



Letter from the Editor

I truly believe that people the world over have been shocked by the recent events in London. Events like the violent and horrifying attacks shake us to the core, and leave us wondering about “man’s inhumanity to man.” I have no doubt that you, too, have been deeply moved by the recent terrorist assaults on the democratic world.

The victims, as we all realize, were innocent people who had used public transportation to get to their destination. Their only ‘crime’ was being in the wrong place at the wrong time.

It is my belief that—with our unique qualifications, special skills, and universal perspective—translators may be able to play a distinct role in attempting to forge a better understanding between people of vastly different backgrounds, cultures, and languages. By helping people to understand one another, maybe we can in some small measure help to create a common ground in which harmony and understanding can flourish.

I would like to add my voice to the voice of moderation, with a fervent request for peace and harmony worldwide.

Tova Ichai
www.milatova.com



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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@yahoo.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.

TCD ADMINISTRATOR

Kim Vitray
McElroy Translation, Austin, TX
512-472-6753
vitray@mcelroytranslation.com

TCD ASSISTANT ADMINISTRATOR

Ellen Boyar
Thomson Scientific, Philadelphia, PA
215-386-0100
ellen.boyar@thomson.com

TCD SECRETARY

Christopher Hurtado
Linguistic Solutions, Houston, TX
281-658-6002
christopher.hurtado@linguisticsolutions.com

TCD NEWS EDITOR

Tova Ichai
MilaTova International Translations
Tel-Aviv, Israel
972-3-5245035
milatova@netvision.net.il

WEBMASTER

Evan Norman
McElroy Translation, Austin, TX
512-472-6753
evan@mcelroytranslation.com



ICLC Meeting Report

By Kim Vitray

The **International Corporate Language Council (ICLC)** met on Tuesday, June 14, 2005, in Pasadena, CA, in conjunction with the Association of Language Companies annual conference (June 15-18). Attendees were Kim Vitray representing the Translation Company Division of the American Translators Association (ATA-TCD), Wilson Teixeira and Maryse Benhoff representing ACCTI (Association of Canadian Corporations in Translation and Interpretation), Dan Vincent and Johanne Boucher representing AILIA (Language Industry Association of Canada), Laurie Gerber representing the Association for Machine Translation in the Americas (AMTA), Barbara Jarzyna representing The Institute of Localisation Professionals (TILP) and Global Meeting Services, Suzanne Robinson and Steve Kahaner representing the Association of Language Companies (ALC), Renato Beninatto of Common Sense Advisory (also representing the Globalization and Localization Association (GALA)), and Alfredo Spagna representing the European Union Association of Translation Companies (EUATC).

The meeting began with two hours of general discussion. There was consensus that if ICLC did not do something concrete, the attendees' associations would likely not continue to fund their attendance at meetings. There was also consensus among all attendees that it was difficult to find the time to devote to ICLC, given that we are all company owners/managers and volunteer leaders in our respective associations.

We then agreed to leave the room that day having accomplished one thing. Many ideas were generated for what that one thing should be, and the decision was made by unanimous vote to produce a "message" about the industry that could be used universally (similar to the "Got milk?" public relations campaign). We then spent the afternoon crafting a slogan, creating a logo to go with it, developing a three-paragraph message around that slogan, and deciding where (and who and when) to distribute these items.

The slogan is **"Translation equals access, to markets, information, and cultures."**

The message to accompany that slogan is:

- **Markets:** In today's global environment, markets are very diverse and there is great potential for growth. If you want potential clients to hear you, you must speak their language. These markets are closed to your message or product without translation. Planning a successful market penetration depends on planning for successful translation.
- **Information:** Organizations may depend on access to intellectual property documents, the latest research and scientific writings, or need to provide information between patients and doctors, researchers and end users. What's happening in your field around the world? What legislation affects your business? Transla-

tion allows access to these global information resources.

- **Cultures:** Understanding cultural competencies and different decision models—these issues are important in reaching out, making a friend, and understanding your competitors.

Attendees were pleased at the end of the day that something was accomplished, and there was general consensus that this was the best meeting ICLC had held.

You may wish to stay tuned to the ICLC web site at www.the-iclc.org for any further developments. You may also want to check out the article entitled "Defining the Value of the GILT Industry," by Shaun Daggett in the July issue of *ClientSide News* (www.clientsideneeds.com), which also discusses this ICLC meeting.

The next meeting of ICLC is tentatively scheduled for November 26, in Brussels, in conjunction with an EUATC meeting.

Congratulations!

