

NEW ENGLAND
neta news
 TRANSLATORS ASSOCIATION

Volume XXI, No. 80

Fall 2019

A quarterly publication of the New England Translators Association

2020: Twice as many conferences, twice as much fun!



**NETA's Conference
 to be held May 9, 2020
 at UMass-Boston**

NETA's 24th annual conference will be held on Saturday, May 9, 2020 at the University of Massachusetts, Boston. As always, the conference will offer a wide variety of sessions for interpreters and translators at all levels of experience. In addition, there will be many opportunities for networking with colleagues and organizations looking to hire language professionals.

Since 2016, our conference has been held in cooperation with UMass Boston's Department of Latin American and Iberian Studies Department and the College of Advancing and Professional Studies Translation Program. We are fortunate to share this spacious and attractive venue as well as the opportunity to attend student presentations.

At their September meeting, the NETA Board of Directors noted that the 2019 conference had been very successful and congratulated Elena Langdon and the entire Conference Committee for their fine work.

Members are already planning for the 2020 conference and they would love to have more people involved. Anyone interested in helping out is encouraged to write to conferenceinformation@netaweb.org.

**Boston is the site of the ATA's
 October 2020 Conference**

The American Translators Association's 61st annual conference will take place October 21-24, 2020 in Boston. Registration opens in July 2020. In the meantime, go to the [ATA's website](#) to see videos about past conferences and an introduction the 2020 Boston conference.

NETA had a table at the ATA's 2019 conference with information for attendees, including the bookmarks that you see below. We will have the bookmarks available for members to take at upcoming events. Consider including one with your business card when you are introducing yourself to prospective clients.

Don't pull a U-ey
 in front of a statie,
 but you can bang a left.

Wanna frappe with that sub?

They might cahd ya at the packy.



Need a
 Bostonian >
 American
 English
 translator?

Come to the
 ATA Conference
 October 21-24
 2020.

We speak
 Boston.

Don't pahk ya cah
 on Comm Ave.
 on Pattrt's Day.

It's wicked easy to take the T to the Pru.

Who yields at a rotary?



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Marian Comenetz

Save the date!

NETA's Annual Conference will be May 9, 2020.

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NETA News

Volume XXI, No. 80

Fall 2019

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.

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Membership information NETA accepts individual members only. A one-year membership is \$50. NETA offers a \$30 membership for students of translation and/or interpreting and individuals aged 65 or older. If you need a membership application or have other membership questions, contact: membership@netaweb.org. Subscription to this newsletter is included with your membership.

NETA's Summer Picnic is a delightful memory.

by Marian Comenetz

Thunder? Rain? They hadn't been forecast so weren't part of the game plan for NETA's annual summer picnic, held on July 27 at the home of NETA Board Member Rokhaya Smith and her husband Scott. The afternoon had begun with sunny skies, and Rokhaya's yard offered just-right shade for the event. Perfect temperatures prevailed. Little by little, a number of long-term NETAs arrived along with some newer members, all bearing generous, delectable dishes. Before long, Scott fired up the grill and produced hot dogs and hamburgers galore. Conversation flowed easily, shifting throughout the event in pairs, trios, and larger combinations. When the rain threatened, the long table laden with food and drink was transported calmly to the breezeway as NETAs retreated into Rokhaya's house or under cover outside only to emerge a little later, when it subsided, unscathed and ready to enjoy the outside setting again.

Rokhaya and Scott were warm and excellent hosts, making their hospitality appear effortless. One complete surprise: toward the end of the afternoon Scott disappeared into the house only to emerge shortly thereafter with a number of special colorful garments from Senegal which he proceeded to offer to several attendees, who donned them in no time. Bright hues and broad smiles prevailed. In sum, this year's picnic was a great success. Thanks to Rokhaya and Scott, we all enjoyed a fully relaxing and pleasant summer afternoon.



Photos by Peter Wilner, Marian Comenetz, and Rudy Heller

The Challenge of Translating an Anagram into More Than Seventy Languages

Elias Jacob is considering moving to the Boston area and joining NETA. He offered to write a series of articles for NETA News and we very much appreciate being able to publish his first installment here. We hope it will inspire others to contribute articles relating to the perils and joys of translation and interpreting.

