



# NOTA BENE

Vol. XXVI, No. 2

March/April 2003

## *Upcoming Events:*

### *ATA Accreditation Exam*

Saturday, June 21, 2003, 10:00 a.m.  
Kent State University  
Satterfield Hall, Janik Drive

### *Monthly Meetings at Borders*

April 11, May 8, June 12, July 10

## *Welcome to New Members:*

### **The Translation Shop, Inc.**

P.O. Box 30310  
13301 Smith Road  
Cleveland, OH 44130  
Tel.: 440-476-0461 / FAX: 440-886-1073  
e-mail: [translationshop@sbcglobal.net](mailto:translationshop@sbcglobal.net)

### **Laura Ann Fanelli**

2127 Coventry Road, 2nd Floor  
Cleveland Hts., OH 44118  
Tel.: 216-397-3281  
e-mail: [l\\_fanelli@hotmail.com](mailto:l_fanelli@hotmail.com)  
Native language: English

### **Hector S. Vega**

8766 Ormiston Circle  
Reynoldsburg, OH 43068  
Tel/Fax: 614-863-9148  
e-mail: [Samy1123@yahoo.com](mailto:Samy1123@yahoo.com)  
Native language: Spanish

## *NOTA Executive Committee Meeting*

March 19, 2003

In attendance were Jill Sommer (President), Amanda Ennis (Secretary), Margaret Nevits (Programs) and Lee Wright (Treasurer/Membership). Illness prevented Karin Debelius (Public Relations) from attending.

Items of business were as follows:

- 1) Many members indicated an interest in TRADOS training on the **member survey**. Margaret is organizing a TRADOS workshop at Kent State University to be held on a Friday afternoon in the near future. Please sign up for this event and indicate your preferred dates by e-mailing Margaret ([MNeivits2@aol.com](mailto:MNeivits2@aol.com)).
- 2) The NOTA Web site will be undergoing an extensive re-design this year. Jill is heading up the **Web Site Redesign Committee** and is looking for people to **join** the Committee. No Web design expertise is necessary! All you need is a definite opinion about what should be included on the new NOTA Web site. E-mail Jill ([js@jill-sommer.com](mailto:js@jill-sommer.com)) for more details.

Continued on pg. 4

## *Congratulations*

to **Svetlana Ball**, who recently passed the ATA accreditation exam and is now an ATA accredited translator into Russian.

to **John Shaklee**, for being asked to co-chair the ATA's Mentoring Task Force.

## *In this Issue:*

Minutes – Exec. Committee Meeting	Pg. 1
President's Message	Pg. 2
Web Design Made Simple	Pg. 3
Best Face Forward: In Person Marketing	
Skills for T&I Professionals	Pg. 5
Tools of a Translator	Pg. 7

## Northeast Ohio Translators Association

Website: [www.ohiotranslators.org](http://www.ohiotranslators.org)

**Editor:** Waltraud Knudsen  
e-mail: [w.knudsen@juno.com](mailto:w.knudsen@juno.com)

**Co-Editor:** Amanda Ennis  
e-mail: [germantoenglish@earthlink.net](mailto:germantoenglish@earthlink.net)

NOTA BENE is published by the Northeast Ohio Translators Association, a chapter of the American Translators Association.

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

### 2002/2003 NOTA Executive Board

#### President

Jill Sommer  
33425 Bainbridge Road  
Solon, OH 44139  
Tel: 440-519-0161  
[js@jill-sommer.com](mailto:js@jill-sommer.com)

#### Treasurer/Membership

Dr. Leland Wright  
134 N. Prospect Street  
Kent, OH 44240  
Tel: 330.673.0043  
Fax: 330.673.0738  
email: [lw1341204@aol.com](mailto:lw1341204@aol.com)

#### Programs

Margaret Nevits  
14632 Sheldon Road  
Brook Park, OH 44142  
Tel:/Fax: 216-362-0321  
[MNevits2@aol.com](mailto:MNevits2@aol.com)

