



capital translator

Newsletter of the National Capital Area Chapter of the American Translators Association
Vol. 22, No. 1 February 2000

Getting on the Radar Screen:

NCATA Launches Public Relations Initiative

by Lillian Clementi

Translators," said the attorney, "just aren't on my radar screen." Newly elected ATA President-Elect Tom West quoted this line, heard at a meeting of the Texas-Mexico Bar Association, as the springboard for a campaign speech that focused on the pressing need for raising the public profile of translation and interpreting. His audience at the annual ATA conference apparently agreed: he was elected by a comfortable margin.

In fact, public relations suddenly seemed to be the dominant issue at ATA. Nowhere was this new focus more evident than at the most talked-about event in St. Louis—a premier evening session entitled *Translators and the Media: A Public Forum to Consider the Image of Translation and Translators in the Popular Media*. The panel, which featured former White House Press Secretary Dee Dee Myers and included NCATA's own Kevin Hendzel and Neil Inglis, focused on the American public's overwhelming ignorance of translation and interpreting and the skills they involve. "You don't have a bad image," Myers said. "You just don't have an image at all."

The solution, Myers argued, is to make translation and interpreting "relevant to the American people" and to "put a human face" on these fascinating professions. The cost of continued obscurity, the panelists agreed, translates to two sounds: the thud on the other end of the line when you give a new client a quote, and, more ominously, the silence of your telephone when a potential client doesn't realize he needs you—or finds out too late that the grad student or au pair who translated his marketing materials wasn't qualified for the job after all. The panelists concluded the event by distributing a PR kit and challenging everyone present to take action. Ideas for possible projects included writing letters and articles aimed at raising our media profile; sending representatives to organizations outside the translation community and inviting their representatives to our meetings; doing well-publicized pro bono work; and including public relations as a regular topic at meetings of translators' and interpreters' organizations.

In an immediate response, NCATA President Scott Brennan has asked me to chair a new PR commit-

tee he has launched, to begin making these ideas a reality. The initiative is now in the planning stages

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President's Corner

by Scott Brennan



First of all, a warm welcome to NCATA's new Treasurer, **Yukako Seltzer**, and Accreditation Chair, **Harvey Fergusson**. I should say "returning" rather than "new," since Yuka and Harvey both served in those offices and as chapter Vice Presidents in the early 90s. As a result, they were unceremoniously expected to hit the ground running at the Board's first planning meeting of the 00s on January 12.

So just what lies ahead in 2000? NCATA Vice President **Sangeeta Prasad** is coordinating our third annual Job Fair, to be held February 19 (see page 3). Those taking advantage of the Virtual Résumé Clinic will be receiving their comments back from our volunteer reviewers in time for that event. Eve Lindemuth Bodeux's article on page 5 also offers useful tips on honing your résumé.

Program Chair **John Vázquez** and I are working on an April language-specific chapter meeting for Spanish-English translators and interpreters, and a subject-area specific seminar is slated for May (tba). As always, suggestions for seminars are welcome, and we are actively seeking volunteers to help develop programs for chapter meetings focusing on other languages.

Harvey Fergusson is already making arrangements for an ATA accreditation exam and practice workshop in late Spring (see next month's issue for details).

NCATA founding members and early officers **Ted Crump**, **Bill Cramer**, **Eric McMillan** and **Martha Witebsky** are helping organize a reception to celebrate NCATA's 20th anniversary, co-hosted by ATA (see page 4). Please join us on March 4, to catch up with longtime friends and colleagues, and celebrate 20 years of service to

Washington-area translators and interpreters.

In addition, **Lillian Clementi** has agreed to spearhead NCATA's new Public Relations Initiative (see article on page 1). Lillian and I had been discussing such an effort for some time, but the spark came from the "Translators and the Media" event at the ATA conference in St. Louis, organized by **Kevin Hendzel** of NCATA corporate member and event co-sponsor **ASET International Services Corp.** and Paris-based financial translator **Christine Durban**, moderated by NCATA member **Neil Inglis**.

