

NEW ENGLAND  
*neta* news  
 TRANSLATORS ASSOCIATION

NETA News Needs YOU! Sign up to write a review for the conference. Go to page 12 for details.

Volume XVI, No. 62

Spring 2015

A quarterly publication of the New England Translators Association



Come to the 19th Annual  
**NETA Conference**  
**May 9, 2015**  
*at the*  
**Hampton Inn Conference Center**  
**319 Speen Street**  
**Natick, MA**

***In this issue:***

- **Conference Registration Info ...2**
- **Conference Schedule .....3**
- **Conference Exhibitors & Sponsors.....6**
- **Conference Abstracts .....7**
- **Conference Speaker Bios .....9**
- **Looking back at 1975.....12, 18**
- **NETAn To Do List .....13**
- **MSWord Questions Answered (February Meeting Review) .....13**
- **IntelliWebSearch (March Meeting Review) .....14**
- **Author Tim Parks at BU.....15**
- **March 28 NETA Board Minutes.....16**

***Register today.  
 Don't miss our  
 40th Anniversary  
 Conference!***

The 19th annual New England Translators Association Conference is almost here! It will be an all-day event (8 am - 7 pm) on Saturday, May 9, 2015, held at the Hampton Inn Executive Conference Center in Natick, MA. Register now! Online advance registration is available through May 1st; after that date, only on-site registration will be available.

Over the years, the conference has grown to become the premier regional professional development event for translators, interpreters, and language professionals in general, with ample opportunities for continuing education and networking. The conference will be a particularly special event this year, as we mark NETA's 40th anniversary.



*Keynote Speaker  
 Arthur Goldhammer is  
 a Fellow at the Center  
 for European Studies at  
 Harvard University.*

The day will begin with a keynote address given by Arthur Goldhammer, Fellow at the Center for European Studies at Harvard University and translator of Thomas Piketty's acclaimed *Capital in the Twenty-first Century* (2014). His presentation will focus on the wide variety of linguistic and cultural challenges in translation he has faced over a career spanning four decades, during which he has translated over 100 books in fields as diverse as history, fiction, philosophy, social sciences, and economics.

Another highlight of the Conference will be a presentation by Maya Hess, forensic linguist and CEO of Red T, an organization established in 2010 to advocate for the protection

*continued on page 5*

## NETA Officers

### PRESIDENT

Diana Rhudick  
[drhudick1@gmail.com](mailto:drhudick1@gmail.com)

### VICE PRESIDENT

Lesley Andrews

### SECRETARY

Joan Sax

### TREASURER

Roma Jachtorowicz

### MEMBERSHIP

[Membership@netaweb.org](mailto:Membership@netaweb.org)  
 Antje Ruppert

### BOARD OF DIRECTORS

[Board@netaweb.org](mailto:Board@netaweb.org)

Marian Comenetz

Ken Kronenberg

Noah Lynn

Diego Mansilla

Suzanne Owen

Antje Ruppert

Petra Schweitzer

### PROGRAM COMMITTEE

[Programs@netaweb.org](mailto:Programs@netaweb.org)

Marian Comenetz

### NETA News

#### Volume XVI, No. 62

Spring 2015

**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.

#### Editor

Terry Gallagher

#### Layout

Sarah Heller

#### Submissions

Submissions, comments and letters to the editor are welcome. Articles are subject to editing for grammar, punctuation, and space limitations. Upon request, a proof will be sent to you for review.

#### Schedule of deadlines:

Fall issue: September 30, Winter issue: January 15, Spring issue: March 15, Summer issue: June 15. Please send all correspondence, including requests for permission to reprint articles, to [newsletter@netaweb.org](mailto:newsletter@netaweb.org).

#### Delivery

NETA News online edition available at <http://www.netaweb.org>. NETA News is e-mailed to all NETA members. Print copies are available upon request.

#### Change of Address

If you move or change e-mail addresses, please update your profile on the website or send to the Membership Coordinator. [membership@netaweb.org](mailto:membership@netaweb.org)

#### NETA website contact:

[webmaster@netaweb.org](mailto:webmaster@netaweb.org)

#### NETA general online Forum

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

To post messages to the Yahoo! Group:

[NETA@yahoogroups.com](mailto:NETA@yahoogroups.com)

#### NETA political "off-topic" Forum

<http://groups.yahoo.com/group/altmeta2/>

Look for the NETA Group on LinkedIn at:

<http://tinyurl.com/ovehyp>

## 2015 Conference Information

### Registration.

Register until May 1 at [netaweb.org](http://netaweb.org). After May 1, you must register in person at the conference. The conference is open to translators and interpreters, veterans and novices alike, as well as anyone with a passion for language. We hope to see you there!

### Free on-site parking.

The Hampton Inn conference center is located at 319 Speen Street, Natick, Massachusetts, 01760. (508-653-5000). Located one mile from Exit 13 of the Mass Pike (I-90), directions to the conference site are available at the [Hampton Inn website](http://Hampton Inn website).

### Professional Credits.

Pending approval, NETA will provide certificates to conference attendees who are eligible for credits from the following organizations:

American Translators Association (ATA)

Assoc. of Judiciary Interpreters and Translators (NAJIT)

International Medical Interpreters Association (IMIA)

Certification Commission for Healthcare Interpreters (CCHI)

### ATA Certification Exam

For those wishing to become ATA certified, a sitting of the ATA Certification Exam has been scheduled for Sunday, May 10 in Medford at Tufts University. Note that you must register for the exam through the ATA. For details on CEPs and ATA certification testing, please see the ATA page on certification: [http://www.atanet.org/certification/aboutexams\\_overview.php](http://www.atanet.org/certification/aboutexams_overview.php)

## Membership information

NETA accepts individual members only. A one-year membership is \$50. NETA also offers a \$30 membership for students of translation and/or interpreting. If you need a membership application or have other membership questions, contact: [membership@netaweb.org](mailto:membership@netaweb.org). Subscription to this newsletter is included with your membership.

# 19th NETA Annual Conference

## Hampton Inn Executive Conference Center, Natick MA

# Saturday May 9, 2015

## Morning Schedule

*Schedule subject to change.*

*To register and for the latest information on the conference, go to [netaweb.org](http://netaweb.org).*

8:00 - 8:30	<b>REGISTRATION AND EXHIBITS (8 am - 6 pm)</b> Continental Breakfast	Mezzanine
8:30 - 9:00	<b>WELCOMING REMARKS</b> Diana Rhudick, NETA President	Ballroom
9:00 - 10:15	<b>KEYNOTE: Distilling 38 Years of Experience: Reflections on Life as a Translator:</b> Arthur Goldhammer	Ballroom
10:15 - 10:30	<b>MORNING BREAK</b> Sponsored by Boston University Center for Professional Education	Mezzanine
10:30 - 11:45	<b>Morning Sessions</b>	
	<b>Panel Discussion: Getting Started as a Translator/Interpreter</b> Tapani Ronni, Terry Gallagher, Michael O'Laughlin, Tim Moriarty	Middlesex
	<b>Introduction to Subtitling</b> Jerome Henry Rudes	Lexington
	<b>Managing Complicated File Formats with Wordfast</b> John Di Rico	Concord
	<b>Every Story Tells a Picture: Reclaiming the Art of Interpreting</b> Maira Inghilleri	Plymouth
11:45 - 1:00	<b>BUFFET LUNCH (included in Conference Registration)</b> Social Language Groups	Nantucket Commons, Peabody Salon, Essex Room