#### Public Relations

Karin E. F. Debelius  
10501 Lake Shore Blvd., #3  
Bratenahl, OH 44108-1015  
Tel: 216-268-3331  
[102265.121@compuserve.com](mailto:102265.121@compuserve.com)

#### Secretary

Amanda Ennis  
320 High Street  
Kent, OH 44240  
Tel/Fax: 330-673-1387  
[germantoenglish@earthlink.net](mailto:germantoenglish@earthlink.net)

#### NOTA membership fees:

Individual:	\$20.00/yr
Corporate/Institutional:	\$30.00/yr
Student:	\$10.00/yr

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

NOTA  
P.O. Box 994  
Kent, OH 44240-0994

## President's Message

I'm sure everyone is anxiously awaiting spring. I know I can hardly wait to take advantage of my balcony again. The birds have started chirping again, so I'm sure it is only a matter of days now.

Our NOTA members' discussion group now has 28 members. I think this will be a very good method to keep each other up to date with the latest events in the translation and interpreting business and within our group in general. If I didn't have your e-mail address, you may not have received an invitation. If you would like to join, simply send an e-mail to [nota\\_members-subscribe@yahoogroups.com](mailto:nota_members-subscribe@yahoogroups.com). I will approve your membership in under a day (I check my mail at least twice a day). Also, like our newsletter, the forum will only be as helpful as the members, so I encourage you to write to the other members if you have something to share. And, please, let's keep it friendly. I do not want to hear that members have received nasty e-mails just because they are trying to sell a dictionary or software they no longer need. We are there to help one another – not to discourage participation by attacking each other. Only members of the discussion group can send mail to the group. If you are a member of ATA, I also encourage you to join the forums of the various ATA language divisions. Forums are invaluable tools in this day and age. There are a wide variety of translation-relevant forums out there. You can get help with terminology, find out if an agency has a reputation for not paying, and just be encouraged by hearing that someone else has had the same difficulty you are experiencing and find a good solution.

Our negotiations with the Rock and Roll Hall of Fame are currently underway. Amanda and I had a very successful meeting with a Rock Hall representative, and we will soon be presenting them with our suggestions to make foreign guests' visits to the Rock Hall as pleasant and understandable as possible. I have received quite a few offers to help with the Intel ISEF and am only waiting to hear from them again for more specifics. Meanwhile, Margaret is hard at work organizing some computer sessions for those of you who expressed interest.

So as you can see we are hard at work to meet your needs. Next on the list is the redesign of the Web site. I would also like to take this opportunity to remind you that you need to keep us informed if your e-mail address has changed. I do not have the time to chase after every person if an e-mail has bounced back. If you change your e-mail address please let me ([js@jill-sommer.com](mailto:js@jill-sommer.com)) or Lee Wright ([lw1341204@aol.com](mailto:lw1341204@aol.com)) know so we can make the necessary changes and inform the other officers.

And while I have your attention: would anyone be willing to host the summer picnic at their home (in their backyard)? Otherwise, we will meet in a shelter at the Metroparks. Please let me know.

I look forward to hearing from you.

Jill Sommer

**No man is an island. -- Our Web site is in need of an overhaul. If you are interested in joining a brainstorming committee to redesign the Web site, please contact me ([js@jill-sommer.com](mailto:js@jill-sommer.com)) or Manfred Mondt ([mond1@ameritech.net](mailto:mond1@ameritech.net)) You do not have to be a Web design expert to be on the committee - although if you are we certainly urge you to join us!**

# *Web Design Made Simple*

*by Jill Sommer*

The World Wide Web is an excellent way to get your message out to anyone and can be a useful tool to reach potential clients. There are many different kinds of Web sites (private, topical, entertainment or professional). If you have never created a Web page before, it is generally a good idea to create a personal Web page before creating a professional site. However, this article will introduce you to the ideas behind building a professional site to advertise your translation or interpreting services. A well-designed Web site may not bring you a lot of work directly, but it is your virtual business card and shows a potential client that you can manage HTML. A poorly designed Web site may not cause you to lose a job, but leaves a lasting impression that may not be so easy to shake.