NCATA's PR Initiative seeks to raise the profile of professional translators and interpreters in the Washington area, through targeted feature events that showcase and put a human face on the importance, complexity and high level of skill involved in what we do, supported by press releases, media interviews and coverage of those events, letters-to-the-editor campaigns, and punchy, quotable articles aimed at non-linguists.

The key, as I see it, is to keep the focus on the translation/interpretation user and how they can get the most out of our services. We want to be a bright blip on their radar screens. Ideally, our targeted local initiative will dovetail with PR efforts by ATA at the national level.

That's the view from here to mid-year. Ideas and offers to lend a hand are always welcome. Let's make the translators and interpreters who founded NCATA 20 years ago proud.

NCATA Job Fair!

When 1:30 to 4 pm, Saturday, February 19, 2000

Where Ellipse Conference Center
National Rural Electric Cooperative Association (NRECA)
4301 Wilson Boulevard, Arlington, Virginia

Why Meet with recruiters from area translation companies and other buyers of language services, present your résumé and be interviewed

On February 19 the National Capital Area Chapter of the American Translators Association (NCATA) will host its third annual Job Fair, to bring Washington-area translators and interpreters face-to-face with area translation companies and other buyers of language services. At the Job Fair, freelancers and job-seekers will have the opportunity to present their résumés to recruiters and be interviewed. Participation in the annual Job Fair is one of the benefits of membership in NCATA.

The Job Fair will be held from 1:30 to 4:00 p.m. on Saturday, February 19, 2000, at the Ellipse Conference Center of the National Rural Electric Cooperative Association, located at 4301 Wilson Boulevard, Arlington, Virginia, on the corner of Wilson Boulevard and North Taylor Street across from Ballston Common Shopping Center. Those who attended previous Job Fairs and NCATA's Business of Translation seminar last Spring will remember this facility.

Tell your colleagues about the Job Fair. Nonmembers are invited to join NCATA (annual dues \$25, download form from the Membership section of NCATA's website at www.ncata.org), or pay \$10 at the door to attend the Job Fair.

For further information contact NCATA Vice President Sangeeta Prasad at (703) 369-2068 or SSPrasad@aol.com.

Directions to the Job Fair

The Ellipse Conference Center is located at the corner of Wilson Boulevard and North Taylor Street, across from Ballston Common Shopping Center.

From I-66, take the Glebe Road/Ballston exit, and drive south on Glebe Road until it intersects with Wilson. Turn left onto Wilson and left again onto North Taylor Street. The building's four-level parking garage is accessible from the North Taylor Street ramp. Two shuttle elevators operate from each garage level to the Plaza Lobby.

From Metro's Orange Line, exit at Ballston. NRECA is one block southwest of the Ballston Station. From the top of the escalator, turn right and walk along Stuart towards Ballston Common Mall. At the intersection of Stuart and Wilson Boulevard, turn right, cross Stuart and continue along Wilson for one block. At the next intersection (Wilson and Taylor), cross the street and turn right onto North Taylor Street; the NRECA entrance will be on your left.

Access for the Disabled. The NRECA building and Ellipse Conference Center meet all ADA requirements and are completely accessible to the disabled.

Amenities. The National Rural Electric Cooperative Association is a smoke-free building. Men's and women's restrooms, public telephones, drinking fountains and a coat room are conveniently located inside the Conference Center foyer.



Membership Renewal Deadline Has Passed

January 15 was the deadline to renew your NCATA membership for 2000. If you did not receive your customized membership renewal form with the November 1999 issue of the Capital Translator, contact Membership Co-Chair Alissa Webel at MartinA2@gusun.georgetown.edu or (301) 442-6637, or download a form from the Membership section of the NCATA website at www.ncata.org. Renewals not received by February 15 will be deleted from the online Professional Services Directory and future print editions.