*Schedule continued on next page.*

# 19th NETA Annual Conference

## Hampton Inn Executive Conference Center, Natick MA

### Saturday May 9, 2015

### Afternoon Schedule

*Schedule subject to change.*

*To register and for the latest information on the conference, go to [netaweb.org](http://netaweb.org).*

<b>1:15 - 2:30</b>	<b>Afternoon Sessions I</b>	
	<b>Red T: Protecting Translators and Interpreters Worldwide</b> Maya Hess	Middlesex
	<b>The Agency-Freelancer Relationship: Debunking Myths, Tips for Success and a Healthy Dialogue:</b> Steve Lank	Plymouth
<b>2:30 - 2:45</b>	<b>AFTERNOON BREAK</b> Sponsored by Cross Cultural Communication Systems, Inc.	Mezzanine
<b>2:45 - 4:00</b>	<b>Afternoon Sessions II</b>	
	<b>Solutions to Global Pressures through Professional Development</b> Maria Karra	Middlesex
	<b>Workshop - Effective Communication Techniques and Pronunciation for Interpreters:</b> Marjorie Feinstein-Whittaker	Concord
	<b>Workshop - The Art of Subtitling</b> Jerome Henry Rudes	Lexington
	<b>Panel Discussion - Current Issues in Judicial Interpreting</b> Michael O'Laughlin, Norma Rosen-Mann	Plymouth
<b>4:15 - 5:30</b>	<b>ENDNOTE Panel Discussion. Perspectives on our Profession: NETA Past, Present and Future</b> Ken Kronenberg, Alice Berglund, Rudy Heller, Joan Sax, Frank Geoffrion	Ballroom
<b>5:30 - 6:00</b>	<b>WRAP-UP SESSION</b> Lesley Andrews, NETA Vice President	Ballroom
<b>6:15 - 7:00</b>	<b>NETWORKING RECEPTION</b> Food, Cash Bar, Conversation	Nantucket Commons

## May 9, 2015: NETA's 19th Annual Conference

*continued from page 1*

of translators and interpreters working in conflict zones and other high-risk settings.



*Maya Hess is the founder of Red T, a US-based nonprofit organization that advocates worldwide on behalf of translators and interpreters in high-risk settings*

The day will continue with a series of talks, discussion panels and breakout sessions. These sessions will cover a range of engaging themes of significance and interest to translators and interpreters, veterans and novices alike, as well as anyone with a passion

for language. They will be led by expert translators and interpreters from both within NETA and beyond our organization. Topics to be covered include reclaiming the art of interpreting, the agency-freelancer relationship, an introduction to subtitling, getting started as a translator/interpreter, solutions to global pressures through professional development, and effective pronunciation and communication for interpreters.

In addition to scheduled sessions, the Conference is always an ideal opportunity for networking with colleagues. There will also be a wide variety of exhibitors and sponsors who will be on site during the day and who are interested in meeting and working with translators and interpreters and other freelance language professionals.

We would like to thank the exhibitors and sponsors for their support of the Conference and encourage attendees to stop by exhibitor tables to learn more about these organizations.

At lunchtime, a special buffet lunch will be hosted in celebration of NETA's 40th anniversary and will feature tables organized by language.

Finally, the Conference will close with a special 40th anniversary panel presentation by veteran NETA members who will discuss how the translation and interpreting industry has changed over the past four decades and explore where it is headed in the future. Afterwards, all Conference registrants, presenters, sponsors and exhibitors are invited to a closing reception to end the day.

Up to 6 continuing education credits honored by a number of translator and interpreter organizations will be offered for conference attendance.

Please visit <http://www.netaweb.org> for registration information and all of the latest updates between now and the Conference. For questions about the conference, please contact [netaconference@netaweb.org](mailto:netaconference@netaweb.org).



*Scenes from the 2014 NETA Conference. Photos by Lesley Andrews*



## Exhibitors and Sponsors of the 2015 NETA Conference

NETA would like to extend sincere thanks to all of the organizations listed below who have provided their support for our annual conference. They are eager to connect with professional translators and interpreters. We invite you to visit their websites to learn more about them and also to visit our exhibitors' tables in person at the conference. .

### Morning Coffee Break Sponsor:

**Boston University Center for Professional Education**

<http://professional.bu.edu>

### Afternoon Coffee Break Sponsor:

**Cross Cultural Communication Systems**

<http://www.embracingculture.com>

### Exhibitors:

**Ascentria Care Alliance, Language Bank**

<http://www.ascentria.org>

**Caregiver Homes**

<http://www.caregiverhomes.com>

**Catholic Charities Community Interpreter Services**

<http://www.ccab.org/cis.html>

**Cross Cultural Communication Systems, Inc**

<http://www.embracingculture.com>

**International Translation Company**

<http://www.itctranslations.com>

**Senior Whole Health**

<http://seniorwholehealth.com>

**Translator Exchange.com**

<http://www.translatorexchange.com>

**Wordfast**

<http://www.wordfast.com>

### Sponsors:

**Cross Cultural Communication Systems**

<http://www.embracingculture.com>

**International Association of Professional Translators and Interpreters**

<http://www.iapti.org>

**International Translation Company**

<http://www.itctranslations.com>

**Massachusetts Area Health Education Center Network (MassAHEC)**

<http://www.umassmed.edu/ahec/index.aspx>

**The National Center for Interpretation, University of Arizona**

<http://www.nci.arizona.edu>

**University of Massachusetts, Boston Spanish/English Translation Certificate**

<http://www.umb.edu/academics/caps/certificates/spanishtrans>



*Scenes from the 2014 NETA Conference. Photos by Lesley Andrews*

## Session Abstracts: May 9 2015 NETA Conference

### Keynote 9:00-10:15 am

#### Ballroom

#### Distilling 38 Years of Experience: Reflections on a Life as a Translator, *Arthur Goldhammer*

Translation and interpreting present significant inherent challenges as well as crucial real-world challenges. Some questions to be discussed in this session: How can one prepare for the unforeseeable problems of translation? How can a translator or interpreter best be alert to the critical need to translate between cultures as well as languages? How does one stay on good terms with authors and editors? What are the particular pitfalls and opportunities when translating literary or scholarly works? Given the perilous economics of translation and interpreting, what is a language professional to do?.

### Morning 10:30-11:45 am

#### Middlesex

#### Getting Started as a Translator or Interpreter

*Panelists: Terry Gallagher, Tim Moriarty, Michael O'Laughlin, Tapani Ronni*

The Getting Started panel is a perennial favorite of each NETA conference. We will talk about launching your career in translation and interpreting, especially the business side of it. While the panel is aimed at translators and interpreters at the early stage of their career, the format is more like a workshop/group discussion than a formal panel. We especially welcome any wisdom that the more experienced members in the audience wish to share with the rest of us. Please come with your questions and we will do our best to answer them!