A Web site is not a static document and should be updated periodically to reflect your latest achievements. My first Web site was intentionally simple. Not everyone was equipped with a fast modem or the latest browser back in 1995. I stuck to just a few simple graphics and avoided the use of frames (split screens that allow a portion of your site to remain static while you work in the other screen). Remember to keep your target audience in mind when designing the site. Not every company or person can afford high-speed Internet access and the latest and greatest software upgrades.

Keeping your target group in mind is imperative. Decide who will visit your site and design with their needs in mind. Even a purely professional site can include a touch of personality. A group of translators recently discussed whether or not Web sites should include anything personal. Most participants felt that a translator's Web site should be businesslike and professional and not include any hint of a translator's personal life.

My Web site was originally designed for two target groups: my friends and family in the U.S. and potential clients. I decided to divide the domain (location of the site) into two separate sites. The domain ([www.jill-sommer.com](http://www.jill-sommer.com)) calls up my professional site, and I have included a link to a personal site, which reflects my interests. I had originally included a lot of superfluous information, but decided to pare down the content during the major overhaul two years ago. I realized that the most popular pages were the pages I had designed for English-speaking expatriates in Germany. My personal site now includes a personal page and scads of information for people who are planning to move to and

live in Germany – and Bonn and Cologne specifically – even though I no longer reside there.

A Web site takes a considerable amount of planning. It is generally a good idea to map out which pages will link to each other and give some thought to how visitors will navigate through the site. A site proves useless if the visitor gets lost and does not know how to find the information he/she is seeking.

Visit sites that are similar to your own and decide what you like and what you don't like. If you find a feature on a site that you would like to imitate in your site, by all means click on the "View Source" option in your browser (in Netscape it is in the menu under View-Page Source and Internet Explorer it is under View-Source) and see what makes it work. That is the best way to learn. Borrowing materials from another site is ok for basic HTML formatting, but remember it is illegal to use copyrighted material. If you are not sure if the material is copyrighted, it would be wise to contact the Webmaster for permission to use a specific graphic or feature.

The Internet is the giant computer network that connects computers around the world. The Internet finds files by using a kind of address called a URL (Uniform Resource Locator). You need to enter a URL into a browser to call up a Web page. A URL consists of three parts – the protocol (as in HTTP, FTP, etc.), the domain name (for example, [cnn.com](http://cnn.com) or [cleveland.com](http://cleveland.com)), and the pathname (which is all the stuff after the backspace and separated by slashes that tells your computer where to find the page on the server such as `/en/private/stuff.htm`).

Posting a Web page involves a few steps that are the same no matter which tools or techniques you use. The first step is to decide on the text for your HTML file. You then need to collect or create graphic images you plan to use on your page and link the graphics into the HTML text file as you would like them to appear. Next, preview the page on your computer. Since different browsers display pages differently, it is an excellent idea to preview them using Internet Explorer and Netscape (the two most common Web browsers). Once you are pleased with the page's appearance, find space on a Web server (most ISPs offer their customers Web space as part of their e-mail package) and transfer the HTML text file and graphics files to the server using FTP (File Transfer Protocol) software (some common FTP clients are CuteFTP, WS\_FTP or the FTP functionality in a Web editor such as FrontPage or

Dreamweaver.). Even though you may be feeling overwhelmed at this point, I can assure you that this software is easy to use for even the most software-illiterate.

Upload the files to the Web server and check if the Web page meets your approval. These steps are usually simple if you want to create a basic Web page. Things can become more complicated if you want a multi-page Web site or you want your Web site to have some bells and whistles such as Java script, Flash, or fancy programming languages. Remember that less is usually more. A site with lots of jumping graphics takes an eternity to load and most visitors won't have the patience to wait to view a graphics-intensive site or an introductory video that uses Flash. Keep the design simple at first. You can always improve on it later as you learn more about Web design.

