



## Letter from the Editor

Dear TCD members,

Allow me to introduce myself—I am the new editor of the TCD Newsletter. My name is Tova Ichai, M.A. and certified translator. I am the founder and managing director of MilaTova International Translations Ltd. ([www.milatova.com](http://www.milatova.com)), which was established in 1993 and is located in Tel-Aviv, Israel.

As editor of this newsletter we are open to all suggestions, views and opinions concerning content and agenda. If you have any interesting articles, topics, or ideas, share them with us. We will publish them for all TCD members.

This is the place for consulting, sharing professional experience, submitting questions, and answering your fellow members. We are provided with an opportunity to reflect upon our needs, problems, and other typical issues.

Together we can make this newsletter active and interesting. So please do not hesitate sending us your material!

Tova Ichai  
"L'Union fait la Force"

### 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](http://www.ata-divisions.org/TCD). Subscribe to our Yahoo group by sending an e-mail to [ataTCD-subscribe@yahoogroups.com](mailto:ataTCD-subscribe@yahoogroups.com).

### 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 officers of the TCD.

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## The TCD's Core Services to You

**E**ver wonder what you get for your TCD dues money? I did. And now I know! According to the ATA and TCD bylaws, divisions consist of members who share a common interest in a specific aspect of the profession, and our purpose is "to serve as a means of communication among its members; to provide information and service to its members in specific fields of interest related to the business of translation and interpretation; to organize meetings to further cooperation and information exchange among members; and to promote the policies and objectives of the Division and the Association."

The ATA Division Handbook defines a division's primary activities as producing a newsletter (at least two issues per year, and preferably four) and organizing events at the ATA annual conference (annual division meeting, educational sessions, and perhaps a social event). At the division administrators meeting at the ATA conference in Toronto in October, we also affirmed professional networking, web sites, electronic discussion forums, and other continuing education events outside of the annual conference as core services. (However, division conferences are expected to be self-supporting, and use of division funds to subsidize a divisional conference is discouraged.)

Thus your TCD dues money goes toward a newsletter editor honoraria, costs to layout the newsletter, costs to keep our web site updated, honoraria and/or help with travel expenses for invited speakers on the TCD track at the

ATA conference, and part of the costs of a TCD networking event at the ATA conference. Part of your TCD dues money also pays for our share of ATA national office overhead that supports division activities.

Here's what you can look forward to regarding these core activities:

**Newsletter** – If you're seeing this article, you're reading the TCD newsletter (or visiting the web site, where the newsletter is also posted). See the letter elsewhere from Tova Ichai, our editor. I'm sure she is anxious to hear from you with suggestions and contributions for future issue content.

**Web site** – Please bookmark [www.ata-divisions.org/TCD](http://www.ata-divisions.org/TCD), and visit regularly for the latest information about TCD activities, particularly the divisional conference and events at the ATA annual conference.

**TCD track at ATA annual conference** – If you know of someone super who should be invited to present, please let me know. If past programming hasn't met your needs, suggest a topic and speaker who will!

**Divisional conference** – This is tentatively scheduled for April 14-17, 2005, in Philadelphia, PA. Stay tuned to the web site and the Yahoo group for confirmation and information as it develops. This is a not-to-be-missed event!

**Yahoo group** – This is our best way to stay in touch with each other, and for me to get information to all of you. Please sign up by sending an e-mail to [ataTCD-subscribe@yahoogroups.com](mailto:ataTCD-subscribe@yahoogroups.com).

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I have been Operations Manager for Ralph McElroy Translation Company ([mcelroytranslation.com](http://mcelroytranslation.com)) in Austin, TX, since 1999. In 2003, I earned my PHR (Professional in Human Resources) certification from the Society for Human Resource Management, and since then have also taken on the role of HR Administrator. McElroy has specialized in technical, scientific, legal, medical, and pharmaceutical translation and web site localization since 1968. Prior to joining McElroy, I worked in a variety of roles (production, sales, management) at a small medical

and scientific publishing company, also in Austin, for 12 years.

McElroy has been a member of the ATA for a long time, and of the TCD since 1999; and during the past three years, I have become increasingly active in both groups and the industry. I've been published several times in *MultiLingual Computing* and *The ATA Chronicle*; have presented on operational and human resources topics at ATA and TCD conferences; and organized the 2004 TCD conference. I also had the pleasure of serving as TCD Assistant Administrator under Administrator Linda Gauthier for the past two years.

I believe in the ATA as the professional association and representative voice of the translation and interpretation industry, for both freelance

translators and companies/agencies. Both structures (independent contractor and corporate entity) are necessary to meet client needs and serve the global market, and we need each other to do so. Thus we should be "in association" with each other, and must strive to understand, improve, and promote the best parts of our relationships with each other. That being said, all members of the ATA have distinct interests from each other, and that's why divisions exist. I am excited about being the new TCD Administrator, and about all our ideas and hopes for the future, for both the TCD and the ATA.



