeneous groups in the audience. On the one hand, translators of Arabic, who wanted to know more about the hurdles they face when translating Arabic context, and on the other hand, translators who did not know Arabic but wanted to get a general idea for the peculiarities and difficulties of translating from this language.

The whole day of the NETA Conference was interesting; all the speakers and their topics had much to offer, but this one was very special. During the hundred miles of the drive home, I had ample time to think and boggle my mind with "Arabic vs English" over and over again and I even dreamt about it the following night. The two languages reflect totally different mind sets. One is descriptive and the other prescriptive, one constructs and reproduces new words endlessly while the other breeds fewer words but has the unrelenting capability of adopting them in their exact form from almost any language.

Lack of time for the session was the culprit which left so many questions unanswered including this interesting one, "How difficult is it to translate from English into Arabic?"

My answer to this question would be, "It is doubly difficult to translate from English to Arabic, because there aren't many equivalent words. For example, how do you translate the English word "you" into Arabic? Arabic is very demanding of the translator. It requires determining the addressee is a male, a female, a couple, a group of females or a group of people with at least one male. And then thousands of different substitutes for the aforementioned variants of "you" depending on how the speaker, oneself or the society wants to describe him/herself or itself. And how about translating the word "God" into Arabic? Which one would you pick from ninety-nine names of God in Arabic?"

In conclusion, the speaker definitely provided a very succinct cultural survey of the intrinsic characteristics of the Arabic way of interaction. A good knowledge of grammar, usage, and some awareness of the context will do the job for many languages. But for Arabic you are required to have a deep understanding of the religions and cultures of the Middle East and North Africa.

## Upcoming Events

WHAT	WHEN	WHERE	CONTACT INFORMATION
United Nations Competitive Examinations (French & Spanish)	Sept. 5 & 8	New York	<a href="http://www.un.org/Depts/OHRM/examin/exam.htm">http://www.un.org/Depts/OHRM/examin/exam.htm</a> Also in Paris, Geneva, Vienna, and Madrid
Localization workshops	Sept. 12, 17, 18	New Orleans	<a href="http://www.lisa.org/events/2003boston/index.html">http://www.lisa.org/events/2003boston/index.html</a>
MT Summit IX	Sept. 23-28	Philadelphia, PA	<a href="http://www.amtaweb.org/summit/">http://www.amtaweb.org/summit/</a>
American Literary Translators Association (ALTA)	November 12-15	Hyatt Hotel Cambridge, MA	<a href="mailto:ert@utdallas.edu">ert@utdallas.edu</a>

## TM in Your Future?

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example). Obscure terms, once researched, can be stored for future reference. As I mentioned above, the translator puts old work to use. RFQ's tend to be very formulaic: I've seen variations on "The Contractor will provide the Project Manager with ..." literally hundreds of times over the past 20+ years that I've been using computers. Once the phrase has been entered into the TM, it can be recycled ad infinitum. Similar sentences can be identified, which is useful when updating previously translated text. Instead of redoing the entire sentence, the translator can instantly compare the old and new versions and make any required modifications ("XYZ can display 4 pages at once" / "XYZ can display 6 pages at once"). In many cases a translator can see an increase in output of 25-50%. Clients commissioning document updates can likewise realize a savings advantage, as a translator in possession of the translation memory database of the first translation can perform the changes efficiently and inexpensively.

An additional attractive feature of many TM programs is that translations predating the acquisition of the translation memory software can be aligned and turned into memory databases. This means that corresponding source/target sentences can be correlated and stored in a memory database for re-use.

A further argument in favor of TM tools is related to quality control. A properly constructed database will enable the translator to apply terms consistently following guidelines established by the client. The software will call attention to those instances where the terminology might differ (and properly so!) from that specified by the client.

### ***If it's so wonderful, then why aren't we all using TM software?***

The first limitation is that CAT tools rely upon an electronic source text. Hard copy, Adobe Acrobat files and faxes can't be processed unless they can be accurately scanned by OCR software or otherwise converted into an MS Word document. For reasons related to the software market, primarily Microsoft products are supported, apart from some DTP programs, although many TM tools allow the translator to translate HTML files.