By Elias David Jacob

The Harry Potter series by J. K. Rowling is one of the most translated series of all time, reaching over 75 languages, including some dead languages like Latin and ancient Greek. It chronicles the life of a young wizard, Harry Potter, and his friends Hermione Granger and Ron Weasley. Together they attend Hogwarts School of Witchcraft and Wizardry. This book series is specially known for having a lot of wordplays, riddles and invented words throughout the different books, which can be challenging to translate.

The main antagonist in the series is Lord Voldemort, which in French could mean “flight of death” or “theft of death.” He was introduced in the first book, *Harry Potter and the Philosopher’s Stone*. In the series it is revealed that, before going by this name, the character went by the name of “Tom Marvolo Riddle,” an anagram for “I am Lord Voldemort.” This wordplay presents a problem to translators, who decided to tackle it in a few different ways.

Some translators altered the original name so the anagram for “I am Lord Voldemort” could be maintained (or changed to “my name is Lord Voldemort”) in the translation. In Spanish, translator Adolfo Muñoz Garcia changed his name to “Tom Sorvolo Ryddle” (Soy Lord Voldemort). In Dutch, the translator Wiebe Buddingh decided to name him Marten Asmodom Vilijn, where Vilijn is a pseudohomophone of the Dutch word for evil, “vilein.” (Mijn naam is Voldemort, “my name is Voldemort.”) And in German his name turned into “Tom Vorlost Riddle” (Ist Lord Voldemort).

French translator Jean-François Ménard chose to name him “Tom Elvis Jedusor” (Je suis Voldemort), adding another layer of wordplay, since “sort” is used to mean “spell.” Therefore, “Jedusor” could be an abbreviation for “jeu du sort” (fate or spell riddle).

In some languages, the result in the anagram is slightly changed even though the essence is maintained. One example is Bulgarian, where translator Mariana Melnisha used Tom Mersvoluko Riddle (an anagram for “Here I am, Lord Voldemort” in Bulgarian). In Portuguese, translator Lia Wyler named him “Tom Servolo Riddle” (Eis Lord Voldemort, which means “behold: Lord Voldemort”). In Norwegian, translator Torstein Bugge Høverstad made the choice to turn the name into “Tom Dredolo Venster” (Voldemort den store, or “Voldemort the Great”) and in Latin, translator Peter Needham changed his name to “Tom Musvox Ruddle” (Sum Dux Voldemort, or “I am the leader Voldemort”).

In some languages where scripts are syllabic instead of alphabetic, like Mandarin, the anagram couldn’t be properly translated. The translator, Peng Chien-Wen, chose to name him using Chinese characters and added a footnote explaining the wordplay in the original version. In the Vietnamese version, Lý Lan kept both the name and anagram in English, with a footnote explaining what it meant in Vietnamese.

In conclusion, translators have decided to use different tools to solve this riddle that is the name Tom Marvolo Riddle: changing one or all the parts of the three-word name, changing the anagram result but maintaining the meaning, or adding footnotes to explain how the anagram worked where there wasn’t another option.

Origins of Words in Harry Potterdom

J.K. Rowling’s words came from a wide variety of sources. Below are derivations of a few key words taken from an article on the subject at Merriam-Webster.com.

Draco is one of Harry Potter’s evil enemies. His name comes from a 7th century BC Athens lawgiver. Draco’s legal code was incredibly harsh. Trivial crimes like stealing a cabbage were punishable by death. His fame lives on in the word “**draconian**”.

Dumbledore, the name given to the headmaster of Hogwarts, is an old English word meaning bumblebee. J.K. Rowling explained in an interview that “because Albus Dumbledore is very fond of music, I always imagined him as sort of humming to himself a lot.”

Muggle, a person with no magical powers, is a word coined by J.K. Rowling that has already entered into general usage. It was added to the Oxford English Dictionary in 2003 with the extended meaning of a person who lacks a particular skill or skills, or who is regarded as inferior in some way.

Nagini, the large snake that accompanies Lord Voldemort, shares a name with creatures that are sometimes worshiped (and sometimes feared) in Hindu, Buddhist, and Jain mythology. The name Nagini is the feminine form of the Sanskrit word *nāga*, which means “snake.”

2019 NETA Translation & Birthday Bash

By Marian Comenetz



Participants at the Sept. 21, 2019 Translation Bash. Photo by Marian Comenetz

For the last 14 years, NETA has been celebrating International Translation Day with a translation workshop that we call a “translation bash.” International Translation Day originated as a tribute to St. Jerome, the bible translator and patron saint of translators and interpreters, born on September 30.