## 6TH ANNUAL TCD CONFERENCE

TENTATIVELY SCHEDULED FOR  
APRIL 14 - 17, 2005

## PHILADELPHIA, PA

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# TCD Leadership

Meet the Assistant Administrator - Ellen Boyar

Ellen is originally from New York City, where she spent the first 30 years of her life. After living for brief periods of time in St. Louis, MO, and Charlottesville, VA, she moved to Philadelphia, which is now her home. Upon moving to Philadelphia, Ellen was able to be at home while she raised her daughters, Stephanie and Jessica. Stephanie is a chef, and Jessica is about to get her degree in English communications.

Ellen has a B.S. in Education, and taught English as a second language for the NYC public schools in the late sixties. She then received her master's degree in library science from Queens College in New York. When her daughters were in the upper grades, she took a part-time position at the Philadelphia Zoo, where she ran the library, wrote descriptive signs, and edited the zoo's publications. Following budget cutbacks at the zoo, Ellen moved to Wildlife Preservation Trust International, a Philadelphia-based conservation organization, and was responsible for writing and editing the newsletter and writing grant proposals.

Ellen moved to her current position of translation manager at Thomson Scientific ([www.thomson.com/scientific](http://www.thomson.com/scientific)) nine years ago, when the company was known as Institute for Scientific Information. She has been a member of ATA and TCD for six years.

**From Ellen:** I joined the ATA after I had worked in the translation field for about two years. I was new to the translation business and felt ill-equipped to provide a superior service to the clients of Thomson Scientific. Upon going to my first

meeting, especially the TCD meetings, I realized I had found a place for myself. I have found my association with ATA/TCD to be valuable in both support from my peers and sharing new information, problems, and trends. I was appreciative of the offer to participate in TCD as Assistant Administrator, and especially working with Kim Vitray, because I believe very strongly in TCD's role within ATA. Over the next two years, I hope that Kim and I can encourage the participation of more TCD members. I also believe that future success for all of us depends on encouraging close relationships with the freelance translators within ATA. The freelance translators and companies have a symbiotic relationship, and I would like to see stronger ties developed in the future so that we can all work to our mutual benefit.

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# TCD Leadership

Meet the Secretary - Christopher Hurtado



I'm a self-taught entrepreneur with a passion for technology, languages, learning, and teaching. I have more than 16 years of

experience in translation, foreign language instruction, and cross-cultural training. I've taught English as a second language (ESL) and Spanish for English speakers. I recently coauthored *Vacation Spanish: A Survival Guide for Mexico, the Caribbean, Central & South America* (including a Brazilian Portuguese chapter).

Since founding Linguistic Solutions ([www.linguisticsolutions.com](http://www.linguisticsolutions.com)) in

1991, I've been using high-tech/high-touch methodologies to manage customer relationships, translation projects, and a worldwide network of freelance translators while serving a variety of international clients, including Fortune 500 companies and high-tech startups. Linguistic Solutions breaks down language and cultural barriers through translation, interpretation, foreign language instruction, and cross-cultural training.

I was born in Baltimore, MD. I grew up in Venezuela, my father's native country. I'm a childhood bilingual (English and Spanish) and also speak Brazilian Portuguese. I'm married to children's book author Alysia Gonzalez. We have six

children and are active in our church and community.

When joining the American Translators Association, I also joined the Translation Company Division. As a translator, it made sense to me to join the ATA. As a translation agency owner, it made sense to me to join the TCD. I see in the TCD the potential to bring translators and translation agency owners together (not all of us are both) to meet common goals, and I have volunteered for leadership to do my part to make it happen.

**VISIT THE TCD WEB SITE REGULARY**  
**[WWW.ATA-DIVISIONS.ORG/TCD](http://WWW.ATA-DIVISIONS.ORG/TCD)**

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## TCD Conference Report (July 8-11, 2004, Austin, TX)

The 5<sup>th</sup> Annual ATA-TCD Conference, "Hot Translation Topics in Texas," was held July 8-11, 2004, at the Crowne Plaza Hotel and Executive Meeting Center in Austin, Texas. What a fabulous event! Many thanks to our generous sponsors (Trados, Morningside Evaluations), exhibitors (Trados, MultiCorpora), and advertisers (Trados, Transco, MilaTova, 1-Stop Translation USA).

The conference began with cocktails and a banquet in the Rooftop Café (see photos). The company was outstanding, the food was superb, and the view was glorious. It was a lovely evening to relax and enjoy before two full days of educational sessions.