#### Lexington

#### Introduction to Subtitling

*Jerome Henry Rudes*

In this session, we will discuss the basic steps in high-caliber subtitling by demonstrating each step of the process by working with scenes from actual movies. The following phases of subtitling will be demonstrated on a screen to all session participants:

#### *Morning 10:30-11:45 am continued*

1. Assembling the required materials from the project and deciding on software.
2. Spotting the dialogue in a frame-accurate way, observing international standards.
3. Adapting the dialogue list into a new language from original language. Condensing, compressing, communicating accurately the emotional context in new language.
4. Simulate the translated subtitles to the film, revising and polishing the new subtitles in sync with the film's rhythm and tone.
5. Final QC for meaning, timing, and positioning.
6. Output into file format requested by filmmaker.

#### Concord

#### Managing Complicated File Formats with Wordfast

*John Di Rico*

During this session we will explore strategies and techniques for handling complicated Excel, PowerPoint, and Word files with Wordfast Pro. Time permitting, we'll also take a sneak peek at the soon-to-be-released Wordfast Pro 4.

#### Plymouth

#### Every Story Paints a Picture: Reclaiming the Art of Interpreting, *Moira Inghilleri*

The recognition of the visible negotiation and creative interpretation required in different types of translation and interpreting activity has been a continuing theme in recent decades. There has been an increase in research on the ethical dilemmas translators and interpreters encounter in negotiating the tensions between the demands of their tasks and complex personal and professional, local and global, cultural and institutional allegiances. Two components, trauma and identity, are particularly relevant to the question of how translators and interpreters cope with the immense task of revoicing or rewriting other people's trauma while maintaining an emotional equilibrium. Figuring out the answers to these questions in a particular encounter compels individual translators and interpreters to confront the boundaries of their own understandings and beliefs and, importantly, their ethical positions. It is often individuals with the least powerful voices who are most dependent upon translators and interpreters to represent them capably. In my presentation, I use the medium of visual art and the work of two artists, Kazimir Malevich and Mark Rothko, to illustrate the ways that privileging formal discourse in interpreted encounters can serve to limit rather than enhance the representation of meaning, particularly emotive meaning. With this in mind, the central task of my presentation is to reclaim interpreting as art.

## Session Abstracts

continued from page 7

### Afternoon I 1:15-2:30 pm

#### Middlesex

##### Red T: Protecting Translators and Interpreters Worldwide

*Maya Hess*

Translators and interpreters are the first line of defense against threats at home and abroad. They sift through terrorism chatter on the airwaves and build language and cultural bridges that connect armed forces, journalists, and aid organizations with local populations in conflict zones. However, these linguists are under siege—their actions mistrusted by both their communities and those they serve, their freedom threatened, and their lives endangered. This session will discuss the advocacy work of Red T and the importance of protecting the most vulnerable members of our profession. Among the topics covered are the push for a UN resolution conferring protected-person status to civilian translators and interpreters; the Open Letter Project, a vehicle used to protest government policies detrimental to linguists; and the issuance of safety guidelines in partnership with the International Association of Conference Interpreters (AIIC), the International Federation of Translators (FIT), and the International Association of Professional Translators and Interpreters (IAPTI).

#### Plymouth

##### The Agency-Freelancer Relationship: Debunking Myths, Tips for Success and a Healthy Dialogue

*Steve Lank*

The agency-freelancer relationship is the linchpin of our industry; if that relationship doesn't work well, everything else falls apart. While many freelancers are clearly leery of agencies and their role in the industry, the agency-freelancer relationship can be a win-win if both sides can learn to trust each other and acknowledge that each party needs the other. This session will address (and debunk) the preconceived notions many freelancers have about agencies, provide tips for success with agencies for those who want to pursue those relationships, and hopefully provide a safe forum for an energizing dialogue about how we can help each other grow and thrive.

### Afternoon II 2:45-4:00 pm

#### Middlesex

##### Solutions to Global Pressures Through Professional Development, *Maria Karra*

Our profession is currently being hit from all sides. Our friends have become our enemies: globalization, technology, agencies, universities, even our own colleagues. Globalization, which has allowed us to work with clients from all over the world, has also forced many of us to lower our rates and try to compete with colleagues in countries where the cost of living may be lower, thus making it impossible for us to make a decent living. Technology, namely expensive software in which we invested to increase our productivity, is used against us as a means to lower our rates. Students are

### Afternoon II 2:45-4:00 pm continued

being lured into doing free work for agencies, under the guise of internships meant to offer experience. Automatic translation tools are growing with the aim of replacing us, tools for whose improvement our own work is being used—most often without our knowledge. Self-proclaimed “industry experts” have infiltrated our circles to sell us their wholesale mentality, to convince us that translation is a commodity, that the bottom line is more important than quality, thus lowering the value of our work with the aim of lowering the price of our work. Many of our colleagues—most often the less experienced ones—due to poor knowledge of the market and of marketing, resort to lowering their prices as a way to compete with other translators, thus damaging the market and their own livelihood and future. Our professional ethics and standards are at risk. Can our profession survive? In the midst of all these threats and attacks, how can quality translation be the last man standing, and how can a freelance translator stand out?

#### Concord

##### Effective Communication Techniques and Pronunciation for Interpreters

*Marjorie Feinstein-Whittaker*

In a variety of settings, interpreters play a vital role in interpreting and relaying vital information between patients and/or clients, and those providing medical, legal, and assorted business consultations. Clear articulation and pronunciation and effective intonation patterns are required to communicate this information accurately. For nonnative English speaking professionals, an accent barrier may pose an additional challenge to satisfactory communication, and inhibit the development of trust and rapport. The result may be potential legal, ethical, and financial consequences. This interactive workshop will teach the participants tangible communication rules that can be readily incorporated into any setting where clear and effective communication is paramount. The participant will receive customized handouts to practice these practical communication strategies during and after the workshop.

continued on page 9



## Session Abstracts

*continued from page 8*

*Afternoon II 2:45-4:00 pm continued*

### Lexington

#### Introduction to Subtitling

*Jerome Henry Rudes*

In this session, we assume participants are familiar with basic principles of subtitling and are now ready to look at multiple examples of the problems and pleasures of high-caliber subtitling by watching scenes from several genres of movies (dramas, romances, documentaries, etc.) and discussing aspects of the challenges of rendering these films for an audience in another language. Principle foreign languages to be utilized are French and Spanish, with a smattering of Polish, Italian, Swedish, Urdu, Arabic, German, and Chinese.

### Plymouth

#### Current Issues in Judicial Interpreting

*Panelists: Norma Rosen-Mann and Michael O'Laughlin*

Beginning in January, 2014 the Trial Court of Massachusetts has been making concerted moves to reduce the level of interpreter services provided in the court system and to also reduce the amount paid for these services. In something of a hostile takeover, they began by removing the manager of the office of interpreter services and cutting the amount paid to interpreters by about half. Both these changes came without announcement or notice, and others have followed. In response, a group of veteran per-diem interpreters have come together to call attention to and resist these changes. The hope of the Massachusetts Association of Court Interpreters (MACI) is to preserve a professional court interpreter service in this state that can adequately meet the needs of our society. In this presentation, Norma Mann, the president of MACI and Michael O'Laughlin, a member of the MACI board, will address interested NETA members about the challenges court interpreters have been facing recently and the efforts that these interpreters have made to organize and respond.