PowerPoint files are very difficult to translate using a translation memory program. This has to do with the structure of these documents. Although the database function of TM software is sometimes helpful, to be honest, the translator is generally better off translating PPT files "by hand."

A third serious limitation is that well-written texts generally don't lend themselves to translation using TM tools. Repetitions generally occur in instructional texts where examples rely upon material previously stated in the text, or when questions are phrased similarly. TM software is useful in providing consistent terminology, but there are generally few real savings in time and effort.

Fourth, the GIGO factor plays an important role in TM-assisted translations. I used TM software for the first time in 1997 for a very large job, and the program paid for itself in time savings. However, I managed to include some incorrect terminology in my database

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## Board Minutes, June 29

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Another topic for a monthly meeting or separate workshop is what is involved in starting out as a translator, the technology required, how to get assignments, etc.

Language specific workshops either as part of the monthly meetings or separately are another suggestion.

Ken will send a write-up to the NETA list encouraging members to submit ideas and feedback on any other language related activity they volunteer to run or help organize

Establish central phone #, contact person, address for NETA, Inc. (Aaron's memo). General agreement that this should not/cannot be done.

Currently we have the membership coordinator's address on newsletters and Diana's e-mail for web inquiries.

Aaron will be asked to check into cost for the website listing on Mass Bedrock.

For the time being, Diana will continue as the contact person who will channel the few calls she receives.

Update members about website, brainstorm re content – Sherri

Sherri Meek, Hanne Rask Sonderborg, and Bruce Popp are working on a new NETA website. Sherri sent a request for help with website pages. It was felt that more of the new website should be visibly available before useful input can be supplied.

Greta will send some notes from the discussion to Sherri and copy the Board.

New Business - Ken

It was agreed that we need to find a location early for next year's conference in order that an ad for speakers can be placed into the ATA Chronicle this summer. Saturday, May 1, 2004, was agreed on as a good date.

Greta will check out the Radisson in Marlborough (intersection 495 and Rt 20).

Also discussed:

- Fair attendance registration to be confirmed by e-mail?
- Need to check the notes which Aaron took at Post Mortem meeting after this year's conference.

*Minutes by Greta Magenis, Secretary*

*Submitted on 9 July 2003*

## An Interview with Laura Nakazawa

by Laurie Hartzel. This is the first in a series of interviews with **NETA** Board Members.

### LH: Let's talk a little about your background...

LN: I have been living permanently in the United States since 1975. However, this is not the first time I came to this country. My father started to work at the United Nations in 1965, forcing the family to relocate to NYC. My first attempts at settling here were not successful, especially as they happened during my teenage years. After several years of comings and goings to visit my father and study both in NY and in Uruguay, I had to make the very hard decision to leave Uruguay for good. This was prompted by the terrible events that were happening in that country during the dark years of the military dictatorship. One of the more immediate consequences of this terrible change was the closing of the national university. This meant that I was unable to continue my medical studies. I left Uruguay at the end of 1973 and spent a year in Buenos Aires, where I found the atmosphere just as oppressive and dangerous; and El Salvador, where my father was stationed working for the United Nations. Finally, at the beginning of 1975, the family once again moved to New York. My sister and I decided to go back to our studies which was kind of bewildering as we had been piecing together a string of courses and programs in each country that we lived in. I attended Hunter College of the City University of New York. Here, I found an emerging career, Environmental Health, which allowed me to get credit for many of the science courses I had already taken in Uruguay. After graduation, I began my working life in response to an ad in *The New York Times*. It was exciting; I was hired as a medical translator in a large pharmaceutical company right on Park Avenue. I loved my work and felt challenged on a daily basis. Unfortunately, after two years, due to some visa problems, I had to change jobs to a large architectural and engineering firm close by. Here I continued with my translations and project

