



# NOTA BENE

Vol. XXVIII, No. 4

November 2005

## *Holiday Party*

**Friday, December 9 at 7:00 p.m.**

at the home of Anne Chemali  
6482 Foxboro Drive, Mayfield Village

As in previous years, this is a BYOB and potluck party.  
NOTA will provide mixes and paper products.

Please send an e-mail to Anne by **Dec. 1**,  
telling her what you will bring for the potluck dinner.  
No phone calls, please.

## *Our Annual Dinner*

September 24, 2005

NOTA's 2005 Annual Dinner Meeting was held at The Bistro on Main in Kent on September 24, 2005. 24 members and guests attended.

Following a cocktail hour and an enjoyable dinner, President Jill Sommer presented door prizes to the most long-standing member (Lee Wright), the newest member (Diana McGraw) and the member who traveled the farthest (Susanna Miles).

She then summarized our accomplishments over the past year, noting that our membership has grown to 128 persons. Jill thanked Mike O'Flaherty for redesigning our membership directory and Klaudia Schaller for updating our database, which can now be edited by each member. She also announced that Lee Wright has returned as Membership Chair, and John Shaklee will remain on the Executive Committee as our Treasurer.

John reported that our finances are in excellent shape. This year we took in \$2,000 from dues, \$570 from the ATA membership rebate and \$850 from the Trados seminar, thereby bringing our income to \$4,549. Our expenses totaled \$2,881.

Jill announced that she and Anne Chemali will be offering a seminar on Internet Research at KSU in January. Jill also asked for a volunteer to serve as Programs Chair, as Anne steps down to care for her growing family.

*Continued on pg. 3*

## *Executive Board Meeting*

November 4, 2005

**Present:** Anne Chemali, Jill Sommer, Lee Wright, and Cindy Hazelton

We were all happy to see Lee again. He will be continuing in his position as Membership Chairman.

**Membership:** Lee reported that we currently have 128 members. Notices have been sent to 29 members who have not yet paid their dues for this year. They are urged to send in their dues by December 15 or they will be removed from our membership list.

**ATA Conference:** Lee will be keeping an eye on the NOTA table at the ATA Conference in Seattle.

**Web site Issues:** The membership directory on our web site is not functioning currently. Cindy agreed to take over the responsibility of the web site. She will contact Michael O'Flaherty and together they will discuss a redesign of our site and improvements in our database. The Board agreed that this is an immediate goal.

**Presidential Overload:** Many responsibilities seem to be falling on Jill. As President, Jill has certain responsibilities, but she cannot be in charge of every aspect of NOTA. This is not fair to her! Individual membership issues should be addressed to Membership Chair Lee Wright and all checks should be sent to Treasurer John Shaklee. Questions about the web site should be sent to Cindy Hazelton. Public Relations issues should be sent to Amanda. Let's free up Jill's time to do her obligations as President.

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## Northeast Ohio Translators Association

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Other newsletters are welcome to reprint materials from NOTA BENE, provided they acknowledge the source and send us a copy.

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#### NOTA membership fees:

Individual:	\$25.00/yr
Corporate/Institutional:	\$35.00/yr
Student:	\$15.00/yr

For membership information, please contact Dr. Leland Wright at the above number or write to:

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## President's Message

By the time you read this issue, the 46<sup>th</sup> Annual ATA Conference will have come and gone. I am really looking forward to the conference this year and have already sketched out the sessions I plan to attend, leaving some free time to enjoy the city of Seattle. I am also looking forward to catching up with old friends and meeting new acquaintances. One first-time attendee who I met at last year's conference summed it up best saying, "It is so nice to be around people who get me." She felt immediately at home. It is a pleasure to be around people who understand the daily tasks and challenges we are faced with every day as translators. Whether it is discussing difficult clients or learning how to market yourself better, the ATA conference has something for everyone. If you've never been, I highly recommend you give it a try next year.

Despite the last-minute change of venue, the Annual Meeting was a rousing success. The Bistro on Main offered a cozy, private room at an affordable price. The food was amazing, and so was the company. Everyone really enjoyed Jiri Stejskal's resume pointers and insights on running a translation agency. We all know what it is like to be a freelancer; it was nice to see things from the other point of view. I would like to thank Diana McGraw and Ruth Gentes-Krawczyk for driving all the way from Marietta and Susana Miles and her husband for coming all the way from Springfield. We enjoyed seeing you!