## Endnote 4:15-5:30 pm

### Ballroom

#### Perspectives on Our Profession: NETA Past, Present, and Future

*Panelists: Ken Kronenberg, Frank Geoffrion, Alice Berglund, Joan Sax, Rudy Heller*

One of the most successful local associations of translators and interpreters in the country, the New England Translators Association is now 40 years old and going strong. It was founded in 1975—before the Internet and email—by a small group of translators who wanted to share experiences, resources, and work with other translators, and simply to socialize with people to whom they didn't have to explain what they did for a living. Over time NETA began including interpreters in their fold, too. Now, by regularly offering programming for both groups, it aims to live up to its byline: A Professional Resource for Translators and Interpreters. We are fortunate to have a founding member and a very early member on the panel, and well as two other translators/interpreters whose careers go back to the mid-1970s. They will discuss the translation and interpreting landscape when NETA was founded, changes that they have seen over the years, and the continued relevance of local associations like NETA in the Internet Age.

## Speaker Bios: May 9, 2015 NETA Conference

**Alice Berglund** translated her first paid technical/medical translation in 1965 and has been translating ever since. Worried that she needed to study further to understand the material she translated, she pursued a Ph.D. in medicine, which ended up as a 25-year commitment to medical research. But she still found time to translate almost every day and built a small translation business with her daughter. Semi-retired from research since the late '90s, she still has a full-time translation job—although she now finds time to travel and enjoy her grandsons. Alice was one of the founders of NETA.

**John Di Rico** began translating in 2005 and specializes in financial translation and marketing from French to English. He currently works as the training and sales manager for Wordfast and runs a small translation business—ApexTra—in France. He is a member of the French translation professional association, *Société Française des Traducteurs*, the American Translators Association, and ProZ.com's Certified Pro Network. John has been offering professional training for translators since 2006. He has taught more than 400 translators how to use Wordfast. In 2010-2011, John traveled around the world, training more than 75 translators in 15 countries, including translators at the United Nations Mission to East Timor. He has also represented Wordfast at numerous industry events including ProZ.com, ATA, Localization World, ALC, and GALA conferences.

*continued on page 10*

## Speaker Bios: May 9, 2015 NETA Conference

*continued from page 9*

**Marjorie Feinstein-Whittaker, M.S.** is an experienced speech and communication consultant based in Brookline. She is Massachusetts state-licensed, and certified by the American Speech-Language-Hearing Association. She specializes in designing accent and workplace communication programs for individuals in a variety of fields, including Fortune 500 corporations, Big Four accounting firms, and regional healthcare organizations. The Whittaker Group's goal is to help individuals from diverse cultural and professional backgrounds "Create the Language of Success." The Whittaker Group is known for its personal, results-oriented, and client-driven programs. Feinstein-Whittaker and Lynda Katz Wilner created **ESL RULES** in 2006. Since then, they have developed an extensive product line of materials. Feinstein-Whittaker is the co-author of *Mastering Idioms of American English* with Lorna Sikorski, and *How to Communicate in English—for Japanese Scientists*, with Dr. Fumi Urano. Ms. Feinstein-Whittaker received her B.S. in speech-language pathology from Ithaca College, and M.S. in communication disorders from Boston University.

**Terry Gallagher** has been a successful freelance translator for 15 years, working from Japanese and German into English. His work is mainly reports for investment banks, and he also translated the Bank of Japan's definitive tome on its operations. Since the collapse of Lehman Brothers, he has diversified into other areas of business/financial/legal translation. But he also translates "fun stuff." Last year, his translation of *Self-Reference Engine* by Akutagawa Prize winner Toh Enjoe won a Philip K. Dick Award Special Citation. Other projects in a lighter vein include *Be With You* by Takuji Ichikawa, the *manga* edition of the same title, and short stories (*The Stationmaster* by Jiro Asada, *ZOO* by Otsuichi, and contributions to the anthologies *Monkey Brain Sushi*, *Monkey Business Vol. 4*, the *Penguin Book of Erotic Stories by Women*, *Speculative Japan 2*, and *The Future is Japanese*). He edits NETA's quarterly newsletter, and served on NETA's board of directors from 2007 to 2014. Before turning to translation, for 15 years he was a financial journalist for Reuters and Dow Jones in Tokyo, Bonn, and New York. Originally from Brooklyn, he has a B.A. from Brown University.

**Frank Geoffrion** has a national reputation as a trainer and examiner of interpreters. He has been a Spanish-English court, conference, and medical interpreter since 1975. He has been certified by the federal court, the Massachusetts Trial Courts, and the American Translators Association. He was a faculty member at the National Institute for Interpretation at the University of Arizona and a consultant to the Federal Court Interpretation Certification Project. He administered the 1995 Federal Court Interpreter Oral Certification Examination in Arizona, New Mexico, and Texas.

He was a founding member of the Association of Legal Translators and Interpreters of Massachusetts (ALTIMA) is a member of the American Translators Association (ATA), the National Association of Judiciary Interpreters and Translators (NAJIT), the New England Translators Association (NETA), and the International Medical

*Frank Geoffrion continued*

Interpreters Association (IMIA). He served on the IMIA committee to develop a process for certifying medical interpreters.

**Rudy Heller** has been translating for over 40 years. He began the US side of his career in the Boston area where he learned firsthand at a translation agency how NOT to run a translation business. He left that agency to work as a bilingual secretary at an international NGO and while there realized that his real calling was as a freelance translator. He worked for agencies for a few years, "learning more about 'the ropes,'" and then moved on to become almost entirely dependent on direct clients. Rudy is ATA certified for English into Spanish, certified to interpret in federal courts, and is an ATA examination grader. He is a current member of the board of the American Translators Association.

**Maya Hess** is the founder of **Red T**, a US-based nonprofit organization that advocates worldwide on behalf of translators and interpreters in high-risk settings. As a forensic linguist and former president of Hess Translations Inc., Maya provided language support and expert witness services in several major terrorism trials and experienced firsthand how vulnerable members of this profession can be. She holds an M.A. in journalism from New York University, a graduate certificate in terrorism studies from John Jay College of Criminal Justice, as well as an M.Phil. and Ph.D. in criminal justice from the City University of New York.

**Moira Inghilleri** is a professor of translation and interpreting studies and comparative literature at the University of Massachusetts Amherst. Her research interests include translation and migration, sociological approaches to translation and interpreting, translation ethics, and translation in war zones. She is the author of *Interpreting Justice: Ethics, Politics and Language* (Routledge 2012) and the forthcoming, *Translation and Migration* (Routledge). Her research has appeared in *Translation Studies*, *The Translator*, *Target*, *Language and Communication*, *Linguistica Antverpiensia*, and a number of edited collections. She served as

*continued on page 11*

## Speaker Bios: May 9, 2015 NETA Conference

*continued from page 10*

### **Moira Inghilleri** *continued*

review editor for *The Translator* between 2005 and 2011, as co-editor from 2011 to 2014, and now serves on the editorial board. She is series editor with Michael Cronin for *New Perspectives in Translation and Interpreting Research Series* (Routledge).

**Maria Karra** is a freelance technical translator specializing in aerospace and mechanical engineering and a Greek<>English medical interpreter. She holds an undergraduate degree in spacecraft engineering, graduate degrees in electrical engineering, translation, and applied linguistics, and a certificate in medical interpreting. In addition to her translation work, she has 11 years of experience in software instrumentation testing and quality engineering. Maria is a founding member of the International Association of Professional Translators and Interpreters (IAPTI) and president of its Ethics Committee, as well as a senior member of the American Institute of Aeronautics and Astronautics. She has lived and worked in Greece, France, Belgium, and currently lives in Miami, Florida.