**I began my working life in response to an ad in *The New York Times*. It was exciting; I was hired as a medical translator in a large pharmaceutical company right in Park Avenue.**

coordination, but more focused on the area of environmental impact statements, project descriptions, contracts, etc. It was at this time that I met my future husband, and I found out that once married we would have to move to Charlotte, North Carolina where he had promised his father to open a branch of their architectural practice. This we did, staying there for nine years. During this time, we had our three daughters, raised our family, and I just barely did some freelance translation work. In 1990, we had, once again, the opportunity to move north to Boston. Paul had a good job offer and I was excited thinking that this would provide better opportunities, both educational and cultural, for our daughters. As soon as we arrived, after getting over the initial sticker shock that this area gave us, I decided to go back to work in earnest. It was here that I met my fellow Board member, Julia Bartlett. I was hired as a software localizer at Wang Labs in Lowell. Julia had also been recently hired and we struck up a friendship that has lasted up to the present. It was an exciting time and we had to take some crash courses in the areas of software localization. Due to family issues, I decided to quit the job after three years to launch my own company and work as a freelancer. I have been doing this ever since, adding voice-overs, medical, legal, and conference interpretation just to keep up with the times. Diversification is the word.

### LH: Did you have any goals when you first joined NETA? How has the organization helped you achieve them?

LN: I first joined NETA some five or six years ago. I remember having gone to some meetings earlier at Joan Sax's house. However, at this time I did not find myself drawn to the organization. It was later, in one of their annual fairs in Framingham that I decided to join. This gave me the opportunity to meet other colleagues, do some networking with local agencies, and feel that I was a part of something larger than myself.

### LH: When you decided to get involved in the BOD, what did you think you could contribute to NETA? What was your motivation to join the Board?

LN: My decision to join the BOD was simple. The organization needed more volunteers and I felt that it was time that I committed myself to it. I enjoyed organizing some of the monthly meetings, trying to bring interesting speakers to enrich our professional lives. I also liked the camaraderie, lively discussions and professionalism of the people I met. The BOD meetings were interesting, as at the time we were trying to redefine what NETA should be, and project ourselves more fully into our professional community.

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## TM in Your Future?

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which was consistently inserted into my target text. Post-editing took a lot of time to identify and correct the errors, as I hadn't figured out how to remove faulty data from the database. It was a learning experience that led me to understand how to utilize the software properly.

The final limitation is economic. Some agencies specify the use of TM tools because they don't want to pay for every use of "the", "and" or "with" and adjust their prices accordingly. First-time uses of a term are frequently paid at one rate, repetitions are paid less, and matches of typical articles, conjunctions and prepositions are paid at a third rate, if at all, even if these have a different use in the target language. Of course, an argument can be made that 20 years experience goes into the selection of the correct preposition or conjunction, and that these words are as important to the meaning of the text as the nouns, but many agencies don't see it that way. My point is that using TM software can position the translator at the low end of the market in terms of rate per word. On the other hand, many translators claim they can make it up in volume.

To be fair, many clients have terminology databases they specifically want used in their translations and don't feel they should have to have to pay full price for a word they've supplied. The use of TM software in such instances can be beneficial to both the translator and client. The translator is spared the effort of researching or selecting a term, and the client can be confident that the document contains the desired terminology.

An additional economic issue is related to the investment in software, training and possible upgrades. TM software is not easy to learn, and unless you're a confident computer user, you're likely to have a difficult time mastering the program without formal training, which in many cases, can cost as much as the software itself. Depending on the type of work you do, it might take as long as two years before you see any real return on your investment.

Translation memory software isn't for everyone. It won't make an inadequate translator perform any better. People who work with xerographic or fax copies of documents will not realize any appreciable benefit. However, translators engaged in highly specialized areas or who need to maintain extensive databases will appreciate the degree of organization that computer assisted tools will contribute to their overall efficiency.

## An Interview with Laura Nakazawa

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**LH: And what would you say have been the most rewarding experiences during your tenure?**

LN: I think that organizing the annual fairs; working in a team with other NETA members was very rewarding. When we had the actual events, filled with colleagues, challenging presenters, vendors and agencies, I always felt a sense of satisfaction and accomplishment. It was always a great surprise to see all the new faces, representing a wide range of languages and areas of specialization.