**to TCD Assist. Administrator
Ellen Boyar**

**on her article
"Found in Translation"**

**published in the
July 2005 issue of
Applied Clinical Trials**

**"True translation specialists
do more than just interpret
your words. They interpret
your intentions as well."**



See What We've Got Brewin' in ... SEATTLE

46th Annual Conference
of the American Translators Association

The Westin Seattle | Seattle, Washington | November 9-12, 2005

Preconference Sessions of Interest to TCD Members (November 9)

Session Title: *Jurassic Parliament, or How to Run Great Meetings*

Speaker: Ann Macfarlane

ATA Past President Ann G. Macfarlane repeats her popular training on the fundamentals of parliamentary procedure and running great meetings. Learn the little-understood principles that make meetings fair and efficient, the three key elements of parliamentary procedure, and the psychological aspects of successful meetings. Participants in this interactive, hands-on workshop will practice making motions, amending them, voting, and dealing with points of order and information and privilege. The training is practical, non-judgmental, and a lot of fun. No fee, but preregistration is required.

Session Title: *Tools for Translators*

Speaker: Jennifer DeCamp

This seminar will discuss the work MITRE (a nonprofit federally funded research and development center) has been conducting on translation tools, including surveys of tools and assessments of the impact of tools on translators. The speaker will also discuss the ISO draft standard for Lexical Markup Framework, designed to facilitate data exchange between terminology management systems, dictionary management systems, and machine translation lexicons. The presenter will also discuss the development of a guide and template for dictionaries, which are compliant with this standard, and a free browser tool for using such dictionaries.

Session Title: *A Second Pair of Eyes: Revision, Editing, and Proofreading*

Speaker: S. Alexandra Russell-Bitting

Inadvertent translation bloopers can ruin an otherwise excellent job. In this practical workshop on how to avoid them, we will review three different types of quality control in English translation: revision, editing, and proofreading. Participants will examine short texts and solve a variety of common problems, such as style, ambiguity, and consistency, as well as grammar, spelling, and, of course, translation. Translation issues will refer to original documents in Spanish, but knowledge of Spanish is not required. We will also discuss translator resources, such as dictionaries, style manuals, and the Internet.

Session Title: *The ABCs of QA vs QC*

Speakers: Carla M. DiFranco, Keiran J. Dunne

In the realm of professional translation, the terms *Quality Assurance* (QA) and *Quality Control* (QC) are generally conflated—and wrongly so, since these terms refer to very different processes. Drawing on the professional experiences of the presenters, and using concrete examples taken from graphical user interface localization software, user assistance localization, and document translation/publishing projects, this session will explore the ways in which QA and QC differ, the impact that confusion over these terms can (and usually does) have on project workflow, cost, and timelines, as well as some possible solutions. Interactive activities will be planned, so audience participation is highly encouraged.



Sessions for Agencies, Bureaus, & Companies (November 10, 11, 12)

Session Title: *The Government's Changing Expectations of Translation Services*

Speaker: Rosario "Angie" Carrera

The government is steadily becoming more proficient in utilizing translation services. Historically, local government depended solely on a translator's word for the accuracy of the printed product, but recent national attention focused on security issues and accessibility for limited-English-proficient customers has had an impact. This has elevated the demand for higher standards of service from vendors and independent translators. As chair of the Local Government Language Access Coordinators, Fairfax County (Virginia) government is bringing a serious message from its neighboring jurisdictions related to the issues and visions ahead for government translation.

Session Title: *The General Theory of the Translation Company*

Speaker: Renato S. Beninatto

Most translation companies are started by entrepreneurial linguists with basic business knowledge. As it happens, the last thing translation companies do is translation. This presentation lays out all the activities a translation company owner needs to monitor in order to have a successful business (vendor management, project management, and sales).

Session Title: *Working with Conference Interpreters: How to Succeed with Your Clients and Contractors at Multilingual Events*

Speakers: Cristina Helmerichs, Steven Todd Mines

This workshop is designed for companies and agencies that would like insider tips on how to make sure that the client's expectations are being met (reasonably) and that interpreters are qualified and will perform well. Topics will address interpreter recruitment and screening, sourcing and managing talent, and successfully negotiating contracts. Participants will engage in exercises to learn how to set up booth arrangements, plan relays between booths and language pairs, and handle conference documents and multimedia presentations. Venue logistics, contracts, and assuring confidentiality will also be addressed.

Session Title: *Get the Right People in the Right Seats on the Bus: Behavioral Interviewing*

Speaker: Kim Vitray

Hiring the wrong person for the wrong position is one of the most costly mistakes a company owner or manager can make. Behavioral interviewing can help you minimize these mistakes. Based on the assumption that past performance is the best predictor of future performance, behavioral interviewing elicits specific information about what candidates have actually done in their previous work experience. This session on behavioral interviewing techniques and example questions is not to be missed!

