

TCD NEWS

TCD 3rd Annual Conference

Volume 4, Issue 3 • August 2002

Lead article

The third annual TCD conference was held June 13-16 at the Embassy Suites Hotel, O'Hare Rosemont, near Chicago and was attended by over 60 delegates. Well down on last year's attendance, but given the economic situation and the events of 9/11, a good turnout nevertheless.

But what makes a conference a success or a failure is the quality and relevance of the presentations, and the program put together by the organizers was a good one, covering a wide range of topics all highly relevant to our business, including marketing, project management, market research, sales and a look at the industry abroad.

This issue of TCD News will feature a short resumé of the papers presented.

ISO for terminology management

We also featured an article on a new ISO standard for the management of terminology. Highly relevant to TCs and corporate translation departments. There are moves afoot in Europe to define a similar standard for the translation industry, and although this started life as being strictly for TCs, the nature of the certifying body (the EU's CEN organization) dictates it will probably end up being generic to all sectors of the industry.

ALC for translation companies

A number of leading independent TCs have banded together to form a trade association specifically to represent and promote the interests of professional translation and interpreting companies (as opposed to freelance and virtual internet translation agencies). To be known as the Association of Language Companies, the intention is to define a set of membership criteria designed to represent best practices for companies in the language industry, including a quality standard that must be complied with. For more details, contact Bill Graeper, at bill@clilang.com.

Next stop – Atlanta

The next time TCD members will be gathered, will of course be at the ATA conference in Atlanta when the Annual Meeting will be held. See you there!

Robin Brown, editor.
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About TCD

The Translation Company Division (TCD) is a division of the American Translators Association (ATA).

Mission Statement

To promote, develop and guide our rapidly changing industry through the cooperation of our membership.

Newsletter

TCD News is the newsletter of the TCD. Readers are encouraged to submit articles, which are subject to editing. Articles reflect the opinion of the authors only, and do not represent the views or opinions of the editor or the administrator of the TCD.

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See page 5 for more information

Reception in Atlanta

The TCD will be holding a dessert reception on Thursday, November 7, at 9:00 p.m. at the Hyatt Regency Hotel in Atlanta, as part of ATA's 43rd Annual Conference. The cost will be \$15.00, and you can register using the ATA Annual Conference registration form.

New ISO standard will improve text quality of translations

The first International Standard for managing terminology in connection with the translation process is expected to result in an increase in performance and productivity for translators as well as improved text quality of translations.

Published by ISO (International Organization for Standardization) ISO 12616, Translation-oriented terminology, provides procedures to enable translators and translation support staff to record, maintain and retrieve terminological information quickly and easily in connection with their work.

ISO 12616 costs 104 Swiss francs and is available from ISO national member institutes (see the complete list with contact details) and from ISO Central Secretariat (sales@iso.org). The new standard is the work of ISO technical committee ISO/TC 37, Terminology and other language resources, subcommittee SC 2, Terminography and lexicography and working group WG 2, Terminography.

According to Gerhard Budin, Chair of ISO/TC 37/SC 2, ISO 12616 provides the international translation industry with a universal standard for the management of terminology. "ISO 12616 will promote high-quality terminology work on an international level by increasing the reliability of translations and, at the same time, provide translators with a reference document for the language services offered to its consumers worldwide."

Designed to help

ISO 12616 is designed to help translators organize terminological information in order to keep track of, and reuse, their expertise, and facilitate cooperation between individuals or teams of translators, thereby improving the quality of the translation. Regardless of the language of the text, its field of application, or the type of document produced, translators will benefit from reviewing their record-keeping activities against the standard's best practice.

"With the advent of the Internet, the need for language services such as translation and editing has exploded at all levels of the private and public sectors alike. The problems associated with monitoring the quality of the end-product make it even more essential to introduce quality control in terms of the production process itself," said Carol Eckmann, convenor of working group 2.

"ISO 12616 is expected to be utilized in the tendering process for contracts for translation in the European Union and national government spheres, and will, hopefully, ultimately find its way into the private sector, where it is even more sorely needed. It will probably also be incorporated into the standard contracts for translation utilized by many national associations of translators," further noted Carol Eckmann.