**Ken Kronenberg** has been a German translator for more than 20 years. Starting out as a generalist, he began to specialize in medicine and patent translation. He now mainly translates scholarly books for academic presses. Ken also translates 19th- and 20th-century diaries and letters. He has been involved with NETA since 1996 and was president from 1997 to 2001.

**Steve Lank** has been working in the language services industry since 1987, having started out as a freelance translator and ESL teacher and project manager, and subsequently going on to hold senior management positions with LSPs in the US, Ireland, and Spain. From 1998 to 2011, he served as chairman of the ASTM subcommittee responsible for developing and publishing the first standard of its kind in the United States. He holds an MA in translation and interpretation for Spanish from the Monterey Institute of International Studies and serves as vice president of translation services at Cesco Linguistic Services, working from the Washington, DC office.

**Tim Moriarty CMI, CHI** is manager of the Interpreter & Translation Services Department for Baystate Health, consisting of 60 staff interpreters and translators in a four-hospital system in Western Massachusetts with over 100 locations. Tim holds a bachelor's degree in Hispanic Studies and master's degree in public administration from Columbia University. Tim lived in Guatemala and Panama for several years working with homeless children, handicapped children, and inner-city poor children and youth. He has been interpreting since 2002. Tim is past president and one of the founding members of FOCIS, the Forum on the Coordination of Interpreter Services, a statewide organization of and for coordinators of medical interpreter services departments in MA.

**Dr. Michael O'Laughlin** is a veteran court interpreter and the director of the interpreter training program at Boston University. His primary activity at this time is as an expert witness in court cases with language or culture issues. He also works in forensic transcription and translation. Dr. O'Laughlin was originally trained as a Biblical scholar, and he holds advanced degrees from Oxford and Harvard University. He is a member of the accreditation board of the International Medical Interpreter Association (IMIA) and he is also on the board of the Massachusetts Association of Court Interpreters (MACI).

**Tapani Ronni** is an ATA-certified translator for English into Finnish (since 2005) and translates mainly scientific and medical documents. Tapani got his Ph.D. in genetics at University of Helsinki, Finland and was then a postdoctoral fellow at UCLA. He is currently a grader and Finnish language chair for the English to Finnish ATA Certification Program, and administrator for the Nordic Division. He has been a speaker in the last three ATA conferences and is an active mentor in the ATA mentorship program. He has also served on the NETA Conference Committee since 2008.

**Norma Rosen-Mann** has been a certified Spanish interpreter for the last 19 years, of which she has been certified by the State of Massachusetts for the last 16. Norma was born in Honduras, where she received a degree in European history. She first became interested in interpreting when she took a simultaneous interpretation course in Honduras offered by the American Embassy in Tegucigalpa, through the United States Information Service. When she first came to the United States she worked as a research assistant and interpreter for Stanford Research Institute, which at the time was affiliated with Stanford University in Menlo Park, California. Since her entrance into the world of interpreting, she has devoted her professional life to that career and has performed her interpreting skills in almost all the courts in the commonwealth. She has also worked in the private sector, including conferences and arbitrations, and has done many translations for the court/judicial system, as well as for private entities. Currently, Norma is the president of the Massachusetts Association of Court Interpreters (MACI).

*continued on page 12*

## Speaker Bios: May 9

*continued from page 11*

**Jerome Henry Rudes** is a dual citizen of the US and France and lives in New York City and Provence. He is the 2014 US winner of “La Médaille d’Or du Rayonnement Culturel,” a prize created by La Renaissance Française in Paris in 1916 under Raymond Poincaré, then president of France, which recognizes persons who have rendered distinguished service in the French language. From 1984 until 2008, Mr. Rudes directed the Avignon Film Festival in France. In 1994, he launched the Avignon/New York Film Festival in Manhattan, which ran for 13 years through 2007. Both events created transatlantic crossroads for supporting the work of established filmmakers as well as that of scores of emerging filmmakers. In 2007, he launched Mistral Artist Management, an event production company and artistic agency representing a select group of talented authors, playwrights, directors, screenwriters, and actors in America and Europe. In 2008, Mr. Rudes created Cinémonde, a year-round series of invitation-only evenings in Manhattan for film lovers and filmmakers with sneak previews of thought-provoking films from around the world. As North American director of LVT-USA since 2002, Mr. Rudes supervised the subtitling of hundreds of films for the Cannes, Berlin, Venice, Sundance, Locarno, Tribeca, and Toronto Film Festivals. As of March 1, 2014, Mistral Artist Management has absorbed all subtitling, captioning, and dubbing activity of LVT-USA.

<http://www.mistralartistmanagement.com>

**Joan Sax**, who holds a Ph.D. in Romance languages from Harvard University and an MBA from Boston University, is ATA certified from French and Italian to English. She has been a translator for over 45 years, with several published translations. Her first interpreting job was in college when she guided interested English speaking tourists around the Rome Olympic sites under construction. Her clients have included Harvard University Press, Harvard Business School, the New York Review of Books, and various magazines.

She was head of translation and interpretation for the French Library and Cultural Center in Boston for four years. She was former president of the New England Translators Association. She served as the administrator of the French Division of the American Translators Association and later administrator of the Italian Division. She is also an ATA grader for the Italian to English certification exam. She specializes in business, financial, legal, and medical translation, and now lives in central Vermont.

## Where were you in 1975? A look back 40 years, to when NETA was born.

Here are **Sybil Johnson**, Neta member, and Steve Gilchrist almost two years before their wedding day. This polaroid was taken on 10-10-1975 at Syria Temple on Norfolk Street in Boston, MA. In the background of the photo, there is a column and a tiled floor where they danced early into the morning. Sybil’s shiny turquoise blouse complements the red pleather collar on Steve’s jacket. Good times!



NETA member **Suzanne Owens** contributes this: “My love of languages started in or around 1975. At that time, I was a young kid at a small Montessori school where we were taught French through pictures, songs and games. I thought it was the neatest thing in the world to be learning words for things in another language. Forty years later, I am no less fascinated by multilingual and multicultural issues!”

## NETA News needs you!

We are grateful for those fine offers of volunteer help that have been forthcoming for conference day. However, we still need people to write short articles (±500 words) of a given conference session along with some reflection on it so that people who were unable to attend can get a good sense of what the session was about. This will be published in the Summer issue of NETA News. Review the schedule on pages 3 & 4 of this newsletter and select a session of particular interest to you. Then contact volunteer coordinator Marian at [mcomenez@verizon.net](mailto:mcomenez@verizon.net) to sign up. Thank you!

## NETAn To Do List.

### Vote in the 2015 NETA Election

The election for four members to the NETA Board of Directors is now open. You will find the slate of candidates, instructions and a ballot at the website, <http://www.netaweb.org>. You must be logged in as a member to view these pages. Voting is via email or postal mail through April 27, or at the conference on May 9. The results of the election will be announced at the conference.

### Complete your profile on the NETA website

February 1 marked the launch of NETA's brand new website, a labor of about 18 months that has resulted in a product that has been well received and we dare say is a source of some pride.