Important: If you joined NCATA on or after September 1, 1999, your membership is valid through 2000. Remember that you must renew your NCATA membership in addition to checking the dues rebate box on your ATA membership renewal form. ✍

PR

...continued from page 1

and will start work by developing content for articles, interviews, and presentations and by drawing up a list of media targets and local organizations, to include the American Bar Association, local Chambers of Commerce and the American Medical Association. Members with ideas on what we ought to be saying and who ought to be hearing it are urged to contact me at (703) 820-8663 or at LClementi@compuserve.com.

There's no time to waste. With the ever-escalating hype about MT and free Web-based translation services, public ignorance about translation and interpreting is costing us more every day. ✍

NCATA 20th Anniversary Celebration: March 4

On a snowy March evening in 1980 off Dupont Circle, the yet-to-be-named National Capital Area Chapter of the American Translators Association held its first meeting. Twenty years later, NCATA and ATA are co-hosting a reception to honor NCATA's founders and the many dedicated volunteers who have served over the years, as we welcome ATA's officers and board of directors to Washington for their Spring meeting. Please join us to catch up with longtime friends and colleagues, and celebrate 20 years of service to Washington-area translators and interpreters.

6 to 7:30 p.m. Saturday, March 4, 2000
 Holiday Inn Select, 480 King Street in Old Town Alexandria (Snowden Room)
 RSVP to ATA Headquarters at (703) 683-6100 or ata@atanet.org

From Downtown Washington DC

Cross the 14th Street Bridge and take Exit 10 for National Airport. Stay on George Washington Parkway, which changes its name to Washington Street as you enter the City of Alexandria. Drive 2 blocks past the intersection of King and Washington Streets. Turn left onto Duke Street, drive 2 blocks, and turn left onto Pitt Street. The garage entrance is on your right, about halfway down the block.

From I-495

Take Exit 1B onto Alexandria Route 1 North, which changes its name to Patrick Street. Turn right onto King Street, drive 5 blocks and turn right onto Pitt Street. Make an immediate left into the underground parking garage.

From I-95 or I-395

Take the King Street East exit and drive about 7 miles to the Holiday Inn Select at the intersection of King and Pitt Streets. Turn right onto Pitt and make an immediate left into the underground parking garage.

If the lot is full, take a ticket, and the attendant on level G-1 will direct you to an open space to park. The reception is in the hotel's Snowden Room.

Ten Top Tips for a Top-Notch Translation Résumé

by Eve Lindemuth Bodeux ©

As you prepare your résumé for the upcoming NCATA Job Fair, keep these tips in mind.

1. Highlight your source language(s), target language, and native language for the reader.
2. List all appropriate contact information: mailing address, phone, fax, e-mail, web site. Don't lose out on opportunities because one of your contact points doesn't work or is unavailable. Give prospective clients various ways to contact you so they can use the contact method of their choice.
3. When sending résumés by e-mail, take steps to ensure that the recipient can open your file. One option is to send a "least common denominator" file—text file—which can be read by all systems and all software. To save a file as text in many programs, choose **File, Save As, Text Only**. A disadvantage of text files is that they do not support any attributes (bold, italics, etc.). Rich Text Files can also be read by most systems and software and allow you to be more creative—using bold, italics, underline, colors, graphics, etc. To save a file as RTF, choose **File, Save As, Rich Text Format**. Often, potential clients will specify in what format they would like résumés; follow their instructions so that you "get in the door."
4. If you choose to send your résumé as a Word document or other file that may contain viruses, purchase a virus scanner and update it frequently. Nothing is more embarrassing than sending a possible client the newest virus. Having an up-to-date virus scanner also protects your system and allows you to send and receive project files without worries.
5. For the Job Fair, you will most likely pass your résumé out in person. Be sure to use high quality paper and a high quality printer. Make sure the font is large enough to read comfortably. Make it short—one or two pages maximum. Company representatives will have a lot of paper to cart back, so make your presentation compact.
6. Always be truthful about past experience and capabilities. Do not overestimate your target language capabilities. It is the industry standard to translate into your native language, and if you translate into more than one language, be prepared to justify your claim to agencies or other industry professionals who may be interested in your services.
7. Specify your fields of expertise. Staking out areas of specialization gives you credibility and encourages clients to contact you for your focused knowledge.
8. Be sure to list (and keep updated) your hardware, software, and technical skills. Do you have Trados or other productivity software? Are you an expert at Illustrator? What version of MS Word or WordPerfect do you have? Let clients know what equipment you have so that possible compatibility issues can be dealt with up front and/or so you can impress them with the latest and greatest. Do you know HTML, C++ or have DTP skills? Sharing this knowledge makes you more competitive in today's high-tech work place, no matter what your fields of expertise.
9. Use appropriate jargon. Don't use terminology that is over your client's head. If your client has never heard of "localization" you may want to explain briefly what it means. If your client doesn't know what Star Transit is, it won't help you get the job. Adding a clarifier like "translation productivity software" can make all the difference. On the other hand, if your client has 10 years of experience in the translation industry, using insider terms make it appear that you are "in the know."
10. Check that there are no spelling errors or typos on your résumé. This cannot be emphasized enough. Spell check and then let time elapse between making updates and finalizing your résumé—it gives you a fresh eye to catch mistakes that might slip through. And, ask a friend or two to proof it to make sure. ✍