Back to HTML. HTML is a specific way of adding descriptive tags to regular text so that all the formatting, linking and navigational functions needed for a Web page are contained in the same file with the regular text. When a browser displays the HTML file, the words and formatting appear, but not the tags (the information between angle brackets [`<>`]). A file with HTML-tagged text is called an HTML file and usually has the extension .htm or .html at the end of the file name. I won't go into the various HTML tags, as there are plenty of informative Web design books on the market that address this issue.

I can, however, list the basic HTML rules. Most HTML tags come in pairs. One starts with a change and the other ends it with a "/". For example, `<B>` makes a text bold and `</B>` returns the font back to normal. It is a good idea to write HTML tags in ALL CAPS. It isn't a

hard and fast rule, but it helps the tags stand out from the text that they are embedded in. Here's a hint: stick with the basic tags to avoid unexpected surprises.

HTML ignores paragraph symbols and tabs in your text. Instead, it relies on paragraph tags (`<P>`), break tags (`<BR>`), and block quote (`<BLOCKQUOTE>`) tags. Two other important tags that define the World Wide Web are the image tag (`<IMG SRC="image location">`) and the link tag (`<A HREF="www.url.com">text</A>`). These are all standard tags, but some other tags don't work on some browsers.

I encourage you to read a few books on HTML and Web design. The Dummies Guides and Complete Idiots Guides are helpful and informative. It's wise to start small and build on your knowledge. I found it is much easier to design when you understand what the tags stand for rather than letting a Web editor do the work for you. However, you may decide it is easier to rely on the Web editor. I have amassed a sizable library of Web design books that I use as a reference when designing a site. Once you have mastered the basics, another book I found extremely helpful was "The Non-Designer's Web Book." The book offers examples of poorly designed Web sites and offers basic and simple hints to separate the wheat from the chaff. These hints make a huge difference, since a site that forces you to scroll sideways never makes a good impression.

This should give you a general overview of Web pages and what they do. Don't expect your Web site to attract a lot of new clients. But if you acquire even one new customer from your Web site, it will be well worth it. Plus, designing a Web site is a lot of fun. Take a deep breath and jump in.

---

## Minutes of Exec. Committee Meeting - continued from pg. 1

- 3) Jill and Amanda met Rock Hall officials in early February to talk about this year's *pro bono translation project* for the **Rock and Roll Hall of Fame**. We will be translating some signs, exhibit information and plaques from English into **German, Spanish, Japanese, Brazilian Portuguese, and French**. As soon as we have the materials in hand, we will be looking for translators and editors to work on this exciting project!
- 4) Our general meeting will be held on **September 21** (a Saturday), and **Courtney Searles-Ridge** will be in attendance! So far, two restaurants

have been suggested: **Li Wah** in Cleveland and **Taste of Europe** in Twinsburg. Please e-mail us with your restaurant suggestions!

- 5) Jill is arranging for a SCORE representative (they provide counseling services to small businesses) to attend a Thursday night Borders Books discussion evening in April or May.
- 6) Our **summer picnic** will be held on either the first or second weekend of June in a West Side Metropark. Margaret Nevits agreed to scout locations. Stay tuned for more details!

The meeting was adjourned at 8:30 PM

## ***Best Face Forward: In Person Marketing Skills for T&I Professionals***

By Diane E. Teichman ©2003

After you've mailed your resume to a thousand agencies, sent out brochures detailing your services or paid dearly for a display advertisement, how else can you market your services? Consider meeting potential clients in person. After all, some of the greatest business relationships in the world were initiated person to person. Here are a few steps to finding your most desirable clients in person, while making a great first impression.