Now it is your turn: Until you update your profile, it will not be visible on the website. One of the benefits of NETA membership is your listing in the Membership Directory. People searching for translators and interpreters use the directory. Don't lose out on this important source for work.

Go to <http://www.netaweb.org>. Type your email address into the box in the upper right corner of the website, then click "Forgot password." The system will send a new password to the email you have provided. Now go back to the website, type in your email address and new password, and click on "View profile" in the upper right corner. Then click on the Edit profile box and fill in or check off all the relevant boxes. "Save" is at the bottom left.

### Participate in a Regional Gathering

Now that spring has officially arrived, we encourage you to come up with an appealing idea for a place where a group of translators and/or interpreters can gather, be it a restaurant or a lovely outdoor setting. A small amount of organization leads to very pleasant encounters where conversation and camaraderie flourish.

Please write to [info@netaweb.org](mailto:info@netaweb.org) if you have an idea for a regional gathering. We'll provide a bit of guidance along with publicity.

## MS Word Questions Answered

### NETA Monthly Meeting, February 21, 2015

*By Marian Comenetz*

NETA's February monthly meeting was another in the series of tech-oriented sessions presented faithfully by Bruce Popp annually for several years now. It was a unique opportunity for people to pose questions about Microsoft Word in advance—or to pose them impromptu during the meeting. Bruce stood ready to answer queries instantly or to work out solutions interactively along the way.

Since it is impossible to explain specific steps in a write-up, a list of some of the topics addressed will have to suffice:

- Use of functions more commonly undertaken in Excel within Word (autofill, summation, average, notation)
- Changing from all caps to all lower case, or other related display options
- Autocorrect
- Password protection to prevent changes on regular documents (ex. for entire doc, for signature, for ATA seal, for certification statement) – this can also be done for PDFs
- Document properties (effectively stamp your name on a doc – some agencies make sure it's their info that shows)
- Watermarks
- Symbols (including Wingdings, telephone icon, etc.)
- Equations (with spaces for placeholders)
- Use of the Quick Parts gallery for short snippets needed routinely (no cut & paste required!)
- Inserting various kinds of charts and labeling axes – yes, one Excel topic was included

Much of Bruce's demonstration was done on a PC platform (many thanks to Lesley Andrews for attending to 76 updates before the meeting!), but he also made reference to Macs, and in particular to his iPad.

- Pages is Apple's equivalent of Word (it may be necessary to convert Pages docs to Word before sending them on to clients)
- Apple likes Helvetica font whereas Microsoft prefers Arial (some switching to Arial may be necessary when sending work to clients)
- Keynote is the equivalent of Microsoft's PowerPoint; built into it are tools for the presenter like pointer, timer, and slide number
- Bruce transfers work from iPad to computer (and vice versa) using iTunes, thus avoiding use of Google or the cloud

In the course of explaining things, Bruce mentioned that he has done significant translation using Pages and that he has done ATA presentations using Keynote. By the end of this meeting it was clear that he had in mind the makings of a full future monthly meeting focused on iPad use for translators and interpreters. Now that's something to look forward to in 2016!

## IntelliWebSearch

### NETA Monthly Meeting, March 28, 2015

By Marian Comenetz

Do you remember when you first became aware of the intrigue of language? For NETA's March monthly speaker, Catherine Howard, that moment came when, as a small girl, one of her birthday presents was *The Abecedarian Book*, full of great big words like "A is for Antediluvian." Fast forward to graduate school, when she went to Brazil to conduct anthropology fieldwork, which required learning Portuguese and Waiwai, the indigenous language of the Amazonian group she researched, as well as documenting other unwritten languages on the verge of disappearing. After she began teaching anthropology, she continued to translate materials from Waiwai and Portuguese into English for her research publications. She enjoyed translating so much that she eventually abandoned the strictures of academia to become a full-time independent translator. Her latest book translation, hot off the press, is *The Fortress of Salvador in Colonial Brazil*.

Catherine recounted that the Salvador book presented a large number of terminology challenges that required a great deal of research, since it dealt with sixteenth-century materials that were rarely, if ever, translated before. At first, Catherine's progress on looking up obscure terms and doing background research was extremely slow and cumbersome. After she discovered IntelliWebSearch, she was able to dramatically improve the speed and quality of her internet research techniques. She extolled the virtues of this software program, which was developed by the British translator Michael Farrell to help other translators target their terminology queries efficiently and effectively by automating shortcuts so information is available with a minimum of keystrokes.

IntelliWebSearch is a simple program to use. It provides five menus of ten macros each that organize a host of dictionaries of the translator's choosing. With this program, all you have to do is highlight a term in your source text and use a predefined keyboard shortcut, which will immediately take you to the definition in one or more websites you choose. The program can be downloaded for free at [www.intelliwebsearch.com](http://www.intelliwebsearch.com). It comes with a "starter pack" list of a couple hundred predefined links to on-line dictionaries and glossaries in several major languages, which you can edit to select only the ones in languages or fields you need. More dictionary links targeting specific language pairs or specialty fields are constantly being added to the IntelliWebSearch website under "Settings database." Once you have the program up and running, you can use its simple "Wizard" to easily add new dictionaries to your list. An unlimited number of resources can be added, including not only dictionaries or glossaries, but also thesauri, parallel text

sites, acronym lists, quotation sites, Google searches for images or Boolean strings, or downloaded dictionaries on your own computer. Out of the resources you choose, the five menus allow you to select the most useful ones and organize them into groups you can rename, such as bilingual resources, monolingual ones, or any other grouping you wish to define. These resources then become quickly accessible through a single keyboard shortcut. Furthermore, for your very favorite resources, IntelliWebSearch makes it easy for you to define a keyboard shortcut to access each one directly.

One remarkable feature of this program is called PluriSearch, accessed through a single keyboard shortcut. It allows you to choose as many resources as you like from your full list of resource settings so that, in the future, all you have to do is highlight a word you want to look up, hit Ctr-Alt-P, then watch IntelliWebSearch bring up the definition of that word in two, ten, twenty, or more websites that open up simultaneously. The list of resources you want to access through PluriSearch can be easily modified for different kinds of projects you may have.

IntelliWebSearch also makes it possible to automate long search strings using Boolean operators ("OR," "AND," "NOT") to look up

items such as acronyms, idioms, quotations, etc. Since this is an advanced technique that Catherine was not able to cover in the workshop, she offered to guide attendees who want to learn it later if they drop her an e-mail at [catherine@translationcraft.com](mailto:catherine@translationcraft.com).

IntelliWebSearch is optimized for PCs with Windows XP, Vista, 7, or 8, as well as for Macs with Windows emulation software such as Parallels. It allows you to look up things on any screen, including websites, word processors, PDF texts, CAT tools, dictionaries stored in your computer – any resource, in fact, that allows you to copy and paste terms. By contrast, restricted resources, such as Kindle books, or text inside images, where words

**After discovering  
IntelliWebSearch,  
Catherine was able to  
dramatically improve  
the speed and quality  
of her internet research  
techniques.**

## IntelliWebSearch

continued from page 14

cannot be copied and pasted, will not work with IntelliWebSearch.