Day 1 began with a keynote address ("Business Trends and Client Feedback-Where the Translation Industry Is and Where It Is Going") by Renato Beninato of Common Sense Advisory. He was followed by Shelly Priebe of McElroy Translation, who presented "Sales Strategies for the Translation Industry." Afternoon sessions focused on localization education and testing, project management, and marketing. At the end of the day, Mike Kidd gave a detailed demonstration of TRADOS' new TeamWorks product, and the questions from attendees came fast and furious!

Day 2 featured presentations on ethics, selling your business, standards, Chinese translation, working with interpreters, and desktop publishing in Asian languages. Attendees spent the evening strolling through the entertainment district, watching the bats (Austin has North America's largest urban colony of Mexican free-tailed bats, and it's quite a sight when they emerge from one of our downtown bridges at sunset every evening), and eating world-famous barbecue and Tex-Mex fare.



The final morning featured a breakfast buffet, an HR presentation by Kim Vitray, and a division business meeting. We were pleased to host attendees from around the world and across the nation, and following are some of their comments from our anonymous post-conference survey:

"I would encourage as many small business owners as possible to attend."

"We enjoyed all the sessions immensely, and found them to be informative. I strongly recommend the conference as an opportunity for managers in the translation industry to hear the thoughts of others, and to share our own in an attempt to better the industry as a whole."

"I really enjoyed the program. We will be attending [next year], and I would recommend it to others."

"I am planning to attend next year and would recommend it to my colleagues."

"It is difficult for me to pick a favorite [session], because I benefited from all of the presentations and discussions. I would like to attend the next conference and I would most definitely recommend it to anyone interested in the T&I industry."

The following presentations from the TCD conference are on the TCD web site. Enjoy!

- "Selling Your Business-Now or in the Future"
- "Marketing for Business Growth-The Pragmatic Approach for Smaller Businesses"
- "Project Management-The BG Perspective"
- "Almost Everything You Need to Know about Hiring Interpreters"
- "The Proper Care and Feeding of Humans-HR Basics for Translation Companies"



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## ATA Conference Report (October 13-16, 2004, Toronto, Canada)

The TCD kicked off its activities at the ATA conference early, with a Dessert Reception on Wednesday evening sponsored by the Association of Language Companies. This event was well attended, yummy, and fun!

Two days of ABC (Agencies, Bureaus, & Companies) track educational sessions followed. Thursday began with "Localization for Translation Companies" by Nancy Locke and "Doing Business with the Government" by Jennifer DeCamp. Other sessions I attended were "Raising the Bar: Optimizing the Agency-

Subcontractor Relationship for Ultimate Client Satisfaction" by Scott Bass and Keiran Dunne, "Targeting and Profiling Translation Clients" by Renato Beninatto, and "Guerilla Marketing for Translation Agencies" by Greg Churilov. These three sessions were all outstanding, and I'm sure others that I was not able to attend were as well. Steven Mines and Cristina Helmerichs were very kind to fill in at the last minute for a cancellation with an excellent presentation on working with interpreters, and we're planning to have them back next year as a scheduled session.

Being the new administrator of the TCD, I attended a new administrator "boot camp" and the administrator annual meeting, both of which were very helpful. I also had the opportunity to represent the TCD through a brief presentation and question-and-answer session with the ATA board, and I appreciate the time they took to hear about the TCD conference, the TCD annual business meeting that had been held the previous afternoon, and an update on ICLC (more about the latter two in separate articles).

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## TCD Annual Meeting Report (October 15, 2004, Toronto, Canada)

Past Administrator Linda Gauthier opened the TCD annual business meeting with a report on ICLC (more about this in a separate article). She also reported on the TCD conference that had been held in Austin, TX, in July 2004; and thanked the ALC for sponsoring the dessert reception at the ATA conference. Linda then introduced me as the new Administrator and Ellen Boyar as the new Assistant Administrator, and turned the meeting over to me.

I began by expressing thanks to Linda for her leadership and to her company, BG Communications International, for its support of the TCD (primarily through conference program layout and web site updates). I then announced our tentative plans for next year's (2005) TCD conference in Philadelphia, PA, in April. I also recognized and thanked all the attendees who had volunteered to present on the ABC track, and encouraged everyone to attend the session on working with interpreters that Steven Mines and Cristina Helmerichs were providing in place of a last-minute cancellation.

