

— **Mark your calendars!** —



TCD Dessert Reception— Celebrating 10 Years Together

**November 5, 2008, 7:30-9:30 p.m.
at the ATA conference in Orlando**

(Attendees must preregister.)

*Celebrate with members of the TCD
while enjoying an assortment of
cheesecake squares, European pastries,
flax, mousse, fresh fruit, and coffee.*

ABOUT TCD

The Translation Company Division (TCD) is a division of the American Translators Association (ATA). Visit our web site at www.ata-divisions.org/TCD. Subscribe to our Yahoo group by sending an email to ataTCD-subscribe@yahoogroups.com.

MISSION STATEMENT

To provide information and service to our members, and to improve the relationships between translation companies and freelance translators through activities that recognize we are “in association” with each other.

NEWSLETTER

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

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TCD Conference Report

By Kim Vitray

The 9th Annual Conference of the Translation Company Division of the American Translators Association was held in Denver (Englewood), CO, on July 17-20. The event drew 82 attendees from around the world, including visitors from Guatemala, Canada, Germany, Brazil, and the United Kingdom. We were especially pleased to have ATA President Jiri Stejskal and President-Elect Nick Hartmann with us for the conference.



Our Thursday evening banquet was a thoroughly enjoyable occasion of reconnecting with old friends and making new ones, accompanied by lakeside cocktails and a Colorado buffet. The Inverness Hotel and Conference Center was a superb venue and provided topnotch customer service—a completely professional and accommodating atmosphere for both business and socializing!



Conference sessions this year covered a variety of topics of interest to translation company owners and managers, again with a focus on workflow tools and project management. Presenters and their subjects included:

- Ben Sargent, Common Sense Advisory, “Trends in Translation Technology, Take Two”
- Hannah Grap, Language Weaver, “Why Machine Translation Is Making a Comeback: New Technology and New Opportunities”
- Peggy Sundstrom, Sundstrom and Associates, “Tips and Techniques for Creating a Motivating Workplace”
- Don Shin, 1-Stop Translation, “The New Age of Subscription-Based Software—What Does It Mean for Language Service Providers?”
- Gary Muddyman, Conversis, “Good Recruitment Policies Are the Key to Finding Excellent Project Managers”
- Martin Heimann, Orange Translations, “Paying Translators Across Borders”
- Jost Zetsche, International Writers’ Group, “The Technological Vice Grip: Is It No Way or the Giant’s Way?”
- Bob Donaldson, McElroy Translation, “Theory of Constraints: Challenging the Dominant Project Management Paradigm”
- Angela Starkmann, “Interactive Communication Tools for Global Teams”
- George Rimalower, Interpreting Services International, “The Lifecycle of a Translation Project”
- Mike Klinger, Anzu Global, “Managing and Supporting Your Vendor Project Manager”
- Micaela Novas, Syntes Language Group, “Globalization Management Systems: A Case Study”
- Armin Wahl, across Systems, “across Language Server—The Central Platform for Language Resources and Translation Processes”
- Dave Noiseux, Beetext Project Efficiency Solutions, “Beetext Gets SaaS—Introducing an Affordable Subscription-Based Workflow Solution”

Peggy Sundstrom surprised us after her session by bringing out from under the podium her service-dog-in-training, who had remained completely still and silent for nearly two hours (except that a couple of particularly attentive attendees noted that the podium had a tail)! Jost Zetsche’s session developed into a very lively and participative session about the tool industry and how both vendors and language service providers can make the most of relationships and opportunities. And we were pleased to





have our event, and the translation industry, publicized on one of Denver's local television stations.



On Saturday evening, a group of attendees participated in an optional activity: fabulous dining at The Fort, an award-winning restaurant in the foothills of the Rockies specializing in buffalo steaks and other Western game and seafood dishes. We won't soon forget the "Rocky Mountain Oysters," or founder Sam Arnold's unique toast: "Here's to the child's what come afore, and here's to the pilgrims what's come arter. May yer trails be free of grizzlies, your packs filled with plews, and may you have fat buffler in your pot. WAUGH!"



The conference closed with a leisurely breakfast on Sunday morning before everyone returned home. We are still collecting feedback about the event, but preliminary comments were "It was dynamic and informative—one of the best ever," "The conference was not only refreshingly educational but also a good avenue to evaluate ourselves among our peers and build good friendships," and "The conference was terrific! We walked away with a lot of very useful ideas and information."

The TCD is extremely grateful to its conference sponsors, exhibitors, and advertisers:

- 1-Stop Translation
- across Systems GmbH
- Andrae AG
- Beetext Project Efficiency Solutions
- GALA
- Hays Affinity Solutions
- JiveFusion Technologies/ Logosoft Technologies
- LexisNexis Martindale-Hubbell
- MultiLingual Computing
- Plunet GmbH
- ProZ.com
- Rina Ne'eman Hebrew Language Services
- SDL TRADOS Technologies
- Taylor and Francis
- TR Capital
- Wordfast LLC

We also appreciate the support of:

- Local Conference Organizer Beatriz Bonnet, of Syntes Language Group
- TCD Assistant Administrator Ellen Boyar, of Thomson Reuters
- ATA Chapter and Division Relations Manager Jamie Padula and Webmaster Roshan Pokharel
- Our speakers, for their generous contributions of time, effort, and expertise

- Our volunteers, including Alice Dosey from Thomson Reuters and several staff members from Syntes Language Group
- Susan Andrus of McElroy Translation, for design and layout of flyers, signs, and the conference program





Register online at www.atanet.org/conf/2008/register.htm
Book your hotel at www.atanet.org/conf/2008/hotel.htm

Sessions for Language Services Providers

LSP-1 McElroy Translation Tells All: Lessons Learned in 40 Years
Kim Vitray Thursday, 4:00-5:00 pm

LSP-2 Translation Company Division Annual Meeting
Kim Vitray Friday, 11:00 am - 12:00 noon

LSP-3 Collaborative Translation
Renato Beninatto Friday, 2:00-3:30 pm

LSP-4 Working with the U.S. Government
Jennifer DeCamp Friday, 4:00-5:00 pm

LSP-5 Manage Like a Pro: Translation Management Systems
Dierk Seeburg Saturday, 9:00-10:30 am

LSP-6 The Lifecycle of a Translation: A Translation Company's Perspective
George Rimalower Saturday, 11:00 am - 12:00 noon

LSP-7 Applied Anthropology in Freelancer and Vendor Management
Garry Guan Saturday, 2:00-3:30 pm