

PLDATA

ATA Portuguese Language Division Newsletter

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From the Administrator

Tereza Braga

All systems are ready for our biggest event of this year packed full of professional events. After a long absence, ATA returns to Texas – historic, romantic San Antonio awaits us November 6-9! Luciana Carvalho, of Trad-Juris in São Paulo, will be our Division Distinguished Speaker this year. She will host a pre-conference seminar on Wednesday morning and a regular session during the conference.

This is our last edition of 2013 and Beatriz Figueiredo was kind enough to contribute a review of the last ProZ conference in Brazil. Bianca Bold has an article on valuable tips from a networking expert, and the Canto Legal is back. And there's more: aviation glossary links and two member profiles. Last, but not least, the Tech Corner, with Maria Helena – already a PLDATA tradition.

When you check out all the Portuguese-related sessions in preparation for San Antonio, don't forget to look for those presented by our members on other topics. Come say hello and please do your best to support our speakers.

And be sure not to miss the Division Open House right after the Welcome Reception on Wednesday night – it's the best way to get the networking started on the right foot and help us welcome newcomers! All the 17 divisions of ATA will be there, but you won't need to read the signs – just look for the noisiest corner of the room. I'm hoping to see even more of your smiling faces this year in charming San Antonio – the best of Mexico and the U.S. mixed together with great music, history and food. ■



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to visit
website



In Memoriam – AIDA LUCIA FERREIRA

This edition of our newsletter is dedicated to our unforgettable colleague Aida Lucia Ferreira. With her unique and lively style, Aida provided a peek into the world of dubbing for TV and always made us laugh during many presentations at ATA and PLD events over two decades.



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Making the Most of Networking

Bianca Bold



As most seasoned and down-to-earth translators and interpreters probably know, networking is a crucial part of our life and career. However, not all of us know exactly what to do and how to behave around fellow translators and potential clients at large events, such as the ATA Conferences.

As ATA's next Annual Conference is around the corner (Nov. 6–9, in San Antonio, Texas – [more info](#)), I decided to interview an expert in the field and share some insight with our readers. I spoke to [Walethia Aquil](#), a coaching professional who specializes in business etiquette, personal/professional branding, networking skills and other interesting stuff.

Walethia shared advice on how to network effectively and explained that it is not just handing out a bunch of business cards – as I've seen colleagues do. She emphasizes that networking is all about interacting with like-minded business people in order to **(1)** build new business relationships and **(2)** create new business opportunities.



Walethia Aquil is a leading expert in professional branding as the CEO of [Grace and Charm](#). Her Grace and Charm Success System has gained international attention and is used by professionals all over the world. She has helped thousands of people, including attorneys and linguists, “transform from invisible to impeccable.” She is renowned for delivering speeches that create immediate perceptual and behavioral changes that benefit both the participant and the organization. Connect with Walethia on [Facebook](#), [Twitter](#) and [LinkedIn](#).

I've selected and summarized eight tips I believe to be the most useful to translators in the conference environment, where opportunities to interact face-to-face with successful, like-minded colleagues are countless. Experienced professionals probably have heard of and used most of these strategies, but it is always a good idea to revisit them while we are warming up the engines for another networking-packed three days (or even four—if you are going the [preconference seminars](#)). Besides, newbies can always benefit from this sort of advice, whether they are first-time attendees or completely new to our profession.

If you are planning to attend this long-awaited event, you will probably be happy to know that, despite the wonders of modern technology, face-to-face interaction—according to Walethia—still results in the most powerful connections.

So, how about working on your elevator speech? I suggest you check out Lillian Clementi's article, "[Promoting Your Practice in 60 Seconds or Less: Mastering the Elevator Speech](#)" (that's at the top of my list right now).

If this is going to be your first time at an ATA Conference, you could certainly benefit from this ATA webinar: "[Tips for Navigating Your First ATA Conference](#)." It's available online 24/7 and, best of all, it's FREE!