Eve Lindemuth Bodeux is the owner of Bodeux International, offering web site localization consulting and French to English technical translation. Her e-mail address is go-global@bodeuxinternational.com.

Errata:

The December/January issue incorrectly stated Alison Carroll's e-mail address. Alison can be reached at alison.carroll@compuserve.com.

Top Ten Traits of Good Translators

or: How to Behave Nearly Perfectly (in the Eyes of a Project Coordinator) in the Unlikely Event that You Are Not Already Doing So

*As suggested by Patricia Propst,
Ralph McElroy Translation Company*

1. Have a résumé that can be scanned for pertinent points. Your native language, language pairs, and years of experience as a translator ought to be immediately visible to any reader flipping through a stack of résumés.
2. Have your fax on at all times. Maybe not literally, although that certainly is appropriate. The point is to be accessible. If you are not immediately available by phone during business hours, then you should be checking your fax, e-mail, and/or voice messages frequently throughout the day. Many times it is not possible to wait even a couple of hours to hear from a translator about availability for a specific job.
3. Keep up with the industry. Be the expert on linguistics, resources in content area, and the tools of the trade (software). Know where to look for answers. Let the industry change around you only if that is the result of your business decision to more narrowly define your niche in the market!
4. Say “no” when necessary. Decline a project if you are truly reluctant to do it. If you can’t handle a project for whatever reason, say so (and give the reason—that helps your client learn more about what you do best). There nearly always is another workable solution for the party trying to talk you into accepting the job.
5. Take your turn on “nuisance” jobs. On the other hand (referring back to number 4), go ahead and say “yes” every now and then when your reluctance to accept a project is because it’s one of those jobs that’s of the unpleasant-but-someone’s-got-to-do-it variety. The client to whom you occasionally say “yes” will not want to totally alienate you by sending you only nuisance jobs.
6. Give advance notice of looming disaster. Disasters always seem to be related to delivery schedules. If you know that you will have to miss a due date for any reason, it’s better to warn your client sooner rather than later. It’s helpful if you can provide a reason for the disaster that will be useful in explaining the delay.
7. Miss only one deadline per job. Sometimes a project seems fated to suffer unavoidable setbacks from the moment it first crosses someone’s mind. Even so, credibility (your client’s and your own) deteriorates rapidly if Plan B has to be followed by Plan C and so on.
8. Turn in jobs early! If you happen to complete a project early, go ahead and deliver it to your client. Your client learns more about how quickly you can work (and also knows that you might be available for more work).
9. Express your preferences. Help your client get to know what suits you best by offering information about your preferences—what you really enjoy; what dictionaries you have; how you prefer to receive work, get messages, etc.; if you’d rather volunteer for a root canal than translate a certain subject; if you always or never work on weekends; if you translate nights so please don’t call before noon...anything! You’ll have a better chance of getting more interesting projects in a less irritating manner.
10. Teach your client. If you find yourself mentally listing all the things you wish your client knew, go ahead and offer some free education. Translator coordinators particularly welcome your expertise on matters that will help them fine-tune their skills in providing accurate information about language, word count, and content. Also, your clients who are not the end users like to pass along helpful information to their own clients. The people that generate the demand for translations sometimes have no practical knowledge of what transpires between