The upcoming Holiday Party will be at Anne's house again this year. We are holding it on December 9<sup>th</sup>, because Anne is due in February. Since it is a lot of work to host the party, we have agreed to hire a cleaning staff to help Anne by setting up before the party and cleaning up afterwards. It will be a potluck dinner, so please bring a favorite dish to share with the other members. NOTA will be providing non-alcoholic beverages and utensils, and I plan on making the mulled wine if Waltraud can't attend. We hope you all can make it.

Anne and I will be hosting a seminar on Internet research on January 13<sup>th</sup> and 14<sup>th</sup> at Kent State University based on our presentation at the ATA conference. We will be sharing our Internet research tips and providing the participants the opportunity to utilize that knowledge with hands-on exercises. We plan to show you how to leverage bilingual web sites to create translation memories and store and organize your findings so you can find them again. We hope to see you there.

Kristi Runser of the Cleveland Convention & Visitors Bureau recently sent me a list of upcoming trade fairs and conferences that are being held here in Cleveland. If you would like to view them for yourself, please send me an e-mail and I will mail you a copy. It is quite thick.

We are in need of a new Programs Chair. Anne's pregnancy leaves a gap in the Executive Board. The position does not entail a lot of time and offers you the opportunity to mold our events as you see fit. If you are interested in helping us out, we would love to have you.

I would like to bring up a really important issue that we discussed at the Executive Board meeting. As the president, I get a lot of calls asking for an interpreter or translator in Spanish, Chinese, Portuguese, etc. I refer people to the web site, but I also make suggestions whom they should call first. It really helps if I know or have met the person, so I would like to encourage you to attend the events we hold throughout the year.

Networking and word-of-mouth referrals are the best form of marketing there is.

It has been a really busy semester for me. I have been driving down to Kent three nights a week, which has really cut into the time I have available to translate for my clients and as a result has cut into my ability to be the whiz-bang president I've been in the past. I have been fielding membership questions, trying to keep up with updating the web site, answering cold calls from

clients and making referrals, along with numerous other duties for the group. I realize I need to delegate more and rely on your input and help to make that happen. If you have a membership question, please contact Lee. If you have a question about the web site, please contact Cindy. I appreciate your understanding in the past year. Now that Lee is back and once the semester ends, hopefully things will be less crazy.

Jill Sommer

### ***Annual Meeting*** - Continued from pg. 1

Finally, Jill introduced our guest speaker, Mr. Jiri Stejskal, the owner of CETRA, Inc. (a translation agency based in Philadelphia) and the newly elected President-Elect of ATA. He spoke about the relationship between freelance translators and agencies. Since Mr. Stejskal's agency has more than 5,000 CV's on file, he discussed what makes up an effective CV. His suggestions included:

- Limit your language combinations and fields of expertise
- Do not list your objective; it is obvious that you want to be a freelance translator
- List the CAT tools you use
- If you have a professional website, put a link to it on your CV
- Keep your CV to one page
- Submit your CV in PDF format to prevent problems with fonts and spacing
- Keep your CV professional - never use colored fonts or clip art

- Do not list your dictionaries and reference materials; these should go on your website
- Do not put your picture or personal information like age or marital status on a CV intended for a U.S. agency. Know the different CV styles for the countries in which the agency you are applying for is located.
- Have a colleague proofread your CV for errors

Mr. Stejskal also spoke about ways to build a good relationship with an agency. He suggested developing a close working relationship with the project manager. He stated that missing deadlines, failing to keep your rates competitive and repeatedly refusing jobs are the main reasons an agency drops freelancers from their list.

The dinner meeting was very enjoyable. We all look forward to another exciting year together.

### ***Minutes*** – continued from pg.1

**Holiday Party:** In the absence of any suggestions for party centers, Anne Chemali has offered her home for our holiday party. See details on Pg. 1

**Internet Research Seminar:** Anne and Jill will be presenting their Internet Research Seminar in Seattle. They will also present an expanded version at KSU on January 13 and 14. The cost will be \$100 for non-members and \$50 for NOTA members.