Beginning in 1953, when the International Federation of Translators (FIT) was established, St. Jerome’s Day—as it was then called—was marked in ad hoc fashion. In 1991, the Public Relations Committee of FIT launched the idea of an International Translation Day to promote the translation field. In May 2017 the United Nations passed a draft resolution declaring September 30 International Translation Day.

NETA’s 14th annual translation bash took place on a glorious late-summer day just short of the autumnal equinox. Sign-ups began four weeks earlier, leading up to the big day. As always, the introduction included a welcome, some announcements, and an opportunity for attendees to identify their country of origin. Regrettably, only two languages were represented at this year’s bash, but it was nonetheless remarkable to see how many countries in Latin America alone were represented. Right there we had participants from Argentina, Bolivia, Chile, Mexico, Peru and Venezuela!

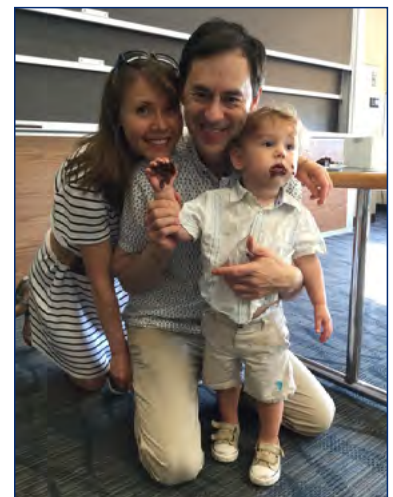
Before long, all of them, plus their counterparts from France and of course, the U.S., delved into discussion of the text at hand, which ideally had been translated in advance. French group leader Anne Vincent and Spanish group leader Erika Schulz led the way, showing clear signs of having done meticulous preparation. The text, entitled “Cloning Giant Redwoods Could Help Combat Climate Change”, was 332 words

long. When, after two hours, the time came to close out discussion, neither group had gotten past the first page—in fact, debate just about the title and subtitle consumed a considerable chunk of time! Every detail was combed over and options mulled over. It turns out that phrases like “the canopy of a 300-foot old-growth coast redwood,” “bats flutter out into the faces of climbers,” and “the growing gets weird” are not straightforward to render! Eventually, though, participants managed to agree upon one approach for each sentence considered, and those solutions were shared during the last 20 minutes of the bash so we could hear the two versions and highlight similarities and differences in approach between French and Spanish.

During the final minutes of the bash, to everyone’s surprise, we enjoyed a very special visit. NETA board member Diego Mansilla and active NETAn Adel Fauzetdinova arrived with their sweet son Adrian, now age 2, decked out in a very cute birthday cap and his parents bearing a rich, chocolate birthday cake. Diego and Adel met at the bash several years ago, and Adrian is our very first NETA baby. By now they are an integral part of our bash. As you can imagine, everything ended on a high note, with conversation flowing, photos taken, and cake happily consumed.

NETA’s translation bash, which was pre-approved for 3 ATA CEUs, continues to serve as a most appropriate way to begin our programming year. It gets at the process of translation, which is, after all, at the core of the professional mission of translators and interpreters alike.

NETA baby Adrian with his parents, Adel and Diego. Photo by Marian Comenetz



Code Switching In Intercultural Communication

NETA Monthly Meeting, October, 2019

By Marian Comenetz

NETA's October 19 monthly meeting, held on a glorious fall day, featured Jenya Krein, a translator and interpreter originally from St. Petersburg, Russia. Her extensive experience in a variety of settings related to language access and policy at the Massachusetts Office of Multicultural Health, as Program Director in cultural exchange for visiting professionals at WorldBoston, and as Russian Program Director at a senior living facility, among other contexts, allowed for broad exposure to a number of linguistic encounters as well as different aspects of the language industry. For our October meeting, Jenya prepared a long and thorough PowerPoint presentation entitled *Code Switching in Intercultural*

**Whenever we communicate,
the outcome of our
interaction is unknown.
There's always a potential
minefield, and one must
tread gently.**

Communication, replete with definitions, references and examples. It was a prodigious compendium of information!

Jenya began by positing that whenever we communicate, the outcome of our interaction is unknown. There's always a potential minefield, and one must tread gently. Sometimes we understand what people are saying but not what they're not saying. Of course, this especially true when it comes to multicultural communication. Much of Jenya's talk had to do with the complexity of cultural differences and how challenging it is to navigate them.