**Decline a project if
you are truly
reluctant to do it.**

order and delivery and sometimes know just enough to make things difficult. In many cases, it's the translators who can best initiate a flow of useful information to help remedy this situation.

11. Bring up problems. A mutually beneficial business relationship requires an ongoing investment of time and energy by all parties. One of the most rewarding aspects of any good relationship is dealing with problems in a professional manner. If you value the business relationship, it's worth bringing up problems, and your client should do the same with you. ✍

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Patricia Propst can be reached at <http://www.ralphmcelroytranslation.com>

1999 Election of Officers for the National Capital Area Chapter of the American Translators Association (NCATA)

The Election Inspector, Eric McMillan, assisted by Brian Fish, neither being a candidate for the election, met on the evening of Thursday, December 9, 1999 to count the ballots received. A total of 111 ballot envelopes had been delivered to the Chapter's P.O. Box 65200 by the morning of that day, which had been indicated on the ballot form as the closing date. The results of the election are as follows:

For President:	Scott Brennan	110 votes
For Treasurer:	Yukako Seltzer	108 votes
For Accreditation Chair:	Harvey Fergusson II	107 votes

There was one write-in vote for William Keasbey for Accreditation Chair. One ballot was declared invalid on the grounds that "Mr. Ed the Horse" is not an active member of the ATA.

One additional ballot was received on Friday, December 10, 1999, i.e. after the closing date, but it would not have significantly altered the outcome of the voting.

Scott Brennan, Yukako Seltzer, and Harvey Fergusson II are thus officially declared elected to two-year terms as President, Treasurer, and Accreditation Chair, respectively, of the National Capital Area Chapter of the American Translators Association (NCATA)

Done in Washington, District of Columbia, on this tenth day of December in the year 1999.

/s/ Eric McMillan

/s/ Brian Fish

NCATA Holiday Party

by Dimitra Hengen

NCATA's Holiday Party was held on December 12, 1999 at the Old Ebbitt Grill in Washington, DC.

The luncheon was a success and we were nicely surprised by the turn out as the private dining room at the Old Ebbitt Grill was full to capacity.



Bill Cramer and Paul Price

At the Annual Meeting held just before the party, Scott Brennan summarized NCATA's activities during 1999 and thanked the volunteers who made those activities possible. He gave a brief overview of what is in store for 2000 (see President's Corner on page 2). Eric McMillan announced the election results (see

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Onionskin

In-flight magazines: winging it...and some fresh air

by Chris Durban

The “Onionskin” is a column in the ITI Bulletin (UK). ITI is the UK’s foremost association of professional translators and interpreters. —Ed.

Translations in bilingual in-flight magazines are often downright comical—obviously unedited texts produced by non-native speakers. Meridiana’s Atmosphere regularly serves up a heady selection: one recent article [“What Should You Pack? It Depends on Your Zodiac Sign [sic]”] advised Aries to head for “an imperious region where it would be a feat to resist” and Virgos to travel “in mid-season, except for spring-time, which is unnerving.”

More dreary and even more common are the plodders—transpositions of word clusters, often with the original syntax and punctuation intact. Based on our recent reading, giveaways in English include sprinklings of tentative “qualifying quotes” where the translator apparently couldn’t come up with a suitable term and lacked the “time” or “nerve” to recast an entire “sentence”. These are followed closely by breathless! exclamation! points! — usually reproducing source text punctuation.