**Programs Chair Needed:** We need a volunteer to serve as Programs Chair for the upcoming year. This position involves the organization of the summer picnic, the annual dinner meeting and any continuing education workshops that members may present. It is not a huge responsibility, so please consider helping out. A few members seem to be doing all of the work for NOTA. This can result in organizational burnout, which is detrimental to our group, so if you are not currently volunteering for a position, we hope you will

consider this opportunity.

**New Business:** Jill and Cindy will represent NOTA at the John Carroll International Opportunity Fair on Monday, November 14. Amanda will look into placing an ad for our translation services in local business publications such as Crane's Cleveland Business and Northern Ohio Live. If anyone is aware of other business-oriented newspapers, journals or magazines in Northeast Ohio, please let Amanda know. The Board discussed the need for us to become more visible in this region.

The next Executive Board meeting will take place in late January.

***We look forward to seeing everyone at the Holiday Party!***

Submitted by Cindy Hazelton, Secretary

# Google Gets Better. What's Up With That?

## A New Version of Google Desktop Search

This is a synopsis by Cindy Hazelton of an article that appeared in the New York Times on August 25, 2005

As translators, we all know and love Google. But this amazing search tool got even better in August, when Google introduced Version 2 of its Desktop Search program.

The original version of Desktop Search, which appeared last year, brought the speed and effortlessness of Google's Internet search to your own PC. You would type a few letters, and in a fraction of a second, you would have a complete list of files that included your search term—even if that term appeared inside the body of a document. It would search your e-mail files, chat-room transcripts and the contents of Web pages you had visited. As great as this program was, it did have three limitations. First, it had to be operated from within your Web browser, which limited its convenience. Second, because it could call up Web pages, e-mail messages and chat transcripts, Google Desktop alarmed people who might have something to hide from others, like spouses and bosses. (Not that this would apply to any of us...) Finally, it could only see inside a limited number of document types. It could not search PDF files, Web sites visited with any browser except Internet Explorer or e-mail messages not in Outlook or Outlook Express.

Version 2, available free at <http://www.google.com>, remedies these problems. In Version 2, you can begin a search with a keystroke or by clicking in the search box that is always open on your screen. A pop-up menu of search results appears as you begin to type and narrows itself with each additional keystroke. When you see the item you want, you can open it by simply clicking on it. So you can now open a certain program, document or control panel entirely from the keyboard, quickly and easily.

Version 2 also improves your privacy options. You can omit search categories like secure Web sites and password-protected files, and you can flag individual files so they will never appear in the search results again.

Finally, Version 2 now recognizes more document types: e-mail from Gmail, Outlook, Outlook Express, Netscape Mail, Thunderbird and Mozilla Mail; chat transcripts from AOL or MSN Messenger; Web pages you have visited within IE, Firefox, Netscape or Mozilla; PDF files; and your Outlook calendar and address book. Version 2 installs its own search bar right onto Outlook, so you can search easily your e-mails.

Just go to <http://desktop.google.com/about.html> to download Version 2. This site gives a comprehensive description of the program, along with helpful screen shots and a link to install the program with one click. When you install Version 2, a sidebar will appear on the right side of your screen. It contains a column of rectangular windows that offer different kinds of real-time information from the Internet: incoming Gmail and Outlook email, news stories, stock and weather reports. You can personalize your sidebar by removing unwanted windows and rearranging the order of those you do like. I closed the weather and stock windows, but left the others open. The Photos window shows a continuous slideshow of the pictures you have stored in your computer. At first I thought this would be distracting and considered removing it, but after a few minutes, I actually enjoyed seeing my personal photos being displayed. Eventually, the photos did not distract me at all, and I actually found them to be a nice mental and visual break from typing and reading. The blank Scratch Pad box proved to be extremely useful as a place to jot down reminders or ideas as I worked. Notes made here are automatically saved when the computer is shut down.

You can customize the Sidebar to fit your needs by increasing or decreasing its width and adding or deleting windows. If you're like me, you will find that Desktop Search Version 2 is the most useful program you've seen in quite a while.

### *Letter from our member Susanna Miles:*

Thank you for the invitation to the NOTA Annual Dinner, it turned out to be such a nice event. We enjoyed not only excellent food, but also found a wealth of information again. It was definitely worth the 3 hour drive.

As a native born German, having grown out of industry into the translation field, I learn so much about the translation industry each time I associate with the NOTA group.