Selected from among a plethora of pertinent points, here are but a few highlights about multiculturalism, in no particular order.

- It has been said that to have another language is to have another soul.
- The phrase "in my previous life," when uttered by someone who has moved from the country and culture of childhood to a different country and culture, suggests that an entirely different experience of the world resulted from that move.
- Each person presents a message in his/her unique way; each person receiving that message hears it through their own personal lens. Yet even within families, messaging doesn't always get across well. How much greater the challenge is in multicultural communication!
- Cultural transfer is bringing a piece of one culture into another. Yet culture is everywhere, and so much is involved: language, history, ideas, values, behavior, customs, rituals, roles, body language, facial expressions, space, movement, food—all of that on top of individuals' personal stories background, and

immediate surroundings, which also influence and shape perceptions.

- Cultures can have "entangled histories," with one culture influencing another (colonialism, or one culture's influence on another at a given point in time).

Jenya explained that code switching refers to two or more languages being used in one single conversation. It is using one language but mixing in words or ideas from another, almost like a squirrel sitting on one tree but eating an acorn from another. Codeswitching can be used to express emotion. It can be intergenerational (formal, informal, slang). It can be used to hide lack of fluency or memory problems (called masking).

Some points about language:

- Language helps us to conceptualize the world around us.
- Language is the symbolic expression of a culture.
- Language is, of course, an instrument for bilingual/multicultural discourse.
- Language is a way we behave—not just words, but the whole self—perception, psychology, emotions.
- No two languages are ever sufficiently similar to represent the same reality.
- When we transition into a different language and cultural space, changes in perception occur.

There are psychological challenges to intercultural interactions. Within a monolingual space, one operates within a familiar cultural setting. With intercultural communication, one is expected to function appropriately within a range of cultural situations. In order to codeswitch successfully, one must be well versed in one's own culture but also to have sufficient experience within another culture. One example is the context of delivering bad medical news. In one culture people might emote dramatically whereas in another, a stiff

Continued on page 7

Code Switching In Intercultural Communication

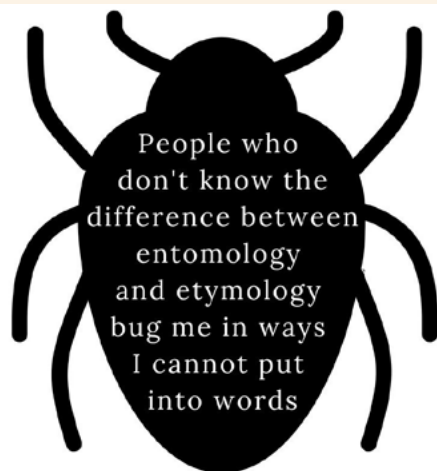
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upper lip is expected. When does a hug come into play? An example like this one sheds light on how difficult video remote interpreting (VRI) is. It is now in common practice throughout this country. It is extremely different from in-person interpreting and is extremely challenging if the interpreter is not to become a tool. When not practiced adeptly, it can silence patients' and interpreters' voices, with potentially serious implications.

Jenya quoted Andy Clark, Professor of Philosophy at the University of Edinburgh, who said that "humans are thinking and reasoning systems whose minds and selves are spread across biological brain and nonbiological circuitry." Whether in writing or orally, when one transitions into another language, it changes us. A process of acquiring a new language environment provides the individual with additional choices and a different worldview, along with an opportunity to change and expand one's horizons. But it is a complicated journey, especially in cases of loss of original cultural context.

Both attendees who were present in person and those who participated in this meeting remotely found this presentation to be most worthwhile.

Found on the internet



Instructions on How to Increase Your NETA Online Privacy

by Diana Rhudick

If your name and contact information are included in NETA's online directory, be aware that these may be harvested by anyone using the web. The instructions below explain how to hide specific fields in your profile, which will of course also become hidden to potential clients.



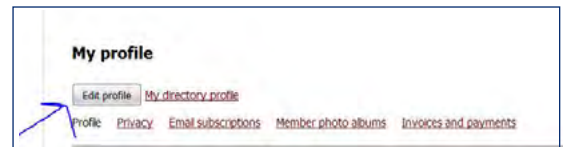
Log in.

Click on your name to show the menu.

Click on "View profile."



Click on the gray box to left, "Edit profile."