Session Title: *Editing: Are We Still on the Same Page?*

Speakers: Luis Carbo, María I. Sánchez

Misconceptions and false expectations frequently occur among project managers, editors, quality assurance specialists, and others involved in the translation process regarding the editor's role in maintaining linguistic quality. The speakers will share practical tips on how to facilitate a better understanding of the editor's role (with assignment and style sheets/checklists, staff training, pilot projects, process evaluation and monitoring, and feedback reviews). These tips will help a company provide quality projects on a consistent basis.

Session Title: *Translation Quality Measurement in Practice*

Speakers: Riccardo Schiaffino, Franco P. Zearo

In previous years, the speakers proposed a theoretical framework for assessing and measuring translation quality, explaining how the Translation Quality Index can be a reliable indicator of translation quality and serve as the foundation for process improvement. This year, they will show how they have turned their theory into practice. In



particular, they will discuss how translation quality measurement is being implemented worldwide at a translation company, and will share their experience and real-life examples. A demonstration of tools and services the speakers developed to help measure translation quality will also be included.

Session Title: *The Tao of Project Management: An Asian Perspective*

Speaker: Mei-Ling Chen

Seattle, home of Frasier Crane, Microsoft, and Starbucks Coffee, seems the ideal place to discuss the spiritual and psychological state of translation project managers. This session will cover Asian values and attitudes that can prove useful for translators and project managers working in a deadline-driven, goal-oriented, stressful, and sometimes even chaotic world. Are you constantly going after one goal after another without being able to enjoy the present moment? Do you feel stressed and burned out? Come and participate!

Session Title: *Translators as Editors*

Speakers: Miki S. Allen, Patricia L. Bown, Gerhard Preisser, Thelma Leoni Sabim

Freelance translators who edit other translators' work know that projects can go awry. Project managers are often caught in the middle. Topics will include: the tasks assumed to be included in the "editing" process; tips for editing under ideal circumstances; the warning signs of a potential problems; and the strategies for making the best of a difficult situation. Panel participants will include translator-editors with successful editing experience, as well as an agency representative who is responsible for facilitating translator-editor relationships.

Session Title: *Machine Translation: Translating Automation into New Opportunities*

Speakers: Ursula M. Schwalbach, Franco P. Zearo

As corporations strive to maximize profits and satisfy shareholders, language services automation in general (and machine translation in particular) are seen as miracle processes to reach those goals. What does language services automation mean for companies and their customers? What role do human translators play? Is machine translation a viable alternative? If so, what opportunities does it provide for language professionals? This presentation examines automated translation from the perspectives of the corporation and the translation services company. The speakers intend to dispel common assumptions about what machine translation can do, and will demonstrate scenarios in which it is considered a realistic option.

Session Title: *Targeting and Profiling Customers and Vendors Online*

Speaker: Christopher P. Hurtado

Come learn how to use online research and business networks to target and profile customers and vendors. Specifically, participants will learn how to use: Ecademy (the business exchange that connects people to knowledge, contacts, support, and business); Google (for advanced searches); Hoover's Online (to search for business information); LinkedIn (to find the people you need through the people you trust); openBC (Europe's leading business networking site); Ryze (to help you make connections and grow your networks); and Spoke (to access people through people you already know and trust).

Sessions Related to Agencies, Bureaus, and Companies

Session Title: *Workshop on the ATA Code of Professional Conduct and Business Practices*

Speaker: Courtney Searls-Ridge

While codes of ethics sometimes appear dry and boring as written, applying them in real life can create interesting and juicy dilemmas. We will dissect the ATA Code of Professional Conduct and Business Practices and look at some of the gray areas of professional conduct in translation and interpreting. ATA members are invited to submit real-life conundrums for discussion by October 1, 2005 to courtney@germanlanguageservices.com. This workshop fulfills the ethics requirement for maintaining ATA certification.



Session Title: *Standards for the Language Industry, Part I: The ASTM Standard Guide to Quality Assurance and the CEN Project of a European Standard*

Speakers: Beatriz Bonnet, Liese Katschinka, Kenneth Palnau, Jacqueline Reuss

The goal of this workshop is to present the new ASTM standard, analyze its contents, and discuss how it affects the different stakeholders in the translation process (translators, project managers, editors, terminologists, requesters, reviewers, etc.). The speakers will first introduce the standard and go over its contents. The roles of the translation company, individual translators and editors, reviewers, and requesters of translation services will be specifically analyzed and discussed. A copy of the standard will be provided to each participant.

Session Title: *Standards for the Language Industry, Part II: Data Standards*

Speakers: Peter Constable, Jennifer DeCamp, Alan K. Melby, Sue Ellen Wright

Translation quality assurance standards are partly built on data standards. This session will focus on three kinds of data standards that affect translators: 1) the representation of text in various languages (using Unicode and the ISO language codes), as well as new advances in the area of locale identifiers; 2) the exchange of translation-related data (TMX and TBX); and 3) the segmentation of text into word and characters (GMX and related ISO work). Because of time constraints, the session will not cover XML.