Amazingly, Michael Farrell, the developer/ translator, continues to offer the program as a free download to help fellow translators: all he asks is that users register their copy to show their appreciation. The only avenue through which he receives a modest fee is through an excellent three-part webinar training course he offers twice a year, which the ATA has approved for 3 CEUs. This course can be accessed at [www.ecpdwebinars.co.uk/page\\_intelliweb.html](http://www.ecpdwebinars.co.uk/page_intelliweb.html), which is hosted by eCPD ("Electronic Continuing Professional Development"), an organization based in England that offers a wide range of on-line training courses for translators and interpreters. Catherine highly recommended this course to anyone who wants to learn how to use the vast capabilities of IntelliWebSearch to the fullest, going way beyond the introductory workshop she led for NETA.

Less thorough but free resources on how to use the program are also available, such as quick guides, video links, workshops (like NETA's!), and conference presentations in different languages that are constantly being announced by enthusiastic IntelliWebSearch users in several places: the IntelliWebSearch page on Facebook (<https://www.facebook.com/IntelliWebSearch>), at ScoopIt (<http://www.scoop.it/t/intelliwebsearch>), and through a Yahoo discussion forum (<https://groups.yahoo.com/neo/groups/IntelliWebSearch-1/info>), where Michael Farrell answers questions about using his program and other IntelliWebSearch users exchange tips, advice, and dictionary links.

In short, Catherine provided attendees with enough background to whet their appetites for further training. She has found that IntelliWebSearch is an extremely useful tool for the endeavor of translating meanings, languages, and cultures through our "little tools called words."

## Author Tim Parks at BU

by Diana Rhudick

Author, translator, and professor Tim Parks spoke at a BU Literary Translation Seminar in April on the topic, "Literary Translation in an Era of Globalization." The talk, and Parks' lilting British accent, were both delightful. The theme of his presentation was that current trends in literary translation may be changing the way books are written and even the way we translate. As a writer and teacher in Italy for the past 34 years, Parks was well placed to talk specifically about literary translation in Italy. Because the majority of books Italians read for pleasure are translations, Italian people have been accustomed to other worlds and other habits since the great push to translate everything into the newly emerging Italian language in the 1880s. As Parks described it, experience with so many translated books gives Italians a "second life" as readers of other cultures. Previously, the prevalent idea was that translated works enriched their own language with its new concepts and culture—an idea that is dying. Now, literary culture is "indistinct," with a trend toward generalizing language so that it can be translated and accessible by all. This concept may be familiar to anyone who has prepared a text for machine translation.

Before the 1970s, the general view was that a constant renewal of the Italian language through foreign influences was positive. According to Parks, the current opinion is that everything must be transmissible. As soon as a book is out of copyright, Italian publishers race to be the first to come out with the translation, with no concern for whether or not the translator has grasped the nuances of the text, or all the elements of its style. To hammer home this point, Parks analyzed a short passage from *The Great Gatsby*. He pointed out the recurring metaphor in the novel of boats trying to forge ahead, but always being pushed back by the sea. Do present-day translators retain these metaphors? We looked at translations of the passage in four other languages to find out. Although serviceable, the translations left out the "intense attention to style" of the original. A "snub-nosed motor-boat that bumped the tide offshore" lost its alliteration and symbolism, and even its snub nose, in translation.

I had to leave before the end of the presentation to beat my own boat against the current, but I enjoyed my time contemplating the elements of style and how to translate them with Parks.

For further reading: *Translating Style*, Tim Parks

### Links recommended by NETAns

**Terry Gallagher:** The BBC makes it case that translating literature is a good thing. <http://goo.gl/WIoRv1>

**Ilse Andrews:** Interesting reflections on language in therapy sessions. *Opinionator blog, New York Times.*

**Catherine Howard:** Fascinating interview with [Spanish>English translator] Margaret Randall published in the Drunken Boat this month. <http://www.drunkenboat.com/?p=4660>

# NETA Board Meeting Minutes, March 28, 2015

By Suzanne Owen

**Present in person:** Ken Kronenberg, Marian Comenetz, Lesley Andrews, Suzanne Owen

**Present remotely:** Antje Ruppert, Roma Jachtowicz, Petra Schweizer, Diana Rhudick, Diego Mansilla

**Absent:** Noah Lynn, Joan Sax

**Guests:** Catherine Howard, Pedro Montesino

## NETA election

Diana will count ballots for NETA election, will be in touch with Ilse to coordinate this at conference.

## Membership (Antje)

- 254 members currently, influx of new members, a couple from abroad. Ken wonders if this may be the result of our response to IAPTI. Antje will ask how they heard of us.
- Automatic reminders about expiration go out, but automatic welcome and renewal messages have yet to be set up; this hinges in part on the (possible) devising of an automatic membership card. For now Antje is comfortable sending out those messages manually.
- Received 1 membership from a possible agency, Antje is following up on this. It was emphasized that NETA members have to earn 20% of their income from translation and/or interpreting; NETA never has, and does not accept agency members. A further discussion was held at the end of the Board meeting regarding the 20% income rule.
- It will be necessary to update our Membership Messages document and (eventually) our Membership Procedures document to reflect the use of the Wild Apricot system.
- Antje praised Wild Apricot's ability to streamline membership management and thanked Lesley for her assistance with WA.

## Treasurer's report (Roma):

- **Roma is working on a couple of discrepancies from Wild Apricot website (missing checks); she will speak to Lesley about this.**

- **Expenses are as expected, given the website work, etc. Income for conference so far is higher this year than it was this time last year.**
- **Overall we are about \$2000 ahead as of 2/28/15 as compared to 2/28/14.**
- **Roma announced she needs to step down as Treasurer at end of this fiscal year due to lack of time; she will try to think of recommendations for someone to take over.**

## Website (Diana)

- No need for Eventbrite as we now are hosting conference signups on website.
- Website is very customizable, Diana/Lesley still becoming familiar with the functions.
- Each member can also customize and decide what appears on his/her profile.
- Lesley questioned if we should hide the names of those members who have not filled out their profiles, to avoid having a big empty list appear – to be discussed.
- --We are paying \$50/mo to WA + \$49/mo to Scott, so \$99 instead of the former \$75; however, we have always budgeted \$500/year for annual upgrades, and those are included in WA, so no longer necessary, so we come out \$200/year ahead with the bare basics.
- --Lunarpages doesn't work with WA; after some consideration, decision made to use Google Apps for email forwarders; unclear if we can get a prorated refund from Lunarpages; Google Apps at \$60/year is less expensive than Lunarpages (\$107.40).
- Lesley reports 47 people (including some exhibitors) have so far signed up via our website for the conference.

## Conference (Marian, Suzanne)

- Marian summarized rates again, stated they may have to be raised next year (we did not raise them this year).
- Board members must pay for the conference. Speakers do not pay. Question of making panelists optional with regard to having to pay conference admission – all in favor.
- Gift card as small gesture of thanks to Maiyim as conf com head: All in favor, possibly a check instead of a restaurant gift card, all in favor of this.
- Food: Peabody/Essex rooms used exclusively upstairs for lunch seating, downstairs area as well, 2 buffet lines.
- It was agreed upon to order sheet cakes and allow hotel to serve them (at a cost of 25 cents per person); Suzanne to research other cake prices (Market Basket) and will pick up the cakes (4 cakes?) the day before the conference.
- We agreed to not get a special 40th anniversary banner due to cost but instead

*continued on page 17*



## NETA Board Meeting Minutes, March 28, 2015

*continued from page 16*

just get balloons for main reception area; Lesley will get the balloons. We are running out of NETA pens and Suzanne will order more.