This year's keynote speaker, Dr. Jiri Stejskal, current ATA treasurer and possible future president of the organization, offered what not to do on your resumé and shared some of the ATA's findings about the status of the Translation & Interpreting profession; he was available to answer questions afterwards. This opportunity and meeting other professionals from the field were absolutely priceless for a beginning translator, especially when attending the annual ATA conference is still a little out of reach.

I am looking forward to getting to know the NOTA group better in the years to come.

# Caught in the Web

## Part I: T&I Brokers on the Internet

By Stafford Hemmer

**Translation and interpretation broker sites: love them or hate them, you can no longer ignore them. In this first of two articles, Stafford Hemmer examines the growing phenomenon of the web-based T&I marketplace. In addition, he asks you to relate your own experiences in a survey, which he will analyze and report on in our December issue.**

“Dear Translator! Company XYZ invites you to join our database of professional translators, interpreters, and agencies ...”

Sound familiar? Merely being listed as an ATA member will land you at least one of these enticing e-mails. Who are these people?

Who indeed. They are the relatively new kid on the block in the T&I marketplace—a “new” kid that follows the model of other industries in using the Internet to the advantage of all parties in a transaction. They are the broker site. And they raise interesting questions regarding the ways in which translation buyers and sellers can come together. Where ATA and NCTA online referral services offer one set of advantages, those tend to focus on the respective association’s overall purposes, with translator and interpreter referrals an added (albeit crucial) perk. With broker sites, one must wonder about the prudence of investing in T&I services marketed online. What does the plethora of auction sites have to offer the freelancer or agency? How does a freelancer or agency navigate these websites without getting sucked into a vortex of global bidding wars? How does the user know which site is worth the expenditure of time and money, and which site leads to a dead end?

Unlike agencies, which are corporate entities subject to the governing jurisprudence and tax practices of their domiciles, T&I websites are global marketplaces for vendors and clients. Here, translators typically negotiate job terms (timing, format, payment) directly with a client found on the broker sites. As such, caveat emptor applies: eliminating the agency may have its benefit (no third-party fees), but in direct relationships, both sides dispense with the risk protection an agency offers (QA and liability insurance, among other protections).

One of the best known of these organizations is *ProZ* (or at least best-advertised: “Trados is a ProZ.com Partner” boasted the back-cover ad of the April 2005 *ATA Chronicle*). Founded in 1999, the company defines itself as “a directory of translation services by freelance language translators and translation agencies.” The banner for another popular website, “*aquarius.net* - reloaded!” extols the power of its new and improved homepage for “the

market leader in translation outsourcing ... with an ever-expanding network of language specialists and translation customers.” *GoTranslators* lays claim to a more modest existence as a “world translation directory.” Admittedly, its world is limited to 30 languages. The common thread? Translation & interpretation broker sites are Internet websites that connect T&I buyers with T&I sellers.

### Benefits

Beyond this shared purpose, each site distinguishes itself through a variety of distinctive bells and whistles, intended to add value and create synergy in a collaborative virtual office environment. Among its many useful services, *Babelport.com* offers a weekly report that informs participants how many times their profile was viewed, and how much that profile was “promoted” by the site. The “Content Hit Parade” on *MCable.net* keeps translators abreast of the most popular topics and software among users. To lure its members out of their translation caves and into a real live café for an in-person *Kaffeeklatsch* with neighboring translators, *ProZ* established its “Powwow” service. The re-launched *Aquarius* site allows users to create “groups” for team communications and ostensibly project communication management through its “Friends, Teams, and Ignore” lists. For freelancers who risk accepting work from an unknown client, shared information on payment practices is an indispensable resource. The sites also fill the void in client education with concise articulation of business conditions.

To some, online collaboration with fellow language professionals on terminology questions is invaluable. Some websites offer incentive bonuses to participants in such exchanges. For the asker, getting the right term is the obvious bonus, although at times it may be slow in coming—a key drawback when you’re in a time crunch. For the respondent earning “KudoZ” points, for example, the precise answer to a perplexing terminology question will boost credentials in the *ProZ* marketplace; ostensibly, outsourcers seek out high-scoring translators. I have accumulated exactly zero KudoZ points, because I post my own terminology questions to the GLD (German Language Division) list of ATA. That community provides me with virtually immediate and highly reliable answers, and typically provokes stimulating conversation.