Session Title: *Interpreting and Translating: From the Fall of the Iron Curtain to EU Enlargement*

Speaker: Liese Katschinka

The speaker will give an overview of interpreting/translating in Europe before 1989, especially Central and Eastern Europe, and then examine the dramatic changes that the industry has undergone since that time. Topics to be covered include: training; terminology issues; the challenge of EU accession (qualifying for interpreting assignments with the EU, etc.); the workload during an EU presidency; and court and legal interpreting/translating in an increasingly harmonized legal system.

Session Title: *Guerrilla Marketing for Freelance Translators*

Speaker: Greg S. Churilov

In an increasingly competitive market, it is not enough to be skilled in localization issues and linguistic nuances: to gain and keep clients, knowledge of marketing is essential as well. Attend this eye-opening presentation and learn how to expand your business.

Session Title: *Language Planning in the European Union for Interpreter Services in Criminal Legal Proceedings*

Speaker: Nancy Schweda Nicholson

In April 2004, the European Commission (EU) issued a Proposal for a Council Framework Decision (PCFD), a document whose goal is to protect defendants' rights in criminal matters in all 25 EU Member States (MSs). Specifically, Articles 6-9 of the PCFD treat the right to free interpretation and translation, the accuracy of language services, and the implications of recording the proceedings. This presentation reviews these and other pertinent PCFD Articles and discusses EU MSs' reactions to them, as witnessed at a November 2004 conference in The Hague. The speaker will discuss opinions on the future of the PCFD.

Session Title: *Improving Access for Limited-English-Proficient Individuals to Federally Funded Programs: How the Interpreting and Translating Community Can Work Together to Make it Happen*

Speaker: Nancy McCloskey

An interactive workshop hosted by the Coordination and Review Section of the Civil Rights Division at the U.S. Department of Justice to describe current outreach efforts to courts, corrections, and law enforcement. This session will address the issues these entities face as they work to improve access for limited-English-proficient (LEP) individuals in compliance with Title VI of the Civil Rights Act of 1964 and Executive Order 13166. We seek assistance from the interpreting and translating community to identify linguistic resources and tools and training needs, and define the steps federally assisted entities can take to meet their obligations to LEP individuals.



Session Title: *Credentialing Healthcare Interpreters in California: A Step Toward Certification*

Speakers: Tom M. Riley, Cynthia E. Roat

The California Healthcare Interpreting Association, with funding from The California Endowment, has embarked on a pilot venture to provide healthcare interpreters with a standardized mechanism to document their credentials. Such an “interpreter report card” will allow those who employ and contract with interpreters to compare the background, screening, training, and experience of potential candidates. An online registry/description of training and testing programs will allow contractors to better understand a given interpreter’s background. This presentation will share the process used to develop the report card and the training/testing database, and discuss the potential for this program to be implemented nationally.

Session Title: *Spanish Editing Reloaded*

Presenting Language: Spanish

Speaker: Maria G. Ortiz

Are all translators ready to receive feedback from their editors? Are all editors willing to follow the rules of editing when working with translators? What are those rules? These are some of the questions that must be addressed when working as editors and translators. There are well-established sets of rules for editing in both Spanish and English, especially for the press, that have been developed by authoritative linguists and publishing houses. These rules may be applied to translation editing as well. The speaker will discuss these issues with reference to Spanish editing “commandments,” “neutral Spanish,” and style.

Session Title: *Linguistic Technologies to Improve Translation Productivity: Natural Language Processing-led Terminology Extraction and Management*

Speaker: Masaki Itagaki

Translation could be a lot more productive without daunting speed bumps such as researching undefined proprietary terms and deciphering ill-written, tortuously complicated source sentences. From the viewpoint of translation process management, it is extremely important to provide translators with plain, clean source text together with well-organized terminology and context information. The speakers will explain how to utilize Natural Language Processing technologies to automate terminology mining, glossary data generation, and controlled English.

Session Title: *Translation Support Tools Forum, Part I and Part 2*

Speaker: Alan Melby (moderator)

This question-and-answer session invites a spectrum of translation support software vendors to present their products to conference attendees in a panel format designed to spotlight the relative strengths of each. Alan Melby, who chairs ATA’s Translation and Computers Committee, will moderate.

Session Title: *There’s More Than One Way to Skin a CAT: Introduction to Computer-Assisted Translation Tools*

Speaker: Jost O. Zetsche

A CAT tool, or computer-assisted translation tool, is any tool that is specifically designed to aid in the translation process. This includes tools for machine translation, project management, glossaries, localization, and translation memory, along with numerous utilities for word counts and invoicing, among others. This seminar will take inventory of the available tools, categorize that inventory, and provide some guidance on which translator could benefit from what software tool set.