Individual and team

ISO 12616 is applicable to the work of individual translators as well as to the work of a team or department, and can be adapted to form a basis for administering source-language texts, parallel text translations as well as other information such as bibliographies and references in the target language.

The new ISO standard is designed to assist translators, localizers, terminologists, linguists, information managers, database managers in companies, public institutions, translation and localization agencies.

For more information:

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Journalist
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TCD 3rd Annual Conference, Chicago. Summary of presentations

How to Create a Localization Kit

Sedef Olcer, Managing Director, Global Languages and Cultures, Inc.

Localization kits help localization vendors handle all the files in a project, from documentation, GUIs, to online help. This presentation was designed to guide clients in preparing a localization kit to accompany their localization handoff. The topics included coordination of tools, file naming conventions, setting milestones, and questions to ask before the project starts.

Roundtable on Contracts

Bill Graeper, Managing Member, Certified Languages International

Joe Jullie, COO/CFO, International Language Services, Inc.

Focusing on the importance of contracts for both customers and interpreters, this session included some important elements of each, and some examples of the way the speakers prepare their own contracts.

A Client's Perspective...

Betsy Maaks, Tellabs

Presenting a client's view of dealings with a translation company. The do's and don'ts that we all could learn from!

Roundtable on Client Expectations

Georgia Roeming, Owner/Vice President, The Geo Group

This interactive discussion led by Georgia tackled hard-to-manage client issues: cost reduction, faster turnaround times, DTP proofing, embracing new technologies. One of the liveliest presentations, it allowed TC owners in the room to express their frustrations and get input from their peers on how to tackle common problems.

Multilingual DTP Demystified

Robert Sette, President and Senior Translator, Translation Services, Inc.

Successfully conquering the challenges of multilingual desktop publishing requires technical creativity, persistence and at times a bit of good, old-fashioned luck. This practical, not-so-technical presentation covered the differences between word processing and DTP programs, the pitfalls of PC - Mac file conversion and related topics.

What You May Not Know About Interpretation

William Graeper, Managing Member, Certified Languages International

This talk was aimed at the What and Why of interpretation: why CLI focused on interpretation rather than translation; why they got into the business, what is involved, and what they have experienced in their six years of existence.

You Too Can Be In Sync with Video

(Not the Musical Group)

Sue Palmore, Owner, ITwo, Inc.

A 101 course on the information needed to produce the best non-English voice track for video.

Effective Job Flow Process (Just Go With the Flow!)

Laura Cison, Partner, ImageTrust, Ltd.

Effective project management is not just about spreadsheets and timelines. This interactive session provided participants with an opportunity to share practical insights about the job flow process. The goal was for each participant to leave the room with some "common sense" ideas for making the job flow process more manageable.

Personalities at Work

Tim Lewis, Owner, Lewis Communications

Businesses succeed primarily because of human relationships and not because of the owner's or manager's technical skills. You can possess all the knowledge and technical skill necessary to produce a product or service, but if your people skills are weak, you cannot sell your product or service to others. Nor can you effectively lead people.

Dealing with people is probably one of our biggest challenges. How you deal with your customers, employees, and coworkers determines if you will be successful. Each of us is unique. We have our own personality traits that affect how we work with others. This session explored the four personality traits that were identified by Hippocrates that he labeled, Sanguine, Choleric, Melancholy, and Phlegmatic. The presentation looked at the strengths and weaknesses of each personality to understand why people behave in predictable ways.

Reducing the Clutter (A Project Manager's Perspective)

Hélène Wimmerlin, Senior Project Manager, Iverson Language Associates, Inc.

The quest of a Project Manager is to deliver a project respecting tight deadlines and quality. This obstacle course full of pitfalls and traps can sometimes be difficult to manage. This discussion focused on multi-tasking, troubleshooting workflow and improving methods by providing organizational tricks.