Start with an outline of what kind of clients you want to develop. Then identify where they gather to network; such as their trade associations. You will find the same networking opportunities they do there. You can identify these by the titles of the people that hire you or the name of their profession. Often there are local divisions of national associations listed in the telephone book by their title under "Association." Sometimes they break down into gender (Association of Women Engineers) or even race. Do you want more exposure to people who would hire you to translate engineering material? Look to the American Council of Engineering Companies. Do you want more work in medical translation or interpreting? Look up the local chapter of the American Academy of Medical Administrators. You can also find the non-competitive professions that are seeking the same people you are. If you are a literary translator, authors are also in the market for publishers. Are you a legal interpreter? Videographers and court reporters are always soliciting law firms. Every international association is a source of work for conference interpreters. I have listed a few as an example for you. You will need to verify if they welcome guests at their meetings, lectures or "Programs." Another option is attending one of their fundraisers or social functions.

Before you go, do your homework. The more relevant your services are to the people you will meet, the more you can maximize their receptiveness of what you have to offer. On the web you can learn about the association and the profession. Target meeting people who will have the power to contract, hire or recommend you.

Prepare yourself for the face to face meeting. In almost any business or social situation, in the course of a person to person introduction, you have between 45

and 60 seconds to capture the interest of the person you are meeting. First impressions are comprised of your appearance and the initial information received about you and from you, in other words how you are introduced and what you say about yourself. For purposes of this article let's focus on clients for the Translation and Interpreting professions.

Both professional translators and interpreters often face the burden of an uneducated market. Our clients don't always know how we work or what we do even if it is critical to their own profession. I have found the best way to conquer this problem is to learn as much as possible about my client's work and responsibilities. This allows easier conversation with a potential client besides impressing them.

The initial information received about you in the introduction is critical, whether you are being introduced or are introducing yourself. You can capture their interest to learn more about you just as you can with the first words you place in your display advertisement of your services or the first few lines of your resume. They need to know your name and what service you provide. Since you are still in that 45 to 60 second window time limit, inform them of your services. Even the catchiest company name won't tell them that you are capable of the work. Compare these two introductions

**"Hello, I'm Robert Waterman with Around the World Incorporated."**

**"Hello my name is Robert Waterman; I'm a professional science and technology conference interpreter."**

It is then natural for them to comment on what you've said. In the latter introduction it will be about your profession as it relates to them. This potential client will either mention how his business employs people like you, such as his last experience with a conference interpreter, or if they don't recognize the profession, he or she will ask you for more information.

Be careful to avoid the *lethal introduction*; when someone introduces you and mis-states your services. Picture this scenario. Here you are, already employed as the senior translation project manager at a major company but you are in the market for a better

position. A former student of yours from the “make ends meet” days when you taught is about to introduce you to the human resource director of a Fortune 500 Corporation. Imagine the damage done if you are introduced only as his former Spanish teacher. The 60 seconds are gone and you cannot tactfully correct this person doing you this great favor. I suggest avoiding this by briefly reminding your host with the exact wording of your expertise and goal: “I really appreciate you introducing us as I am looking to move on from my translation project manager job at XYZ company.”

If the potential client then expresses an interest in your work, remember to be brief and considerate of their time. Your progress in achieving your goal can be measured by every subsequent question they ask about your work. Design a maximum ten word, single sentence description of your key services to start with. Offer your card as you are speaking and ask for that person’s card. If you’ve done your homework and know about the company then show interest in their work and company. Don’t tell them about their work, such as why they suffer failures in translation or interpreting, let them be the expert.

When you are asked about your work, avoid personal aggrandizement. Calling yourself or your company the best, the oldest or the largest begs a challenge to the claim. Measure their interest in what you are saying by watching their body language and ensuing questions. Only offer to send them more information or to meet with them if they express such an interest. It really stings to be told “No thank you, I’m not interested” in person. You can contact them a few days later if you

are not sure about their interest. Whenever the conversation moves away from you or your services, be polite and don’t bring it up again. You may have made a good impression already and trying to refocus on yourself would demolish that progress.

Before you go, put your business card to the professional litmus test. There is nothing more unprofessional than a cluttered business card. It should be limited to the company name, your name, address, phone number, email and web address. If necessary, a description of services should be limited to a maximum of five words. A tagline under your logo serves the same purpose. Adding the acronyms for professional memberships are a good sign of your dedication to your work. Physical addresses are less mandatory as contact information in today’s cyber world, so removing this can free up space on your card.