In other cases, project management gone haywire is all too obvious. One imagines the desperation of monolingual printers cobbling together missing titles, minutes before going to press, for the July 1999 issue of Alitalia’s *Ulisse 2000*. The magazine’s glossy cover announces a feature on telecommunications entitled “Dove va il telefono?” helpfully retitled “Where is going the phone?” for English readers.

The contrast between these English texts and the sleek mannequins touting luxury goods in display ads inside could not be greater. Which made us all the happier when readers flagged a few high fliers...

Austrian Airlines: first class

Readers of Austrian Airlines’ offering are drawn in by crisp English texts—smooth, lively accounts of places to see, culinary specialties to sample and cultural events worth tuning in to.

What makes these translations click? Writing skills, an awareness of translation pitfalls and a conscious effort to craft texts that live up to readers’ expectations of a well-written travel magazine.

“I come across a lot of translations done by people who have lost touch with their native language,” says Paul Catty, the man behind the work. “The result is a strange kind of sub-language: competent, but anemic, a bit out of date and above all flat—a reduction of the language to structures that are theoretically correct but dead in terms of communication.”

To keep his own communicative skills ticking over, Catty, a UK expat in Vienna, rounds out his on-screen labors with a weekly stint as host of a live music show on radio. His on-air input is unscripted: “It’s a great exercise in spontaneous self-expression and discipline—ideal practice in formulating a kind of abstract ‘meaning’ in the most effective, communicative and concise way possible.” Most important of all, he told the *Onionskin*, “it exercises my awareness of the need to communicate rather than just reproduce.”

Mr. Catty, whose official title at Austrian Airlines is not translator but editor, views his German source texts as a starting point. The publication’s editor-in-chief gives him a free hand to liven these up for the casual reader. Many travelers are leafing through “not because they particularly want to read the magazine, but because it’s a long flight and they’re bored with the Stephen King novel they bought at the airport,” he says.

Graphics are another way to encourage readers to explore the page. Paul Catty works closely with the layout team—shortening or lengthening headlines, reformulating text to fit the design, trimming captions, etc. “It’s more work and therefore costs more,” he notes, “but these intangibles make a big difference.”

Mr. Catty’s tips for producing a bilingual in-flight magazine that flies:

- (1) Make the translator an editor and see that the editor-in-chief doesn’t feel threatened by this.
- (2) Emphasize the creativity needed to produce lively writing geared to the target readership.
- (3) Have the translator work closely with other members of the team to get the language and layout to feel right. It’s extra money well spent.

Air France: gaining altitude

An editorial team from French publisher Gallimard took over at *Air France Magazine* in May 1997 and has piloted the publication through a series of long-overdue changes. Careful choice of subjects and lively layouts have improved the magazine’s overall look, while a core team

of four freelance translators—Lisa Davidson, Elizabeth Ayre, Heidi Ellison and Cynthia Guttman—keep the flow going in English.

Like Paul Catty, the four emphasize the importance of writing skills and an A-to-Z approach that includes cross-editing and fact-checking. All are American. They work closely with French editors and writers, and while some drafts are prepared off site, are always in the office as publication date approaches. “It’s much easier to fine-tune a heading or caption if you are on the spot and can talk directly with the layout team,” says Ayre.

Our own unofficial survey of bilingual in-flight magazines in Europe confirmed the importance of this hands-on, team-oriented approach. Publications with the least successful English texts often had no real interaction between translators and source-language editors. Translators were rarely identified by name in printing details, and when we phoned, editors—while helpful—were at a loss to tell us who actually did their work. “A consultant... I think,” said one. “Some translation agency or other...,” mused another.

In contrast, *Air France Magazine* lists translators in its press details as a matter of course. And body copy, headlines and captions all show that somebody cares.

Lufthansa: uplifting

Lufthansa Magazine's editor-in-chief Klaus Liedtke gives refreshingly forthright support to quality translation, up to and including rewards: “The first lesson is that translation is far from straightforward,” he told us. “Good translators providing quality texts have to be appreciated and remunerated accordingly.”