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Translator/Editor Relationship

Marie-France Schreiber, Freelance Translator/Interpreter

A discussion regarding the importance of having a strong Translator/Editor relationship on all translation projects geared to an audience. Clients and end-customers have various approaches to ensure quality control and it is crucial that open communication exist between all parties to ascertain consistency of text and messages. Specific examples were provided where this applied. The audience was given the opportunity to present their own examples where this has failed and how it can be curtailed the next time around to the customer's satisfaction. Finally, a case was made on whether this relationship is cost-effective for the client and end-customer.

Got Global? On Becoming a Household Word

Hans Fenstermacher, Chairman of GALA, President of Architext

Unlike milk, our business is not on everybody's lips. How can we change that? What can we do as an industry to improve and control our image? How can we increase the size of our industry for everyone's benefit? On April 15, 2002, the Globalization and Localization Association (GALA) was created by 15 localization companies from 12 countries on four continents. GALA was founded on the belief that real industry progress will come from companies working together to share information, fostering innovative ways to promote ourselves and our industry, and offering our clients unique, collaborative value. The Association gives members a common forum to discuss issues, create innovative solutions, and present a joint - and more powerful - voice within the industry and to the outside community. The aim is to help bring a highly fragmented global industry closer together to improve the perception of our value and to provide greater opportunities for our members to grow their businesses. This presentation presented the rationale behind GALA's formation and an overview of its activities.

Impact of 9/11 and the State of the Industry

Steve Iverson, TCD Administrator; President, Iverson Language Associates, Inc.

How are translation companies affected by the crisis and what can they do to improve their situation? Steve presented the sometimes shocking results of an informal survey on the impact that 9/11 and the economy have had on our industry.

Surveying the Marketplace, What We Did and How We Did It in the UK

Robin Brown, Director, Network Communications A/S

A look at the recently completed market research survey of known exporters among UK industry and commerce, commissioned and funded by the British ATC (Association of Translation Companies). Robin contended that the same exercise could be beneficially carried out in the USA, preferably by a body such as TCD, to the exclusive benefit of its members. Although the full results of the UK survey could not be revealed in the presentation, nevertheless some important guidelines as to how TCs are perceived by buyers, and marketing tactics that work were apparent.

The Translation Industry in Europe

Rolf W. Blum, President and C.E.O., Localize-IT Communication Services GmbH

Rolf presented an overview of the translation industry in Europe, including the problems and advantages of dealing with European-based vendors.

TCD Business Meeting

Steve Iverson, TCD Administrator; President, Iverson Language Associates, Inc.

Included a review of Division activities since last November, committee reports, and a report on the Strategic Planning Meeting held in February, among other topics.

Progress on Proposed TCD Best Practices and Translation Industry Quality Standard

Suzanne Robinson, Owner, Liaison Multilingual

How the Standard TCD has been working on the past two years can be incorporated into ATA/TCD Membership. Suzanne's presentation included a look at current documentation and discussion on how this information should be utilized by TCD.

Roundtable with Tools Providers

Brian Briggs, VP Desktop Products, SDL International

Bartłomiej Maczynski, Support & Training Specialist, TRADOS

Dr. Adriane Rinsche, Managing Director, The Language Technology Centre LTD

François Tardif, Senior Sales Representative, MultiCorpora R&D, Inc.

A roundtable providing an opportunity to ask questions to a panel of experts. Questions addressed included: how to choose a translation tool, what to look for, what the future holds, etc.

Technology Roundtable

Dr. Adriane Rinsche, Managing Director, The Language Technology Centre LTD

Robert Sette, President and Senior Translator, Translation Services, Inc.

A moderated discussion on technology issues that translation agencies are facing. Participants were encouraged to bring along their ideas and questions to this roundtable, which were then discussed and reviewed.



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EVENTS

American Translators Association, 43rd Annual Conference.
November 6-9, 2002, Hyatt Regency Hotel, Atlanta, Georgia.
www.atanet.org

ATC Annual Conference.
11-12 September 2002, at the School of Oriental and African Studies, University of London.

Theme: 'Beyond Translation'

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Feder.Cen.Tr. I., the Italian Association of Translators and Interpreters 3rd International Conference.
11-13 October, in Rimini, Italy.
Theme: The Translation Industry Today: Multilingual Communication, Technology, Market Trends.
Contact: Susan West. E-mail: federcentri.conf@libero.it.

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