It’s possible, then, that one might see more job offers from *ProZ* if more time is put into researching and answering other people’s terminology questions. The same holds true for other websites as well: “The more Conges points a *TRADUguide* member has, the more he/she will move towards the top of the *TRADUguide* translators’ list.” Not a day goes by without a Conges question in my email box

posted by a *TRADUguide* user in desperation. If I know the answer and have time, I will post an answer and, if lucky (and precise), get the coveted points. But I am astonished at times when assistance is required for terms as basic as *eins, zwei, drei*.

## Membership and bidding

Typically, “membership,” whether free or fee, is offered to any taker. Yes, this means anyone, from the person who has two years of high school French to the most pedigreed Arabic-speaking linguist ... and everyone in between. Some websites do make a stated effort to “certify” the qualifications online. Sign up for *Global Vision*’s database, for instance, and each of your three references will be emailed a recommendation request as soon as you hit the “submit” button.

“Free membership” is invariably a lure to the better exposure, greater access (e.g., *ProZ*’s “Blue Board”) and more work promised by “professional membership upgrades.” While brokers make money from advertisers, endorsements, product sales, and sometimes client fees—occasionally tying membership upgrades to product purchases (“*Hello, WordFast 5.0!*”) – membership fees are a main source of funds for the websites (the broker needs to pay rent too). Different tiers of membership mean you pay for different levels of exposure. Your faith in upgrading from Economy to Business or First Class membership on *Aquarius* may ease the turbulence you feel when the work conditions are rough. Both *TRADUguide* and *GoTranslators* remind non-paying members that such status relegates them to the job offer notifications 12 hours after paying members. Since time is money in this global market place, such a delay likely means someone else wins the bid.

Still, this “open door policy” invites the harshest criticism of the brokering business. Case in point: take the Spanish>English translator, who, assuming she submits a timely offer, bids on a 10,000-word contract at her rate of US\$0.12/word. She loses to another translator who may be a non-native speaker living in a country whose lingua franca may be English, and where the competing offer of \$0.03/word supports that standard of living. While the T&I buyer might receive a poor-quality translation, if he ferrets the work for “proofreading and editing” to another professional, at \$0.04/word, he nets a translation at almost half the cost offered by the native-speaking (and presumably better) translator. This phenomenon makes it extremely difficult to compete in the global market and begs the question: what’s the point of paying for greater exposure on a website, when in the end, you’d have to cut your rates in half to win a contract?

## Other models

There are other portals for translators and clients having different formats than the T&I broker website. A company like *Choice Translating* describes itself as an agency with in-house translators (covered by its liability insurance) that also hires freelancers to meet excess demand. While a freelancer may apply to become a member of the company’s database, the added “perks” mentioned above are not part of the deal, because the freelancer is working for the agency, not directly for the client. *Webtra.com* is a similar type of company that has a particular focus on localization and, although multi-lingual in scope, emphasizes its Spanish-language capabilities. *Textpark.de* is a small shop that’s thinking big: a website now expanding its scope beyond its German-only environment. At the complete other end of the spectrum, the focus of a language-specific website like *Übersetzerportal* is on industry issues in the German language, even though it also offers job search facilities.

## Weigh in and be heard

What is your own experience with broker sites? In the interest of stimulating a constructive, frank, and comprehensive discussion of the subject, we’d like to hear from you, via a survey at the NCTA website. Here, we invite NCTA interpreters, agencies, and translators to give voice to whatever perspectives you may have: positive, negative, or neutral. Through the data gathered, we hope to be able to publish, in Part Two of this series, an objective assessment of the sites, and, with luck, answer difficult questions that cannot be covered in an overview. To participate in the survey, visit <http://tinyurl.com/4s57p>.

## Resources

- **Aquarius:** One of the pioneers, recently remodeled, claiming to be the market leader in translation outsourcing. <http://aquarius.net>
- **Babelport:** Informs participants weekly on how many times their profile was viewed, and how much that profile was “promoted” by the site. <http://babelport.com/>
- **Global Vision:** Automatically sends a recommendation request to each of the three references you enter when registering. <http://www.globalvis.com/>
- **GoTranslators:** Dubs itself as a “world translation directory,” currently limited to 30 languages. <http://www.gotranslators.com>
- **MCable:** Boasts a “Content Hit Parade,” keeping translators abreast of the most popular topics and software among users. <http://www.mcable.net/>
- **ProZ:** Home of the “Kudoz,” Monopoly money of sorts. The high-profile website from Virginia has also been the first to attract controversy. <http://www.proz.com>
- **TRADUguide:** Here, it’s the “Conges points” that will move a member towards the top of the site’s translators’ list. <http://www.traduguide.com/>

Anybody who has not paid their dues and wants to remain a NOTA member, should pay immediately (plus a \$5 late penalty.) All unpaid members will be taken out of all our listings by the end of December.