Make sure you are ready to get out there and seize all precious opportunities in San Antonio. It is just a few days away! Hope to see you there! ■

Bianca holds a B.A. in Translation and an M.A. in Translation Studies. A native speaker of Brazilian Portuguese, she has worked with English, Spanish, and Italian for 12 years, offering translation, interpreting, editing, subtitling, and courses in translation for subtitling. She is part of the PLD Leadership Council and is the Assistant Administrator nominee for PLD (Nov. 2013–2015). You can find more information on Bianca's [website](#) or [blog](#).

Walethia's top tips to take to San Antonio and other industry events

1. Take a positive and deliberate approach to networking. An extra level of attention makes it easier to establish relationships.
2. Exude energy and passion to command respect and grab attention.
3. Remain standing as much as possible. People will see you as more approachable.
4. Allow others to have the spotlight. Do not monopolize the conversation and do not talk too much about yourself.
5. Perfect and use your "30-second commercial"—commonly known among translators as an "elevator speech."
6. Be honest about what you can do and cannot do.
7. Focus on following up and following through while you are still at the event.
8. Make an effort to remember people's names.



CONFERENCE REVIEW: 5th ProZ Translators Conference – Recife, Brazil

Beatriz Figueiredo

During his keynote speech which kicked off the [5th ProZ Translators Conference in Brazil](#), Barry Olsen told the story of a very enthusiastic guy who used to work in a big animation studio in the 1980s. He was innovative and passionate about his work, and when he got a chance to use computer technology to add new depth to animation features, he jumped at it. His boss, however, was not nearly as enthusiastic and believed computer animation was a waste of time. The guy was fired for wasting the studio's time and money. Fortunately, he did not give up and eventually became one of the most successful animation artists, directors, screenwriters and producers of all time. His name is John Lasseter, of Pixar Animation Studios—the guy behind Toy Story and Finding Nemo.

Professor Olsen told us this story to illustrate how the way we respond to technology may dramatically change our professional lives. Technology is changing the ways people find us, how our reputations are built and especially how we deliver what we do. It happened with CAT tools when they first appeared – many professionals just refused to work with what they perceived as expensive, difficult and useless software. Now, a few years down the road, we all know who won the argument.



Familiar faces among the speakers

This disruption of the old methods is about to happen for interpreters, too. Remote interpreting is on the rise and new tools are being developed that are increasingly more efficient. Now is the time for interpreters to adapt and become disrupters like John Lasseter—or risk being left behind. (Disney ended up buying Pixar Studios for an astounding \$7.4 billion in 2006!)

The conference also offered an interesting content for beginners. Gabriela D'Ávila, a native Recife translator turned entrepreneur, listed the six top qualities of successful professionals. Some of them were surprisingly simple, like creativity, curiosity and owning up to your mistakes. The fact that her observations were made from the agency/employer's perspective, though, says a lot about how often simple things can be underestimated or ignored altogether.



When Judy Jenner began her speech the next day, she focused on practical aspects of our daily work—running a business, marketing and entrepreneurship. By asking a fairly obvious question (when you talk to your clients, do you speak in terms they understand?), she prompted us to put ourselves in our clients' shoes. This can help us answer what direct clients really want to know: are we able to do it, have we done it before, and how much is it going to cost them. It is not our client's job to know how the translation process works. They come to us looking for solutions. This tied in nicely with what Bianca Bold said in her presentation about broadening our range of services and becoming a one-stop shop for our clients.

There was a refreshing common thread in all presentations and throughout the event: collaboration is crucial in our business. Our relationship with colleagues, clients and other parties

is absolutely key to our success. This is true for interpreters, literary translators throughout the various steps of the publishing/editorial process (finely illustrated by speaker Carolina Coelho), dubbing professionals and technical translators. Once all the networking and sharing was done, the feeling was one of a major boost in motivation. The final message was that we are stronger together. ▣



Our colleagues Bianca Bold and Cris Silva speaking about ATA and PLD

Beatriz is a Portuguese translator based in Fortaleza, Brazil. She is certified by the local state government to render official translations and perform court interpreting in Brazil. She also works on technical and editorial translations for government agencies, law firms and multinational companies.