**LH: What advice could you give to those wondering whether they should join the BOD?**

LN: It is a great way to get to know other professionals in your area, make contacts, find out what are the topics of interest to our members and be in a position to do something about it. Also, from the point of view of volunteering, we should all do our part. The final result will be a more robust profession and a personal sense of satisfaction for the contributions made to the process.

**LH: And now that you stepped out of the BOD, what are your plans for the future, that is, what are other ways in which NETA members can still be involved without being part of the BOD?**

LN: There are many ways to stay connected with the organization. You can volunteer in the Fair Committee, or help to update member's databases. Another opportunity is to organize the occasional workshops that NETA offers, or rather to help plan the monthly members' meetings.

## Olivier André's Complexities of Website Localization

by Ilse Andrews

NETA member Olivier André, Project Manager and Technical Translator at Parametric Technology Corporation, spoke cogently and with excellent graphic support about the complexities of website localization. He described the interaction of technology and software programs, including translation memory tools, required to make multilingual, interactive, and dynamic websites possible. Some aspects of import to website translators were: quality of translation; static versus dynamic (i.e., constantly updated) content; and the need for efficient project and terminology management. It became clear to the audience that website translation is interesting, challenging, and varied – but also that it calls for a long-term commitment to disciplined team work and the use of memory tools.

Much has changed since NETA member Dagmar Dolatschko spoke to us about website translation. It would be useful to hear a translator's (or panel's) more recent experiences with this demanding type of work.

## NETA welcomes our new members:

For membership questions, please send an e-mail to David Solomon at [king@vermontel.net](mailto:king@vermontel.net)

**Natalia Abecasis** English>Spanish

**Kathleen Belitsky** English>French

**Patricia V. Bluestein**

Spanish, English>Spanish, English

**Eduardo Cacho-Silvestrini**

Spanish, English>Spanish, English

**M. Eugenia Calderon**

**Carlos Canon** English>Spanish

**Peter K.Chan**

**Carion Chu** English>Chinese (Mandarin, Cantonese)

**Marian Comenetz** Spanish, German, French>English

**Jordan J. Coriza** Spanish, Portuguese>English

**John Donnarumma Jr.**

Portuguese, English>Portuguese, English

**Angeliki Douka** English>Greek, Turkish

**Vania F. De Oliveira Estanek**

Portuguese, English>Portuguese, English

**Amira Fahmy** Arabic, French>English

**Rachid J. Farhad**

**Timothy Freiermuth** French>English

**Jose A. Freitas**

**Ligea Gallotti**

English, Italian, Portuguese>English, Italian, Portuguese

**Rosario Garriga** English>Spanish

**Juan Francisco Gomez** English>Spanish

**Guillermo Gonzalez**

**Carla S. Grassi**

Portuguese, English>Portuguese, English

**Lynn S. Hallett** Spanish, English>Spanish, English

**Emerson T. Kasper** English>Portuguese

**Richard Ksieniewicz** English>Spanish

**Elena Langdon**

English, Portuguese, Spanish>  
English, Portuguese, Spanish

**Carrie Lilley**

English, Spanish, Norwegian>English, Spanish, Norwegian

**Nelson Martinez**

**Estela McDonough** English>Spanish

**Pilar C. Meyer** English>Spanish

**Taline Mkrtschjan**

Armenian, Arabic, French, English>  
Armenian, Arabic, French, English

**Dagny Mofid**

**Emin Mukanovic**

**Marlene Munoz** Spanish, English>Spanish, English

**Irina Murkevich** English>Russian

**Martha Ospina** English>Spanish

**Maria R Padilla** English, Spanish>English, Spanish

**Jill M. Palese** English>Spanish

**Cristina Perazzo** Spanish>English

**Janis Peterson**

**Lisabeth Polouski** English, Spanish>English, Spanish

**Oscar Rompis**, English > Malay, Indonesian

**Christopher Salt** Spanish, English>Spanish, English

**Anabela Santos-Moore**

**William C. Schenk** Italian, French, Latin>English

**Bettina Velona** English, German<> German, English

*Note: If language information is missing or to update any contact information, please send an e-mail to membership coordinator David Solomon at [king@vermontel.net](mailto:king@vermontel.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).