Click on "Privacy," in the middle.

This page lists each field of your profile, and gives you the option to make each field visible to anybody, members only, or nobody, (No access).

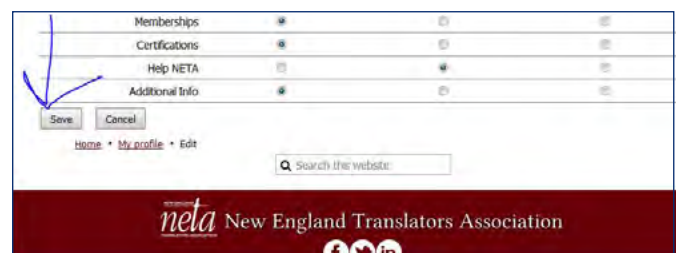


You can also click or unclick "Show profile to others" near the top.

The email field is about 9 down on the list. You can select "No access" for it.



To save changes and exit, click "Save" at the bottom.



Adding Value To Your Language Services

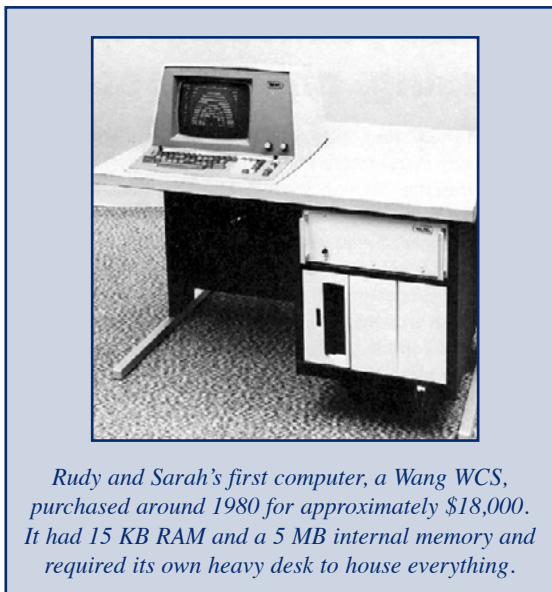
NETA Monthly Meeting, November 2019

By Marian Comenetz

Underlying the content of NETA's November 16 monthly meeting presentation by Rudy and Sarah Heller was the mantra "Love what you do, do what you love." After decades of professional involvement with translation and interpreting, their enthusiasm for the T & I was palpable, and they were eager to share it. As indicated in the publicity for this meeting, Rudy and Sarah's goal was to use the "value added" concept to make time spent working more profitable and enjoyable.

A short History of Value in Language Services

First, Rudy and Sarah provided a history of value as seen from their long, joint involvement in the language service sector. They described the "good ol' days" of working with a regular typewriter and carbon paper, then graduating to an electric typewriter. Those early times were the "golden age," when translators were treated like royalty, they said. Agencies recognized that translators were at the core of their work and treated them accordingly. For example, an agency bought them a fax machine, or sent them specialized dictionaries in the mail. The 1980s brought word processors—a huge advance, allowing translators to focus on translation itself rather than on having to sometimes retype text from scratch when errors were discovered. Rudy and Sarah were thrilled to have 5 MB Wang computer which ended up paying for itself in increased productivity. But it was a rude awakening to the fast depreciation in computers when about one year later they went to trade up to a newer model and were offered \$500 for the trade in.



Rudy and Sarah's first computer, a Wang WCS, purchased around 1980 for approximately \$18,000. It had 15 KB RAM and a 5 MB internal memory and required its own heavy desk to house everything.

The Internet, beginning in the 1990s, changed everything. Prior to that time, translators had to get their translations to their clients by mail, FedEx, or even in person. All of a sudden, that was no longer necessary, and as part of that, translators working from home offices found that they were competing with people all over the world, some of whom charged a lot less. The late 1990s and early 2000s brought CAT tools and TM along with a race to the bottom, where clients aimed to pay for 1000 out of 10000 words. Meanwhile, interpreters who used to be paid by the half-day (to cover time waiting in court, for example) are now sometimes paid by the hour, or when doing video remote interpreting, must deal with the extra challenge of having an incomplete picture of the encounter. Advertisements from

agencies abound, promising the moon. Rudy and Sarah's PowerPoint provided examples of sales pitches from agencies that say they are available 24/7 as well as by live chat. Meanwhile, translators and interpreters are behind the scenes, "slaving away" to fulfill agencies' promises.