Além de tradutores, somos gerentes de faturamento e cobrança, marketing e vendas, controle de projetos e de várias outras atividades. Para reduzir o tempo gasto nessas áreas, todos usamos algum tipo de ferramenta. Recentemente a colega **Patrícia Moura e Souza** comentou no blog da **Ipê Traduções** suas impressões sobre o software TO3000 e teve a gentileza de condensá-las para a PLD.

Patricia é tradutora desde 2002 e atua nos pares IN>PT e PT<>ES. É formada em Arquitetura pela Faculdade de Belas Artes de SP e atualmente faz treinamento em interpretação. É proprietária da Ipê Traduções, com sede em São Paulo, e mora em Buenos Aires, Argentina.

Minhas impressões sobre o TO3000*

Era um período daqueles, com projetos fazendo fila. Um dia, precisei saber o prazo e valor das contas a receber e percebi que não tinha a menor ideia. Já tinha ouvido falar do Translation Office 3000, mas vários colegas diziam que era difícil de usar. Mesmo assim, baixei a versão demo em maio e comecei a registrar os trabalhos dos principais clientes. Em agosto, minha vida profissional já era *outra*.

O QUE É E O QUE NÃO É

O TO3000 não mexe com memórias, glossários, nada relacionado à atividade de traduzir. O foco é administrativo. Para facilitar, agrupei as funções do programa:

1. Relacionamento com o cliente

Aqui ficam os dados de contato, formas e condições de pagamento, tabela de preços e outras informações relevantes, que você preenche uma vez.

2. Controle do fluxo de trabalho

São as listas de trabalhos e os calendários de entregas que a gente atualiza ao longo do mês. Você pode definir serviço (p.ex. tradução ou revisão), idiomas, unidade (palavra, lauda, minuto), valor unitário, volume (usando a contagem de palavras de uma CAT), data e hora da solicitação, prazo combinado e entrega real. Também pode configurar desconto por repetição.

3. Controle financeiro

Aqui fica tudo relativo a faturas, pagamentos, balanços e relatórios de resultados. Você pode registrar números de pedido e referência, data de envio, descontos/ taxas e data de pagamento, gerar orçamentos ou faturas com modelos personalizados e ver os pagamentos a receber, usando tantas moedas quantas quiser. Registrados os trabalhos que temos pela frente, vem a melhor parte: "Calculate Totals". Com um clique, eu já obtenho o total agendado para o mês.

PONTOS FORTES

Na minha opinião, estes são os pontos fortes do programa:

- Visualização da fila de trabalhos
- Geração de documentos como orçamentos ou faturas
- Administração da política de preços
- Controle das faturas enviadas
- Controle de pagamentos recebidos

ONDE PODE MELHORAR

Dos pontos fracos, o mais grave mesmo é a organização visual. Além disso, vejo estes:

- Falta da opção de desconto ou taxa extra referente a um único trabalho. Se a fatura envolve vários trabalhos, é um problema.
- O tipo de câmbio é atualizado manualmente e não é retroativo.
- O TO3000 é um pouco lento em comparação com outros programas.



COMO FACILITOU A MINHA VIDA

Se você tem um sistema que está funcionando bem e não causa tropeços, talvez não valha a pena investir no TO3000. Mas para quem precisa diminuir drasticamente o tempo dedicado à administração, pode ser a diferença entre noites em claro ou merecido descanso.

**Artigo referente à versão 10, Professional Edition*

Templates

Não é raro clientes enviarem documentos Word com *templates*, o que causa extrema lentidão na abertura do arquivo no próprio Word ou em ferramenta CAT.



**Rapidinhas
dos Geeks**

Após buscar o *template* por um longo tempo, o software desiste e finalmente abre o documento. Não é um grande problema, mas é irritante.

Para desconectar o *template* do documento, abra-o no Word e clique na guia *Developer* (se essa guia não estiver na faixa de opções, selecione *File > Options > Customize ribbon* e marque *developer*). Depois, clique em *Document template*, apague o nome do *template*, pressione *OK* e salve o documento. Quando salvar o arquivo, o layout do documento será igual ao original, mas sempre é bom dizer ao cliente que o *template* foi desconectado.