You are now armed with the right appearance, the right script and the right approach. Now go out and get those clients!

*Diane E. Teichman is a professional licensed Court Interpreter and a translator specializing in legal work since 1980. She is President of Linguistic Services and series editor for the Multilingual Matters text series Professional Interpreting in the Real World. She also authors and lectures on her profession. She is a member of ATA, NAJIT, HITA and AATIA. She can be reached at [Speakeasy@pdq.net](mailto:Speakeasy@pdq.net) or [www.linguisticworld.com](http://www.linguisticworld.com)*

## A Sample of People Who Should Know You!

International Association of Business Communicators  
<http://www.iabc.com/>

National Court Reporters Association  
<http://www.verbatimreporters.com/>

Association of Consumer Research  
<http://www.acrweb.org/>

American Academy of Medical Administrators  
<http://www.aameda.org/>

Public Relations Society of America  
[http://www.prsa.org/\\_Chapters/main/](http://www.prsa.org/_Chapters/main/)

List of Hospital Associations by state  
<http://www.pohly.com/assoc.html>

Society for Technical Communication  
<http://stc.org/>

Legal Assistant Management Association  
[www.lamanet.org](http://www.lamanet.org)

International Women’s Writing Guild  
<http://www.iwwg.com/>

National Federation of Paralegal Associations  
[www.paralegals.org](http://www.paralegals.org)

Science Fiction and Fantasy Writers of America Inc.  
<http://www.sfwaw.org/>

American Council of Engineering Companies  
<http://www.acec.org/>

American Institute of Chemical Engineers  
<http://www.aiche.org/>

# *Tools of a Translator*

*by Uwe Schroeter*

Generally speaking, freelance translators are blessed with a relatively low start-up cost for their business. As knowledge workers, we mainly sell our intellectual assets and, therefore, often don't need rental space, office furniture, and/or communication equipment beyond what we already have in our home. This, however, makes it even more important to ensure that we keep our tools up-to-date and readily available.

As a busy translator who works for 15+ translation agencies every year, I found that most agencies require the same equipment and tools. When working for agencies, translators must be able to receive and send large files over the Internet, translate and edit them in a number of different applications, and communicate efficiently with agencies, clients and colleagues. A few common requests might include: Pick up 12 MB of PowerPoint files from the agency's FTP server, translate them in TWindow (the Trados tool for PowerPoint slides), send them to an editor, and upload them back to the FTP server.

The following points summarize what I have found to be necessary, over the years, in order to fulfill most work requests originated from translation agencies.

## **Hardware**

- Personal computer (i.e., IBM-compatible). This is a requirement for working with translation agencies because many Translation Memory tools don't support Macintosh applications. And while there are conversion tools to and from Macintosh, I am not willing to find out that it just wouldn't work flawlessly with my 50,000-word translation. With powerful PCs priced under \$1,000, it should be possible to run two computers if you really like your Mac that much.
- Internet access. Currently, a dial-up connection still allows me to accomplish mostly everything I am asked to do by a translation agency or a customer: Download and upload large files, vocabulary research on the Web, ensuring that the virus protection software is current, checking my e-mail from any location with Internet access around the world. But with the growing

penetration of broadband service and dropping prices, a DSL/Cable service will very soon be our standard working practice and maybe even a requirement.

- Efficient black & white laser printer. Forget fancy -- we are not in the printing business. Since we will pay a multiple of our printer's cost over its lifetime for replacement cartridges, efficiency in terms of pages per cartridge is much more important than pages per minute. Use the ink-jet printer for your digital pictures or marketing materials, but the 250-page hard copy of the manual you need to print for proofreading in English and German you most likely want to have in black and white.
- Fax software/machine. The importance of faxes has greatly diminished over the last few years. Most agencies now send purchase orders, hard copies or legal agreements as a Word or PDF email attachment. While a fax machine is convenient, most translators can probably manage with pre-installed fax software. Nevertheless, a second phone line will help to keep the lines of communication open.
- External data storage device. A translator must be able to satisfactorily answer the question: What happens if my computer doesn't boot tomorrow morning? For every translator who has been in business for several years the value of his data is much higher than the cost of hardware. And the tight deadlines we must keep don't usually allow us to have our computer shipped anywhere for repair. We, therefore, need a zip drive, CD burner, jazz drive or second computer to back up those glossaries, translation memories, previous translations and reference jobs that will save us much time when completing future assignments.