In the face of such challenges, what can translators and interpreters do to have a competitive advantage? How can they go from being a speaker company, which Bose used to be, to giving a "sound experience," which Bose now claims to do?

Time, Quality and Cost

Years ago, Rudy was given a valuable way to contemplate a translation project. Time, quality and cost are the three key elements. Clients generally favor one of them. If they want a job done quickly, quality goes down and cost goes up. If they want a top-quality job, it will take more time and cost may go up. If they want to pay a low price, quality will go down. Clients must be educated in this regard.

Value-added services

"Value-added" services are additional benefits that clients receive when they purchase your services. Do you have skills that can be combined with your language expertise to offer direct clients something unique?

The Hellers engaged meeting attendees in an exercise to help them identify their special skills, modeling it in advance. Each attendee wrote a list of things they like to do and do well. Then in pairs, they would take turns read their list to the other, asking for elaboration on how skills could be incorporated into their language services.

- One example: Rudy likes to mow the lawn. Elaboration: not much thought goes into doing that so one can think of translation issues while mowing.
- Another: Rudy likes to listen to his grandchildren. Elaboration: He learns about language use from them; they keep him current.

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Adding Value

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The objective of the exercise was to think outside the box about what skills could come into play.

What will clients pay for?

The Hellers' primary (but not sole!) value-added service is the use of the page layout program InDesign. They integrate their translations into InDesign and other graphic design services and are thus far better able to control the translation process and the final result. They charge by the word (rather than by the hour) and charge more than if they were just doing translation. Attention to the quality of their output is foremost. Naturally, the client does the final tweaking.

Here are some hints and examples of branding and potential value-added services:

- Get certified
- Specialize, and join professional organizations in your specialty
- Develop tech skills and capitalize on the tech skills you may have (know when CAT tools should, and should not, come into play)
- Work with a partner so as to be able to offer editing services to a client (fee for that must be included in your price)
- Find ways to capitalize on your cultural fluency. Search the internet for ideas.
- Develop a counseling service for T & I
- If a client is looking for additional services, recommend valued colleagues
- Go to Online Job sites and review language job offers to get ideas or even work.
- For interpreting, work with equipment companies to offer a package to clients.
- Provide production assistance for recording studios for voice over work.
- Blog, podcast, or create YouTube videos to publicize yourself

Take-aways

- >Dedicate yourself to the highest value work that you enjoy.
- >The more you can do for the client, the happier the client will be.
- >Be the professional that goes the extra mile. Become indispensable. And be nice!

This monthly meeting was well conceived, generously substantive, and charmingly presented.

Sandra Henry Alvarez 1961 – 2019



Left to right: Marian Comenet, Diana Rudick, Montserrat Zuckerman, Constance Marino, & Sandra at the January 17 Women's March in Boston

Sandra passed away on October 5, several days after her 58th birthday, in Reading, MA. Hemorrhaging in her brain made further chemotherapy ill advised, so she was moved to hospice. It was her decision to forgo further treatment. Although during the last month she could no longer see and became steadily weaker, Sandra was bright, lucid and engaging until the end. That remarkable optimism and goodness which was so evident to those around her never failed.

Sandra was very happily married to Paul Rutz. They met and married in Austin, Texas and then moved to Barcelona, Spain when Sandra was offered a job there as a librarian in an American Cultural Institute. They lived in Barcelona for seven years, long enough for Sandra to add Catalan to the three languages—Spanish, French and English—that she already spoke fluently. She had grown up in Mexico City, the daughter of an American father and a Spanish mother. Besides her work as a librarian, she also taught ESL before settling into her ultimate profession, that of Spanish Interpreter. It was as an interpreter that we knew Sandra. Her abilities and dedication to interpreting earned her a great deal of recognition, respect and a place on the faculty of the Boston University Interpreter program.

Sandra was that special kind of person—although a gifted linguist and a highly intelligent professional, she will be remembered most for her great heart, her unflagging good will and cheer, and her love of others. She was a spot of bright color in our sometimes drab world.

Sandra has donated her body to science, and there will be no traditional funeral. Instead, we will gather at some point soon to celebrate her life and to share our stories about her. If you wish to send a card, the address is 7 Executive Dr. #233, Stoneham, MA 02180. Paul has asked that we do not send flowers. If someone wishes to make a donation, please make it to the charity or cause of your choice.