## Computer Corner

### Ergonomics Tips

by Margaret Nevits. Reprinted from the June 2003 issue of *NOTA BENE Newsletter*, with their kind permission.

I bet at least 50% of our members will have to readjust their workplace after reading this article, and the other 50% will say "I know, I know" and leave it as it is. This subject is very long, but I will try to keep it short and to the point.

Let us focus on a few segments of our body that just might need some attention to help our hard working brains function without any physical discomfort. Proper positioning of your body will definitely prevent you from having all sorts of strain, stress, headaches, aches, fatigue, and wrist, neck and back pain – not to mention a serious injury that might occur days later because of the repetitive patterns of inappropriate positions.

Before I go into any details, I want to add that prolonged sitting, reading and writing without any rest could affect our well-being, day after day, so remember to give your eyes some rest (I have read that you should give your eyes a break every 15 to 20 minutes). Try to focus on some far-away object and look at it for a while. Exercise your neck by moving it gently from side to side (once or twice); try to touch your ear to your shoulder. You will see how great it feels! You will get that needed oxygen and blood back to your tired brain. Also, do not forget about your poor back! Stand up, stretch, and bend from side to side. Just move your body. Take a walk, get some fresh air in your room, and drink a glass of water!

Here are some tips on how to make your work less tiresome:

1. Be sure that you have proper lighting. See if the sun or a light from the lamp is reflecting on your screen. I myself use an anti-glare filter that is easily placed on the monitor and makes the whites not so overwhelmingly bright. As a result, my eyes are not as fatigued as they were before I used the anti-glare filter.

2. Your sitting arrangement (i.e., the chair in which you should not be slouching or leaning) ought to offer you good back support. The best chairs are the ones that you can adjust to your height. And personally, I like chairs with armrests, so my arms can rest on them. I also like to have a footrest to get my feet a bit higher off the ground. That way you can move your toes and ankles and get some circulation even in your lowest body parts. A footrest is probably more appropriate for shorter people to compensate for the leg length. Remember that your legs should never just hang there in the air.

Your thighs should be parallel to the floor, your feet flat on the floor (except when you wish to extend your legs a bit and support them on the stool), and your back should be straight. Here is a nice exercise for releasing back tension: tighten your back and pelvis muscles (you should feel your back straightening against the back of the chair), hold for a count of 10, and repeat it a few times.

3. Your monitor should be directly in front of you – not at any angle. This only creates strain for your neck and twists your whole body into an unnatural position. The distance from your eyes to the monitor should be approximately 18 - 20 inches. Too close or too far

creates too great a strain on your eyes. Keep in mind that you can set up your screen display fonts in a size appropriate to you (small, medium or large), and that really makes reading easier.

Also, make certain that your monitor's height is set appropriately. The right height is when your eyes can look at it at a slightly downward angle and the top of the monitor is at eye level. (Mine is already more than 5 years old but I can adjust it the way I need it, so I think that all the recent models are adjustable as well.) Believe me, your neck will thank you for it!

4. The keyboard. Oh, there are so many of us who don't know how important it is to have this part right. The keyboard should be directly in front of you, not at any angle. Your elbows should be resting on your armrests with your forearms parallel to the floor and wrists supported and at the same level as your hands. Your wrists should be just slightly lower than your elbows. I use a wrist support, which is just wonderful! I never feel any stress after prolonged typing. You can find one in any office supply store.

You should follow all of the above tips, unless your doctor has given you some other recommendation or there is something that restricts you from the above positions or exercises. If you are unsure about what you should do, be sure to ask your physician. I hope that my tips make your work stress-free!