Translators Lynda Matschke and Rachel Kretz produce virtually all of *Lufthansa Magazine's* into-English articles. Keenly aware of style requirements, they work closely

with source-text authors and editors, and revise each other’s output. Their advice to translators in this demanding sector? “It’s pretty basic,” Ms. Kretz told us. “Don’t get bogged down in the original language; aim to produce a fluent text in the target language that tells the same story.”

Lead times for *Lufthansa Magazine* articles usually range from six weeks to four months, but Matschke and Kretz sometimes have only a day or two, making deadlines their biggest obstacle. “We often work under extreme pressure, but still try to make the text, captions and titles as fluent and ‘non-translation-sounding’ as possible,” says Kretz. She notes that researching technical terms, in particular botanical or zoological expressions, can also be time-consuming.

Like Paul Catty, Lisa Davidson, Elizabeth Ayre, Heidi Ellison and Cynthia Guttman, *Lufthansa's* translators apparently have no qualms about taking responsibility—and credit—for their output. It would appear that this winning formula pays off all around: “A good translator is always searching for a way to do justice to a text,” says editor Klaus Liedtke. “When you see that effort being made, you know you are on the right track for your magazine, your journalists—the whole of your efforts.”

Christine Durban is a French > English translator specializing in finance and capital markets. Based in Paris, her extracurricular translation activities include coordinating the Paris Bourse workshop for financial translators, promoting signed work, and encouraging client education in general.

Chris can be reached at 101327.35@compuserve.com

Party

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report on page 7) and the outgoing board members, Bill Keasbey and Therese Hathaway, were thanked for their service. Therese gave the Treasurer’s Report and Ruth Boggs, the editor, thanked the members of the *Capital Translator* team separately (see the entire issue). Lillian



Lillian and Vito Clementi and Sian E. Watts who came down from Delaware for the occasion

Clementi presented NCATA’s new public relations initiative (see article on page 1).

As you can see from the pictures, everybody had a great time! ✎



Charles Stansfeld, Karin Burchard and Ron Wolfe

Information Exchange

More Freebies in Cyberspace

by Frank Dietz ©2000

The business model of recent Internet startups seems to consist in giving away things for free, losing a lot of money, and consequently making a killing on the stock market. But seriously, a number of free offers out there might interest you.

First of all, people sometimes ask me about the "free" computers they see advertised. Well, the problem is that these are only free after you sign a 3-year contract with an ISP. Considering that three years is a very long time in the development of the net (remember how "fast" your modem was three years ago?), I would strongly advise against binding yourself to an ISP for such a long time, if you want to use this connection for business purposes.

Then of course, there are more free e-mail accounts (<http://www.hotmail.msn.com>) and homepages (<http://home.netscape.com/site-central/index.html?cp=hom11psit>) than you can shake a mouse at. Pretty much every portal and search

engine now offers these services for free. Note, though, that they may have size restrictions (YahooMail, for instance, gives you 3 MB for your e-mail account) and that you still need an internet service provider to connect to the net first.

One solution to the access problem is to download the free Internet access program from AltaVista (<http://microav.com/>). This allows you free 56K modem access with local access numbers in many US cities. The price you pay for it is having to watch a small advertising area on your screen while the program is running. While this is probably not suitable for your main business account, it could be a solution for travel, when you don't want to pay long-distance charges to dial into your local or regional ISP company's server (many ISPs let you temporarily forward your e-mail to a web-based account, such as YahooMail or HotMail).

If you want to send voicemail over the Internet, you can download RocketTalk ([\[talk.com/\]\(http://www.rock-talk.com/\)\). This program lets you record a message and send it anywhere on the planet. You will need a Windows-based computer and a microphone, while your recipient, of course, needs an e-mail account and a Windows-based computer with speakers. The message simply shows up in his or her e-mail inbox and can be launched by double-clicking \(Warning: if your recipient pays a lot for connection time, this might not be so economical, as sound files can be large\).](http://www.rock-</p>
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Finally, there is a way to make free phone calls (within the USA) over the Internet. You need the Dialpad applet (<http://www.dialpad.com/>) and a computer with microphone and speakers. The advantage is that you can call any regular phone. The disadvantage is that there is some echoing sound in the connection—but then, it's free.