NETA Board Meeting Minutes, September 28, 2019

By Diana Rhudick

Board members attending: Lesley Andrews, Maiyim Baron, Erika Schulz, Alice Wolfe

Also attending: Marian Comenetz, Diana Rhudick

Absent: Laura Rojo Macleod, Diego Mansilla, Antje Ruppert, Rokhaya Smith

The September board meeting took place in Worcester, MA, and the first topic that came up was how hard it has become to make a quorum for the NETA Board meetings, causing us to express our concern for this difficulty.

ATA conference in Boston: Fall 2020

Bruce asked Netans attending this year's ATA conference if someone can present the three-minute promotional video produced by Rudy Heller.

At the NETA table at the ATA conference, we will need some of our NETA bookmarks and brochures. Board members discussed whether to have Netans bring these supplies in their suitcases, or have them sent to the hotel. Erika will follow up with Bruce, Rudy, and Tapani about this point. We would also like to have the table cover with the NETA logo at the ATA conference; it may have to be sent as well. The board felt 1000 bookmarks would do but didn't determine a final number for brochures. All these supplies will also need to be brought back. Erika will ask various Netans if they can return them.

Marian was happy to report that six new people at the most recent NETA meeting in September offered to help with the ATA conference in Boston in 2020. She also stressed the excellent work Erika did leading the English>Spanish group at this translation bash. It was decided that NETA should mention the ATA Boston conference on its website as soon as possible.

Treasurer's report

Diana pointed out in the report that membership was down slightly during this quarter as compared to the same quarter last year, and that the cost of website hosting had gone up significantly. Board members explained that memberships are not processed on a regular schedule, and that many variables influence when each of these budget items is reported and calculated. Members felt the changes were no cause for concern.

Crystal provided a very useful list of all checks issued but not deposited by recipients for the past two years. These are mainly checks to conference speakers, some of whom are prevented from accepting money due to their place of work. We went through each case and decided how to resolve it, with some recipients to receive new checks and others to have their checks donated to Translators without Borders in the recipient's name.

Roles 2019-20

Terry and Sarah are willing to continue on as newsletter editor and layout person. Terry suggested that someone else might take on this role.

Diana has been contacting people who mentioned, when joining NETA, that they might be willing to work on the newsletter. A few have offered to proofread a few articles, but nothing long-term yet.

Diana, Lesley and Marian met with Kristen of Swank Events and reviewed numerous aspects of conference planning.

Diana sent the Swank quote to the board, which approved hiring Swank for the 2020 NETA conference.

Lesley has agreed to coordinate operations with Kristin, but we will still need a reduced conference committee for things like coming up with speakers.

Lesley managed to assemble +/- 5 NETAns who are willing to work on identifying and contacting conference speakers, beginning with keynote/endnote. Marian updated a Google sheet with potential speakers.

Kristin sent a seven-page contract. Half of her fee is due now: \$3750.

Those present agreed with board member Laura's idea to have a greener conference, and talked about ways to meet that goal.

Voting process

At the June board meeting, it was decided to have only two ways to vote, Google form and paper, the latter on conference day. We will not offer the option to print out a ballot from our website.

The board favored keeping the new "meet the candidates" approach that Elena introduced at the conference in 2019 because it increased voting.

Membership

Antje sent in her membership report.

She recently processed 41 outstanding members, sent messages to members who lapsed and hadn't yet renewed, and emailed a list of members whose membership expired

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in the course of the past 6 months to ask if they wished to renew. There are currently 60 members who will soon be archived. With Marian's help, Antje also sent messages to individuals who were in the process of registering, but had not finished the process.

Overall, NETA currently has 212 active regular members and 51 student/senior members. There are 7 overdue members, 4 lapsed and 1 still pending.

Antje is waiting to receive information from Lesley so that she can link member cards to automated Welcome/Renewal messages.

The board decided to renew our treasurer's membership for as long as she serves as treasurer so that she may always have access to financial information on our website. Marian will ask Antje to arrange for this.

After semi-annual notification from Antje about people who let their memberships expire, Lesley will remove these people from the groups.io list. The board would like to continue to send three reminder messages to people before canceling memberships.

Wild Apricot Website

Lesley will switch our website payment system to Wild Apricot's new system to avoid their penalty.

Erika suggested listing two variants of Portuguese in our directory: continental and Brazilian.