P.S.: If you wish to read more about ergonomics, here is a wonderful website that I found after I completed this article:

<http://ergonomics.ucla.edu/index.html>

#### How do I temporarily stop NETA group emails while on vacation?

In order to change your preferences for the NETA list, you have to go to Yahoo! groups (<http://groups.yahoo.com/>). If you don't already have a login, you can register for one. Click on My Groups > Edit My Groups. You then have the option of changing your message delivery to "no email", "daily digest", "individual messages" or "special notices". Choose "no email" to stop delivery, then after vacation change it back to your preferred option. Oh, and have a great vacation!

## NETA's Change of Direction

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- Institute a competitive scholarship program in which NETA members who, based on some eligibility criteria (example: sign up for volunteer work), may participate in a raffle that pays their attendance (or parts thereof) to the next ATA conference, or a refresher course, etc.
- Organize simple socials/barbecues etc... And keep them simple, no workshops or courses, just plain get-togethers.
- Organize meetings with local businesses to stir up business and enhance areas of mutual interest. NETA could invite representatives from various business and industrial sectors (biotech industry, manufacturing industry, academic language departments, etc...) to talk and discuss their language needs and how the local community of translators and interpreters can be involved.
- School- and community-related programs. Explore with local high schools if they would be interested in educational programs in which translators speak to school children about their profession with a focus on specific languages, similar to existing programs where foreign university students talk to school kids about their country.
- Similarly, reach out to government entities in which language is a focus (FBI, civil service, State Department, the military, etc...) and ask them for speakers or venues to explain their language needs to NETA members.
- Programs to address the ongoing education requirements that ATA is likely to adopt in the near future.

Please keep it small. If we can't volunteer, it is because we just don't have the time and because perhaps events have become larger than our scope. I think this is the heart of the matter. As the Lebanese saying goes "Stretch your legs only as far as your carpet goes".

Regards, and thank you so much for all your hard work. I do appreciate it even if you do not hear often from me.

NETA News invites your participation in this discussion on the organization's future. Do you think that we should stay the course or should we change direction? Send your opinion to [info@gohls.com](mailto:info@gohls.com) by September 15 to be included in the Fall issue.

## Language Laughs

### And the nominees are...

These are the nominees for the Chevy Nova Award. This is given out in honor of GM's fiasco in trying to market this car in Central and South America. "No va" means, of course, in Spanish, "It doesn't go."

The Dairy Association's huge success with the campaign "Got Milk?" prompted them to expand advertising to Mexico. It was soon brought to their attention the Spanish translation read "Are you lactating?"

Coors put its slogan, "Turn It Loose," into Spanish, where it was read as "Suffer From Diarrhea."

Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: "Nothing sucks like an Electrolux."

Clairol introduced the "Mist Stick," a curling iron, into Germany only to find out that "mist" is slang for manure. Not too many people had use for the "Manure Stick."

When Gerber started selling baby food in Africa, they used the same packaging as in the US, with the smiling baby on the label. Later they learned that in Africa, companies routinely put pictures on the labels of what's inside, since many people can't read.

Colgate introduced a toothpaste in France called Cue, the name of a notorious porno magazine.

An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope's visit. Instead of "I saw the Pope" (el Papa), the shirts read "I saw the potato" (la papa).

Pepsi's "Come Alive With the Pepsi Generation" translated into "Pepsi Brings Your Ancestors Back From the Grave" in Chinese.

The Coca-Cola name in China was first read as "Kekoukela", meaning "Bite the wax tadpole" or "female horse stuffed with wax", depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent "kokou kole", translating into "happiness in the mouth."

Frank Perdue's chicken slogan, "It takes a strong man to make a tender chicken" was translated into Spanish as "It takes an aroused man to make a chicken affectionate."

When Parker Pen marketed a ball-point pen in Mexico, its ads were supposed to have read, "It won't leak in your pocket and embarrass you." The company thought that the word "embarazar" (to impregnate) meant to embarrass, so the ad read: "It won't leak in your pocket and make you pregnant!"

When American Airlines wanted to advertise its new leather first class seats in the Mexican market, it translated its "Fly In Leather" campaign literally, which became "Fly Naked" ("Vuela en cuero") in Spanish!

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