Compartilhe o geek que há em você

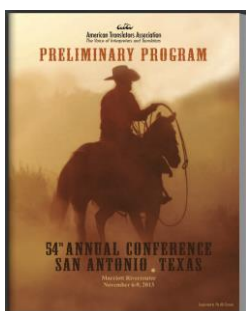
Todos temos um truque, uma ferramenta preferida, uma dica sobre backups ou uma forma melhor de organizar arquivos.

Envie a sua dica por e-mail e ela será compartilhada com todos na próxima newsletter. ▀

Maria Helena é paulista e mudou-se para a Bahia após 10 anos trabalhando na IBM nos Estados Unidos. É tradutora freelancer especializada em finanças e tecnologia da informação, formada em estatística pela USP, com pós-graduação em administração de empresas pela FGV. Atualmente, é aluna do programa de certificação em tradução da NYU. Comentários? Escreva para maria.brennerkelly@gmail.com.



ATA 54th Annual Conference



Preliminary Program – Let the planning begin!

You can now start planning what to do and see during the conference! ATA has published a beautiful Preliminary Program that you can view online – just click the image.

Division Open House – Wednesday, Nov. 6th, 7 - 8pm

Get to know the ATA Divisions! Meet and mingle with your fellow Division members and newcomers. If you are not a member, come learn about these professional interest groups and the information and networking opportunities they provide.



A variety of desserts and coffee will be available.

The event is open to registered attendees.

Check out the next page for useful info we have listed to help PLD members during the conference and throughout the year.

GET INFORMED

- Website www.pldata.net
- Newsletters www.pldata.net/newsletters-archive
- PLD Blog Trekker www.pldata.net/blog-trekker
- Facebook Fan Page www.facebook.com/ata.PLD
- Twitter www.twitter.com/pld_ata



GET CONNECTED

(PLD members only)

- Mailing List www.pldata.net/discussion-list
- Facebook Group www.facebook.com/groups/76268929796
- LinkedIn Group www.linkedin.com/groups/PLDATA-Portuguese-Language-Division-4239068

GET INVOLVED

- **Join** our division at www.atanet.org/division.
- **Suggest a speaker** for the Portuguese Language Division sessions in Chicago in 2014.
- **Suggest a venue** for an off-site event in Chicago: site tours, PLD Annual Dinner, happy hour.
- **Write an article** for our newsletter about a session you liked during this conference in San Antonio or any other Portuguese-related topics.
- **Suggest a blog** for our Blog Trekker. There are two simple criteria: it must belong to a PLD member and focus on any aspect of translation or interpreting.
- **Share links** and interesting subjects on the mailing list and Facebook fan page.
- **Help us** with our website and Facebook member profiles.
- **Suggest things you would like to see in the future**, such as professional development, networking, topics for discussions in the 2014 Conference in Chicago.
- **Share ideas** to attract as many PLD members as possible for the Chicago Annual Conference in 2014. Any idea will be welcome, do not be shy.
- **Write a testimonial for our website**, saying why it is important to be a PLD member and how you have benefited from your membership.
- **Help us keep our San Antonio memories alive with pictures** – take as many photos as you can of PLD events and sessions and share them with us. Instructions for file sharing will follow.

PLD needs people like you!
If you are interested in helping in any way,
talk to one of us or email us at ata.pld@gmail.com.

Apologia à tradução podológico-literária

(An apology for translations at the foot of the letter)

“Libertas quae sera tamen” (lema de Minas Gerais)

*Apesar da **polêmica tradutória**,
antes o mineirês “libertas, que serás tamém”...*

As aparências enganam os que não conseguem vislumbrar a tradução como ela de fato é: um ofício artesanal que requer bilinguidade, conhecimento cultural, criatividade e uma pitada de dom artístico, conforme o próprio termo denota. Na avidez pelo lucro, o mercado se vê levado pela enxurrada da ganância e acaba arrastando junto a nossa categoria.

But do not fret, pois tradutores (muito menos vós, intérpretes) jamais serão satisfatoriamente substituídos por máquinas, ainda que travestidos de revisores de *MT – Machine Translation*. Mormente—porém falando a verdade—no pantanal da Tradução do Direito, onde os ardis do contexto mal sinalizam areias movediças em que se debatem questões gramaticais, sintáticas e vocabulares.