One last word: all of these services want certain marketing data from you (age, interests, etc.), so that they can target their ads. That's the price you pay for the free services. While I would not necessarily recommend them as your main services (after all, when you demand good customer service, you have more leverage as a paying customer), they could serve as a temporary solution or an addition to these services. ✍

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DR. ASLAN ASLANIAN

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VI Spring Meeting Portuguese Language Division – ATA

March 24-25th, 2000
San Antonio, Texas
Ramada Emily Morgan Hotel

The Portuguese Language Division of the American Translators Association is pleased to announce its 6th Annual Spring Meeting, to take place at the Hotel Ramada Emily Morgan, San Antonio, Texas, March 24-25, 2000.

The preliminary agenda includes:

- Tradução técnica: a teoria na prática, Renato Beninatto (seminário de um dia)
- Translating the Subjunctive: English and Portuguese Equivalents, Dr. John Jensen
- Legendagem de filmes, Kátia Iole
- Interpretação: estudo e prática, Tereza Braga e Edna Ditaranto
- Nas entrelinhas das manchetes: desafios da tradução jornalística, Clarisse Mello e Lúcia Leão
- Breast of Judge and Costumed Morals: An Exploration into Sources for Legal Terminology, Dr. Arlene Kelly
- Tradução comercial, Tim Yuan

For reservations, please call the Ramada Emily Morgan Hotel at (800) 824-6674 or (210) 225-8486. Mention group "Portuguese Language Division".

Rates: US\$91.00 per day (single, double).

Reservations must be made until February 23rd, as blocked rooms will be released to the general public after that.

Web site: <http://pw1.netcom.com/~ramadaem/index.html>.

We are planning to hold an ATA Accreditation Exam sitting on the morning of Sunday, March 26th. Please contact ATA Headquarters to register for the exam.

For more information, please contact Vera Abreu, Portuguese Language Division Administrator at veraa@mind-spring.com.

REGISTRATION FORM

Name: _____

Address: _____

City: _____ State: _____ ZIP Code : _____

Country: _____ Telephone: _____ Fax: _____ E-mail: _____

Early bird (by February 25th, 2000)*	[] \$75
February 26th – March 17th*	[] \$95
One-day (indicate day)*	[] \$50

*Fees include lunch, coffee breaks and all presentations.

Roommate Coordinator: Margarete Marchetti, firenzeinc@worldnet.att.net, (954) 430-9429

Please make your check or money order payable to ATA, in U.S. funds, and return with this form to:

Margarete Marchetti, Treasurer
Portuguese Language Division
40 NW 161 Avenue
Pembroke Pines, FL 33028

Calendar

Date	Time	Event	Location
Feb. 19, 2000	1:30 pm- 4 pm	NCATA Job Fair	Ellipse Conference Center, NRECA, 4301 Wilson Blvd., Arlington, VA Contact Sangeeta Prasad at 703-369-2068
March 4, 2000	6 pm- 7:30 pm	NCATA Anniversary Celebration	Holiday Inn Select, Snowden Room, 480 King St., Old Town Alexandria, VA RSVP ATA HQ at 703-683-6100
April 1, 2000	1 pm- 4 pm	Accreditation Workshop	2nd floor conference room, Cleveland Park Branch of the DC Public Library, Connecticut Aenue and Macomb Street, Washington, DC Contact Harvey Fergusson at 703-849-8444 to obtain a practice passage
May 13, 2000	1 pm - 5 pm	ATA Accreditation Exam	Graduate Education Center of the George Washington University, 1775B Duke Street, Alexandria, VA Contact ATA HQ at 703-683-6100 to register

NCATA
P. O. Box 65200
Washington, DC 20035-5200

**Don't forget!
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