Monthly Programming

Venue and dates

Karen Murphy of BU's Center for Professional Education and Evelyn Pina of BU's interpreter program have reserved a classroom for our NETA monthly meetings through November. It is at 750 Commonwealth Avenue, Room EPC204. We need to submit a request for the second semester in November.

Lesley has set up remote attendance to most of our monthly meetings using Zoom. It appears to be working well.

We discussed potential dates in December for the annual winter party, to be held at Lesley's mother's house in Woburn. Maiyim would

very much like to send Lesley's mother a bouquet this year in appreciation for offering us her home year after year.

2019-20 monthly meeting dates

9/21: 14th annual translation bash

10/19: Code Switching in Intercultural Communication

11/16: Adding Value to Your Translations by Offering Page Layout and Other Ancillary Services

December: holiday party

1/18: TBD

2/15: TBD

3/21: TBD

4/18: TBD

2019-20 board meeting dates, times and places

Board meeting dates and location are no longer associated with monthly meetings. Agreeing to a schedule in June allows people to plan in advance.

9/28/19: Worcester

1/25/20: Waltham Library

3/28/20: Waltham Library

6/27/20: Waltham Library

Erika will organize an online webinar on safe computing practices at some point in the future. Lesley will post information on groups.io about avoiding online scams.

Conference

After reviewing the text with the board, Diana thanked Elena for chairing the last three conferences and informed her that NETA is hiring a conference planner for 2020.

Conference-financial details

Conference-financial details

2018 results (rounded numbers)

Income: \$24,000

Expenses: \$22,000

Profit: \$2000

Crystal sent a first draft of the 2019 conference financial picture:

Rounded--

Income: \$26,700

Expenses: \$22,100

Profit: \$4600

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These very healthy numbers are due largely to Elena Langdon's stewardship of the past two conferences. Marian wanted to make sure that the board has adequately expressed its gratitude to her, so the board will send her a gift and a thank-you card with notes from all board members.

Improvement is still needed in the area of student registration. Because it is difficult to register people onsite for a few reasons, registration will be possible on our website up to the day before the conference next year.

Crystal sent her 4th quarter financial report. NETA has a hefty bank balance of \$61,802.17 as of August 31, 2019. The board approved the report.

We discussed the next conference in more detail. Kristin from Swank will have to work with Diego and Lesley to visit the venue, Swank will keep us updated on its progress, Lesley will give Kristin the names of previous exhibitors to invite next year and an idea of the planning timeline, Erika will ask Elena again about providing the board with the information in Asana.

Marian asked how publicity would be handled. The board felt it would be our responsibility, using our existing channels: Facebook, newsletter, website, LinkedIn. Kristin will not have access to our website.

The board would like to retain the shorter 50-minute sessions.

Marian will give Lesley the names of contacts at interpreter organizations and the ATA for obtaining approval for continuing education credits.

Erika will ask Sarah to announce the 2020 conference in the fall newsletter.

The board would like to create a conference logo to be used for all future conferences, rather than using a different one each year.

Lesley will handle conference registration. Diana asked her to pick a backup person for this task. Board members had questions about the contract price from UMass Boston in 2019 as compared to 2020. We will verify these prices.

Budget

The board has set a conference budget of \$25,000, including the fee to Swank Events. All admission levels will increase by \$10, except for the fee for UMass Boston students, which is reimbursed by UMass. Therefore, students from other schools who present at the conference must pay for admission.

Diego had suggested a drawing to give a free NETA membership to one UMass Boston student. Other board members felt the drawing should be for all students attending the conference. Erika had the idea to use some of the money from speaker fees that could not be accepted by speakers as a drawing prize. We could have one drawing just for UMass students, and one drawing for all other students.

It was decided not to raise exhibitor rates.

The board is eager to have firm dates now for an ATA exam practice workshop and an ATA exam. Diego has been working on this topic.

groups.io

The board decided that we could create the equivalent of an alt-NETA subgroup on groups.io if politically minded posts begin to appear.

Publicity Initiatives

MassAHEC

Marian will follow up with attendees of this conference who expressed interest in learning more about NETA.

Respectfully submitted,

Diana Rhudick



Why you might have learned to count in the wrong language.

Check out this fascinating [BBC Future article](#) by Anand Jagatia. The names we give to numbers affect how we conceptualize units of measurement and mathematical principles.

So goes the theory that the language you spoke when you learned to count probably affected your ability in mathematics.