I then opened the meeting to general discussion of the purpose of the TCD and brainstorming of ideas and suggestions for the future. Following are the bullet points I noted:

- Host an event for contractors at the ATA conference to better relations
- Have sessions at the ATA and TCD conferences on marketing (given by someone

within the industry), evaluating technology, and good management practices

- Have a panel discussion at the ATA conference between agencies and translators, with a moderator
- Colocate or have joint events with the ALC
- Present a united voice for client education
- Use the ATA-TCD logo on members' web sites and collateral material
- Reach out to ATA corporate members who are not TCD members
- Ask the ATA board to address the antagonism between companies and translators; charge them to address where companies "fit" in the organization
- Sponsor a scholarship
- Share experiences, tools, training
- Make sure the ATA PR effort includes companies
- Have a listserv where we can post questions and communicate—an active online community for members only
- Focus on the relationship between companies and translators as a differentiator from the ALC

- Use the TCD as a speakers' bureau
- Organize preconference sessions

Finally, to close the session I asked all attendees to take advantage of the rest of our time by networking, networking, networking, and introducing themselves to me if I hadn't met them yet!

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## Meeting of the Minds, aka the International Corporate Language Council (ICLC)

On February 16, 2004, the TCD (represented by its Administrator, Linda Gauthier, and Assistant Administrator, Kim Vitray) took part in the first "Meeting of the Minds," which was organized with the intent of gathering translation company associations (see list of participants below) from around the world to discuss global industry and business issues. Since then, participants have determined a definite name for their group: the International Corporate Language Council (ICLC).

From this first meeting, the ICLC outlined the following goals:

"The members of these organizations have long recognized the need for joint marketing, conferences, and a common front in defining and growing the industry. The leaders resolved to issue a Memo of Understanding outlining common goals. The Council also set up task forces to create a framework for future cooperation and develop a website where all cooperating organizations will be listed. The Council also discussed co-locating and co-organizing events so as to limit the number of duplicative conferences. Each task force includes representatives of three to four of the participating associations." – Excerpt of news release

The Council agreed to meet again in San Francisco on June 21, 2004, to continue the work started in Montréal [and it also met in Italy in September 2004].

The following persons participated in the event (mentioned below with the associations being so represented, see photo):

- Maryse M. Benhoff (honorary chairperson), representing ACCTI (www.accti.ca) Association of Canadian Corporations in Translation and Interpretation (Canada)
- Paul Penzo, representing ACCTI (www.accti.ca) Association of Canadian Corporations in Translation and Interpretation (Canada)
- Wilson Teixeira, representing ACCTI (www.accti.ca) Association of Canadian Corporations in Translation and Interpretation (Canada)
- Laurent Ropers, representing ACCTI (www.accti.ca) Association of Canadian Corporations in Translation and Interpretation (Canada)
- Ara P. Arzumanian, attorney, meeting secretary, ACCTI counsel
- Daniel Vincent, representing AILIA (www.ailia.ca) Language Industry Association (Canada)
- Suzanne Robinson, representing ALC (www.alcus.org) Association of Language Companies (USA)
- Linda Gauthier, representing ATA-TCD (www.ata-divisions.org/TCD) American Translators Association - Translation Company Division (USA)
- Kim Vitray, representing ATA-TCD (www.ata-divisions.org/TCD) American Translators Association - Translation Company Division (USA)
- Renato Beninatto, representing CSA (www.common senseadvisory.com) Common Sense Advisory, Inc. (USA) and acting as meeting facilitator





- Don dePalma, representing CSA ([www.commonseadvisory.com](http://www.commonseadvisory.com)) Common Sense Advisory, Inc. (USA)
- Shaun P. Daggett, representing CSN ([www.clientsideneews.com](http://www.clientsideneews.com)) ClientSide News LLC (USA)
- Alfredo Spagna, representing EUATC ([www.euatc.org](http://www.euatc.org)) European Union of Associations of Translation Companies representing 13 associations, including:
  - Hellenic Association of Translation Companies (Greece)
  - Association of Hungarian Translation Companies (Hungary)
  - Federazione dei Centri di Traduzione ed Interpretariato (Italy)
  - APET - Portuguese Association of Translation Companies (Portugal)
  - ACT - Spanish Association of Translation Companies (Spain)
  - CNET - National Chamber of Translation Companies (France)
  - ATC - Association of Translation Companies (UK)
  - Belgian Quality Translation Association (Belgium)
  - ATA - Association of Translation Agencies (Netherlands)
  - QSD - Qualitätssprachendienste Deutschlands (Germany)
  - SKTOL - Association of Finnish Translation Companies (Finland)
  - AETC - Association of Estonian Translation Companies (Estonia)
- Hans Fenstermacher, representing GALA ([www.gala-global.org](http://www.gala-global.org)) Globalization and Localization Association (USA)
- Barbara Jarzyna, also representing GMS (<http://www.global-conference.com/>) Global Meeting Services, Inc. (USA), representing:
  - TILP ([www.tilponline.org](http://www.tilponline.org)) The Institute of Localisation Professionals (Ireland)
  - Unicode ([www.unicode.org](http://www.unicode.org)) Unicode Inc. (USA)
- Michael Anobile, representing LISA ([www.lisa.org](http://www.lisa.org)) Localization Industry Standards Association (Switzerland)



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