## **Software**

- Pre-installed applications. Taking advantage of a software offer during your computer purchase is often less costly than buying an application off the shelf. Many software companies now offer free upgrades of applications over the Web (provided you've registered the software during the

installation process or computer setup). Don't forget to upgrade your pre-installed operating system and Web browser. By fixing security holes in Web browsers and bugs in your old version of Windows 98, you can make your Internet experience much safer and the daily operation of your computer much more stable.

- Anti-virus software. It is usually cheaper to buy your virus protection online. Since up-to-date protection of your computer requires an online update of your virus database anyway, you might as well start with the installation of the application over the Internet. And by signing up for an annual plan you ensure uninterrupted protection, which buying a virus program at a store and leaving it at that does not provide because damaging file attachments or embarrassing worm viruses are often only a few days old.
- FTP client. While I still receive most translation requests through my e-mail account, more and more of the actual files (especially if the files are large) are being distributed by FTP (File Transfer Protocol). Instead of being attached to an e-mail message, a translator is asked to download (pick up) the files from a provided FTP server address. While our mailbox has a file size limit of 5 or 10 MB, FTP allows us to receive files larger than that. While newer Internet browsers have built in FTP capabilities, there are FTP programs available for free on the Web that provide more efficient tools for accessing FTP servers and handling file transfers.
- Standard software applications. A lot of translation jobs involve Word, Excel and PowerPoint files. Fortunately, these programs are all part of the Office suite, which should allow you to handle most translation requests. Even as a first-time buyer, there is no need to pay for the full version. Usually, Microsoft Works or a number of other applications make you eligible for the deeply discounted upgrade price. Full version of Adobe Acrobat. Aside from the Office suite, this is the most requested software application from translation agencies. The main difference to

Acrobat Reader is that the full version of Acrobat allows the addition of annotations (highlighting, text boxes, editing marks) to the file that will be required during the proofreading phase of a translation job. Typing your correction into a separate file is inefficient and is becoming less and less acceptable.

- Other major software applications. Once in a while a client will ask if you own, or are willing to buy, a software application for the translation of a particular job. In my case this included Adobe FrameMaker and Microsoft Visio, and I made the decision to buy these programs based on the revenue that that particular job created. In other words, if you make enough money with this job to pay for the program, it's probably worth it. I have experienced that these programs are 10-30% cheaper when obtained through Amazon.com or the Internet outlets of major retailers, like Comp USA or Circuit City.
- Translation memory tool. Of the agencies I worked for last year, 90% required the use of Trados. Because a translation agency will break down the payment based on a Trados analysis of the text, the use of a translation memory tool has become a requirement for agency work. If you receive a lot of repetitive text from direct clients (who don't use translation memory technology) any of these tools (Trados, DejaVu, Transit, etc.) will help you work more efficiently, but the large market share of Trados should be considered.

*This article was previously published in the February edition of Rattles from New Mexico.*

*Uwe Schroeter is the President of the New Mexico Translators and Interpreters Association (NMTIA.) He works as a technical translator from English into German. This is the summary of a presentation he gave at the January NMTIA meeting about his experience in regard to hardware and software requirements when working with U.S. translation agencies.*

The correct telephone number for **Tiffany Weiland** is 216-978-0025, not 216-749-0212 as listed in the current NOTA Directory

Please send any contributions, letters to the editor or any comments regarding this newsletter to [w.knudsen@juno.com](mailto:w.knudsen@juno.com).