Quem quiser, debruce-se sobre as implicações dos termos abaixo, incautas vítimas da podologia literária há décadas.

- **Junta Comercial vs. Board of Trade**

Um é órgão de registro subordinado ao poder executivo estadual, o outro uma bolsa de mercadorias do setor privado. Sugestão? O já arraigado *Commercial Registry*.

- **Tribunal de Justiça vs. Justice Court**

Aquele consiste em órgão recursal do Estado, tipo *State Supreme Court* ou *Appeals Court* nos EUA, enquanto este significa (Nova York, Texas, v.g.) o mais baixo grau de jurisdição local, meio à la “juízo de direito” no Brasil.

- **Eligible vs. Elegível**

Esta corruptela, por sua vez, vem na garupa do “eleger”, tão comum no Direito para expressar o laico “escolher”. Além de conjecturar que “habilitado”, “qualificável”, ou algo do gênero, constituiria tradução deveras elegível (aqui na acepção correta), essa gafe não merece ulterior comentário.

- **Juízo de Direito vs. Court of Law**

No Brasil, a mais baixa instância, como se dizia antigamente, ou o primeiro grau de jurisdição, como se diz hoje, é o tal do “juízo de direito”, ou aquilo que normalmente se chama de *district court*, *trial court* etc. nos EUA. Verter essa expressão como *court of law* (cuja verdadeira conotação é a de qualquer entidade da Justiça Comum) seria — parafraseando Jô Soares — “chose de loque”...

- **Recuperação Judicial vs. Judicial Recovery**

Mesmo agora que—*just like the cow*—a concordata foi pro brejo, faz tempo substituída por essa figura emprestada do Direito americano (*Title 11 – U.S. Code*), onde a recuperação judicial é conhecida como *restructuring* ou *reorganization*, eventualmente precedida por *in-court* ou *judicial*, ainda persistem os sintomas da cefaleia podológico-literária causada por *judicial recovery*, má tradução que transmite a falsa ideia de algum tipo de *recoupment*. Nada a ver.

- **Consolidação vs. Consolidation**

Tudo bem que para os contabilistas americanos a consolidação de demonstrações financeiras também se chame *consolidation*. Mas para seus compatriotas, causídicos do *corporate world*, o que chamamos de consolidação de instrumento societário é para eles representado pelo *restatement*. Daí a “consolidação do estatuto social” ser, comumente, denominada *restated articles of incorporation*. Não tem nada a ver com *consolidation*, cujo contexto é outro. *Each monkey on its own branch...*

For comic relief, or to delve into how Machine Translation may or may not make the cow go to the swamp, check out Millôr Fernandes' 1988 work, "The Cow Went to the Swamp" (with priceless cartoons). There is also some related stuff [here](#).



Curiosidades

- Ao ficar sabendo que, no mundo do Direito societário, a “agenda” de uma reunião ou assembleia, castiçamente, seria mais bem expressada como “ordem do dia”, uma grande mestra da tradução, famosa por sua jocosidade, disparou: “nossa, até parece coisa de militar!”.
- Advogados brasileiros d’antanho, apegados ao português castiço, costumavam reclamar da tradução de *reasonable* como “razoável”, inclusive na expressão dos nem sempre tão razoáveis “*reasonable legal fees*” como “honorários razoáveis de advogado” ou “honorários advocatícios razoáveis”. Não tanto pela questão da razoabilidade, risível que fosse até para eles próprios, mas sim por motivos de semântica. Afinal, para aqueles profissionais, pessoas letradas, o termo “razoável” poderia ter diversas conotações, dependendo do contexto. No caso, tais honorários seriam passíveis de qualificação como “cabíveis” ou “justos”, entre outras opções. No frigir dos ovos, o razoavelmente “razoável” anglicismo acabou pegando. ▀

Check this out! – Ferramenta de busca de termos e siglas de aviação

A colega Fernanda Silva, palestrante e frequentadora assídua dos nossos congressos, escutou os pedidos feitos no ano passado em San Diego. Aqui estão os links:

<http://www.anac.gov.br>
http://www.anac.gov.br/Noticia.aspx?ttCD_CHAVE=1132

Obrigada, Fernanda! ▀



Member Voices



Rosemary Machado
Chicago
rosemac1@msn.com

• **What I do** •

I'm a Portuguese translator and interpreter.