# *How To Get Into The Translation Business*

By Rosene Zaros

We are all at various places on the journey to establishing ourselves as translators. The mere fact that we are enrolled in a translation class that had some prerequisites means that we already have some knowledge of the business.

Although there were differences in perspective, certain things were stressed by all:

- Networking. Begin by staying in touch with classmates. One day you will be colleagues. Translators help other translators. Extend your network to other professions, translation agencies and project managers.
- Join professional associations: ATA and local groups. Check for local chapters in your area. This is an excellent way to meet other translators and project managers.
- Education. In the past it was possible to break into the profession and learn on the job. That is no longer the case. There are certain things that you are expected to know.
- Translate into your native language.
- Have specific industry/subject matter experience; i.e., legal, financial, automotive, medical, etc.
- Deliver projects on time.
- Read and follow instructions
- Have a working knowledge of CAT tools. Many clients expect you to have this knowledge.
- Be flexible with format, changes, rates – the more experience you have the more you will be able to charge.
- Be proactive – ask questions, point out inconsistencies when you see them.

If you can save the client money, you will be more valuable.

- Have a mentor – the ATA has an excellent mentoring program.
- The translation business is booming. There is plenty of work, but allow yourself enough time to break into it.

## **Tips on Making an Impression:**

- Have an impeccable résumé.
  - Visible name and contact information
  - Working language pairs
  - Expertise – don't try to be a jack-of-all-trades. Limit yourself to those fields that you know really well.
  - Put the important information at the top.
- Offer to take a sample test.
- Make a connection with someone on the inside.
- Visit Agencies.
- Do an internship.

**How to Organize Your Day** (these are tips that are useful to students, too):

- Keep work space separate from living space.
- Maintain regular working hours and stick to them.
- Set clear boundaries. Do not allow yourself to be interrupted.
- Check e-mail frequently.

(Ms. Zaros wrote this article as an assignment for an online NYU translation course. She is a member of the New York Circle of Translators and the editor of its newsletter *The Gotham Translator*.)

## *One Translator's Creed*

by Lee Wright

Ten key ideas come to provide a constant guiding force for me during the thirty years of my career as a professional translator and, for about half of that time, as a teacher of translation at the graduate level. For this reason, I would like to pass them on as a useful set of guidelines for any translator. Number eleven is a little more complicated, but it's worth including here: a) Nobody can know everything; b) You need to know when you don't know something; and c) You need to know how to find out what you don't know.

1. I know that translation is an intellectual process, not a mechanical, non-thinking activity.
2. Not all source texts are 100% perfect, so I must always be watchful for anomalies and make the necessary

adjustments in my translations.

3. No two languages express the same ideas or concepts in exactly the same way. This includes document formats and punctuation usage. Therefore, I need to study how the two languages differ.
4. As a professional translator, I must be constantly aware of the different stylistic alternatives available in the target language, so I should never assume that the first option is the only one, the best one or even the most correct one.
5. In contrast to stylistic alternatives, there are many things in any language which are obligatory and not optional. I must therefore recognize the difference when translating.

6. As is the case with second-language acquisition, I realize that linguistic interference can often be a serious impediment to achieving a natural-sounding and accurate target-language rendering.
7. I know that ideas and concepts are more important than words because words are just the *surface* manifestation of thought.
8. Translation involves my ears as much as (if not more than) my eyes.
9. Most source texts (or clients) never provide all of the information needed for producing a totally accurate translation. This means that I must go beyond the source text and acquire the broadest possible understanding of the contextual framework and subject matter involved.
10. My first and most critical step in any translation project is to analyze and fully comprehend the source text from every conceivable angle (e.g., linguistic, semantic, subject matter, register, etc.).

## *We Welcome the Following New Members:*

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