- Marian got language table signs and flags from Alice W. to use at lunch.
- Antje brought up idea to “flip” the layout, i.e. put Spanish/Portuguese language tables downstairs to accommodate those speakers and put other lang tables upstairs in the smaller rooms. We will have a better idea of how to proceed as of May 2, when we will have online registration figures.
- Drawing prizes to be offered: One drawing at the conference and then one drawing after the conference for people who fill out outline survey. Lesley has taken this over and proposes 1 free conf registration and 1 free membership and 7 books she has identified to offer at conference. Ken proposed gift certificates, Lesley suggested five \$20 Amazon gift cards, instead of books. All voted in favor of the free membership, free conference and the Amazon gift cards for each drawing.
- Content of wrap-up session: Thank speakers, thank exhibitors/sponsors, announce board election results, do drawing in honor of 40th anniversary, invite everyone gathered to the reception.
- Schedule for the day, abstracts/bios, map of conference rooms all up on website now
- CEU applications all submitted, waiting to hear back
- Andy Klatt organized ATA exam for day after conference, arranged for ATA to alert candidates to our conference, and will contact those who signed up to let them know about the conference the day before.
- Conference date for 2016: Various discussions to debate between April 30 and May 7, overwhelming votes were for May 7, ATA exam potentially on May 8, depending on Andy’s schedule and venue availability. Backup date: Debated April 30 vs May 14, overwhelming feelings in favor of May 14. ConfCom may now proceed to contact potential keynote speaker. Jenna at Hampton Inn to be notified.

### Monthly programming (Marian)

Dates:

- Next programs: Today: IntelliWeb search with Catherine; April 11: Third Culture Kids with Maya Evans
- June 27 (no meeting, just board meeting in person) – decision on 1/24 to hold this one in Amherst

### Newsletter

- Brief discussion about schedule of newsletters – they have not followed the Board’s schedule but is the schedule even needed?
- Suzanne: Is there a way to use the new website to get a newsletter function and send it out that way, instead of laboriously creating a PDF to email? We are tabling this for now to revisit later.
- Lesley questioned the need for the conference postcards and we will revisit the issue of doing that online via the website’s functionality in the future.

### Misc. issues, for future discussion

- AHEC conference: Montserrat and Suzanne attended last year, NETA sponsored a table and we got about 35 names of medical interpreters whom we have invited to our conference. The board agreed in January to sponsor again this year, Montserrat has already found a volunteer and is seeking one more.
- GBANE: Letter was drafted but it had been agreed to wait until our website was up before sending it; now that website is up, we need to revisit the letter and possible attendance at future GBANE events.
- Literary events: Wonderful presentations but few attendees and Ken agrees it will take time to build up the audience for this. Ken and Diego have a topic and speaker for April at BU. Ken also exploring future opportunities with this with NETA member Adel Faitaninho.

### Social media (Petra):

We have 450 followers on Facebook including some from foreign countries. Petra has been announcing NETA events on Facebook and will figure out a way to use Twitter more effectively, though there are few Twitter followers. Some of the Facebook followers may have found us as a result of our letter to IAPTl.

Meeting adjourned at 1:20 PM

Minutes submitted by Suzanne Owen

## Translating in 1975, Part III

*In honor of NETA's 40th anniversary this year, we offer the third in a series of articles about translation 40 years ago.*

by Rudy Heller

On or about 1975, Robert Addis of AdEx Translation Company bought us our first fax machine. We didn't buy it. He, the agency owner, bought it and had it shipped to our address. One of his clients was an airplane manufacturer and they needed their into-Spanish translations very quickly. The fax machine was the best way at that time. The only other option was overnight by Federal Express (now FedEx).

The fax machine was called a Qwip, made by Exxon Office Systems. Yes, Exxon was dabbling in office systems then! Look up the history of the fax. Pretty interesting. The Qwip transmitted over the telephone in 6 minutes (better resolution) or 3 minutes (illegible). Those were not the official choices but that is a very accurate description of what the machine could do. Addis would send us packages of fax paper, which was quite costly. It was a thick paper coated in zinc oxide. The fax machine had a laser that would burn the ZO and receiving 5 or 6 pages meant that your office (our house at the time) would stink like horrible chemicals. Even in the dead of winter, we'd open all the windows to air it out as quickly as possible.

The machine had a drum with a clamp that ran the length of it, and you would place this coated paper, one at a time, in the clamp. It did something similar to what Mimeographs did — hold on to the paper. You put the phone receiver in a cradle that was a foam cushion molded to fit the phone handset and had a transmitter/receiver embedded in it. The drum (with the clamped paper) would start spinning. The sound coming into the receiver sounded like AOL's modems sounded 20-some years later. If you did not clamp the paper properly, the paper would slip and the text would come out skewed and, yup, illegible! Can you imagine having to deal with even a 20 page document this way?

Addis had a partner who ran the NYC office, Bernie Bierman, whose Translation News is published in the NETA website. Addis and Bierman were cut from the same cloth — I wish today's agencies worked like they did. Bernie would get wind of a possible job and he would go out and buy dictionaries for that job and have them sent to his translators. Whether the job came through or not, he would have us keep the dictionaries. And like Addis, if he liked the work he received, he would tack on a 10 or 20% bonus to my invoice. Can you imagine? The thing was that they were both translators and they knew who was in the trenches doing the work that they project managed. They not only were meticulous in their editing of the translator's work but they would actually read the incoming job

before sending it out for translation. Often they would rewrite the original so that everything was crystal clear. Oh, they did great work rewriting reinsurers' reports. Working for them was nice.

Bernie taught me another way to respond to clients who wanted work "proofread". They really wanted you to edit it and "fix" it. "Sure," he taught me to say. "If I translate it, it costs you x. If I have to fix someone else's translation, it'll cost you 3x. You choose." Clients always made the right choice.

Back in the early 1980s Sarah and I saw an early word processor at work and couldn't believe it! So we invited Bill Grimes and Isabel Leonard to come and see a demo someplace.

They too were flabbergasted. But it took both them and us a loooooong time before we could afford one. We bought our first WP machine from Wang Laboratories. We were just going to buy an entry level system but Wang sent out a couple of salesmen with a 50-page description of what the machine would do. It was bound in a 3-ring binder. We were so impressed that we paid \$19,000 for Wang's WP-5 which included a good-sized desk in which to house the word processor. A year went by and we wanted to upgrade to 2 work stations so we would quit fighting over who

got to use it. We called the same salesman and this time he did not come to see us. He gave us an answer on the phone. "Sure, we'll take your WP-5 in trade for an entry level OIS (Office Information System). Take \$500 off the \$25,000 quote." Ouch! But the OIS which allowed two terminals to connect to one CPU was a major upgrade. As luck would have it, we ended up being Wang Laboratories primary Spanish translators for quite a few years. Wang ended up paying us for both of their systems many times over.

**Bernie [Bierman] taught me another way to respond to clients who wanted work "proofread". They really wanted you to edit it and "fix" it. "Sure," he taught me to say. "If I translate it, it costs you x. If I have to fix someone else's translation, it'll cost you 3x."**