• **I'm proud of** •

Getting up every morning and going to work with a smile on my face because I know that, in my small way, I am helping someone in the world. I work full-time as a translator and interpreter for Lions Clubs International, the world's largest service club organization. Our members do humanitarian work, building hospitals and senior centers, offering support in regions battered by natural disasters and offering free eye exams, surgeries and eyeglasses to the less fortunate. I am also a club member, so I contribute not only with language services, but also with hands-on support.

• **Background** •

I have an M.A. in social service administration from the University of Chicago. For several years I worked in both the U.S. and Brazil as a commodities broker and in the banking sector. After that, I decided to work in the non-profit field. I also translate and interpret, on a freelance basis, and my specialization is in business and finance.

• **Why belong to PLD?** •

To know other translators with expertise in the same language and to share experiences and ideas.

• **Major challenges** •

I also work on a freelance basis to complement my earnings, and my major challenge is to keep my cool when the demand goes down, but the bills still keep coming!



Teresa Figueira
New York
tuxa@aol.com

• **What I do** •

I have been a translator and an interpreter for over 15 years. When I began my career, I worked as an in-house translator/interpreter for Canon USA, translating their ERP system interface and interpreting for the programmers when they installed their programs in Latin America. Now I work solely as a freelance translator and interpreter.

• **I'm proud of** •

I am very proud of my daughter Sara, my greatest accomplishment!

• **Background** •

I have a diploma from the French Culinary Institute in New York, and I studied translation and interpretation at the Manhattan Marymount College and the Borough of Manhattan Community College in NYC.

• **Why belong to PLD?** •

I belong to the PLD because I believe it's important for Portuguese linguists to have a forum in which to discuss and promote their common interests and to have a voice within the ATA. And, of course, to meet all the wonderful people who have been so helpful in supporting me in this career and who ultimately became friends.

• **Major challenges** •

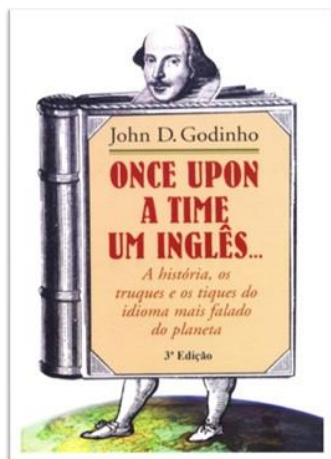
It is a challenge to teach our clients about what we do so they may properly appreciate our profession.

Books

PLD recommends

Godinho, John D., *Once Upon a Time um Inglês – A história, os truques e os tiques do idioma mais falado do planeta*. Rio de Janeiro: Relume Dumará, 2001.

Quer entender de uma vez por todas a questão do “americano” e do “estadunidense”?



Direto da contracapa: “Neste livro culto e bem-humorado, John D. Godinho leva os leitores a uma viagem pela história, onde se pode compreender que o inglês, como qualquer outro idioma, também nasceu, cresceu e vem se modificando através de um percurso tortuoso. (...) A vocação alcoólica das tribos de anglos, saxões, jutos, frisões e viquingues, somadas com as contribuições de gregos, romanos

e normandos deram origem a um carnaval linguístico que poderia ser muito bem explicadado como um enredo de escola de samba... No entanto, o inglês (...) se tornou a primeira grande língua de mercado. E o que é mais incrível, conseguindo manter um admirável padrão mesmo sem o policiamento de uma academia de letras ou de qualquer outro órgão oficial!”

John D. Godinho nasceu em Lisboa e, ainda criança, emigrou para os Estados Unidos. É pós-graduado em Direito Internacional Comparado pela Universidade de Columbia. No Brasil, foi diretor de várias empresas. Atualmente é consultor de empresas e professor de inglês para empresários.

Acesse [esta página](#) para saber mais sobre o autor e ler um trecho gratuito do livro. ■



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