



NOTA BENE

Vol. XXIV, No. 4

December 2006

NOTA Executive Board Meeting

November 21, 2006

The NOTA Executive Board met at Amanda Ennis's home.

Members present: Amanda Ennis, Jill Sommer, Cindy Hazelton, John Shaklee, Lee Wright and Reinhold Federmann.

Lifetime Membership: The Board voted to align our lifetime membership policy with that of the ATA. "Life membership is available to any person who has reached sixty years of age and has completed at least twenty (20) consecutive years as a member of the Association. Lifetime members pay half dues."

Annual Meeting: The Board discussed the need to plan ahead before next year's annual meeting. This year's low attendance seemed to primarily be caused by a number of conflicts with the date chosen for our meeting.

Membership Survey Results: The results of the Membership Survey indicate that most NOTA members are happy with the services provided to them, and that there is much interest in having more continuing education seminars.

PDF Seminar: The PDF Seminar, held at KSU on November 18, 2006, was a great success. Speakers included Dr. Sue Ellen Wright (Adobe Acrobat), Natasha Curtis (Microsoft Template Gallery and use of PDFs for invoices), Cindy Hazelton (PDF Transformer,) Jill Sommer (ABBYY Fine Reader) and Melissa Reaves (Omni Page). Attendees commented that the seminar was extremely useful.

Mid-Winter Party: The Board agreed to host a mid-winter Chili Cook-off at John Shaklee's home. The date will be announced.

Continuing Education: In response to the members' requests for more continuing education seminars, the Board discussed the following topics for upcoming seminars:

- Taxes and Freelance Business Issues
- Excel
- Advanced Word
- PageMaker
- Localization

It could happen to you!

by Natasha Curtis

In 1995 several incidents forced me to re-evaluate the way I was conducting my freelance business. I began an introspective journey that taught me a lot of lessons. I discovered that I had the qualifications I needed, but I had to quickly grow and learn if I was to survive in the competitive world of freelance translation. A world that has been described variously as "jungle" and "paradise," characterized by "freedom" and "survival of the fittest."

Regardless of which of these labels seemed more fitting to my reality at the time, one thing I knew for sure: if I continued to do the same things in the same way, I would obtain the same results. Naturally I wanted to change, and so I forged my way into a better world: One that was fulfilling and, actually, enjoyable—a world in which I could see myself spending the rest of my life.

This article was spurred by a recent event that took me back in time, and which allowed me to be thankful once more for having been diligent in learning about the scope of practice of a professional translator. I am hoping that by sharing certain aspects of this recent episode, I will encourage colleagues and aspiring translators to do the same and thus avoid being trapped in "the jungle."

There was a time in my early days as a freelance Spanish translator when receiving a phone call from a prospective client was a rather infrequent event, the highlight of the week. Partly for that reason, and partly because I believed that as an inexperienced, just-out-of-school translator I was supposed to succumb to all sorts of demands, my conversations with prospective clients would start with happiness and end in regret as I could see I had gotten myself into "another unfair deal." These "deals" came in all colors, shapes, and sizes, such as translation projects that were too long to complete within the given deadline, forcing me to stay up until the wee hours of the night (or the morning) and frequently spend the whole weekend glued to an uncomfortable chair (note the "uncomfortable" chair!). Projects for which the project manager would make me

Continued on pg. 3

Continued on pg. 3

Northeast Ohio Translators Association

Web site: www.notatranslators.org

Editor: Waltraud Knudsen
e-mail: news@notatranslators.org

Co-Editor: Amanda Ennis
e-mail: pr@notatranslators.org

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.

2006/2007 NOTA Executive Board

President

Jill Sommer
33425 Bainbridge Road
Solon, OH 44139
Tel: 440-519-0161
pres@notatranslators.org

Membership

Dr. Leland Wright
134 N. Prospect Street
Kent, OH 44240
Tel: 330-673-0043, Fax: 330-673-0738
members@notatranslators.org

Treasurer

Reinhold Federmann
3085 Brush Road
Richfield, OH 44286
Tel: 330-659-3794
treas@notatranslators.org

Programs

John P. Shaklee
611 W. Maple Street
N. Canton, OH 44720
Tel: 330-327-2189, Fax: 603-699-3070
events@notatranslators.org

Public Relations

Amanda Ennis
320 High Street
Kent, OH 44240
Tel./Fax: 330-673-1387
pr@notatranslators.org

Secretary

Dr. Cynthia Hazelton
3260 Green Rd.
Beachwood, OH 44122
Tel: 216-752-6811, Fax: 440-516-6505
sec@notatranslators.org

NOTA membership fees:

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

President's Message

I'm writing this on the day after Thanksgiving. I hope all of you had an enjoyable holiday. It's hard to believe it's only been three weeks since I returned from the ATA conference. Time is really flying this year.

This year's ATA conference, which was held in New Orleans from November 1-4, was fabulous. Everyone I've spoken with considers it to be the best one yet. I thoroughly enjoyed all the sessions I attended and even challenged myself by attending a session on Wiki and blogs. The city of New Orleans was a wonderful choice. The venue itself was outstanding – just on the edge of the French Quarter on Canal Street. The area we stayed in only had about 2 feet of water and appears to have bounced back from Hurricane Katrina. That said, Cindy Hazelton and I went on the Katrina Tour and viewed many areas that have not bounced back so well, and there are still plenty of boarded up storefronts in the French Quarter. Hurricane Katrina was 14 months ago, but there were still condemned houses off their foundations and many houses that have been abandoned. We also saw many FEMA trailers, however, so people are slowly working to regain their lives and rebuild. I can't even imagine what it is like to lose everything you own. I was so glad that ATA decided to stick with their plan of having the conference there. I bought the conference T-shirt, which was a new thing and the proceeds of which went to Habitat for Humanity. I also did my part to pump money into as many establishments as I could.

Our recent PDF seminar was a rousing success. Sue Ellen Wright, Natasha Curtis, Cindy Hazelton, Melissa Reaves and myself all presented our favorite tools involved in producing PDF files (protected document format) and scanning them to produce editable Word files. Everyone who attended came out with some new piece of knowledge – including the presenters. We are now hard at work planning a continuing education session on taxes for February (date and time to be announced). We have a few other interesting prospects lined up for the coming year as well, so keep an eye on the newsletter for more information.

Unfortunately, the Annual Meeting was not as successful. Those who did attend really enjoyed themselves, and the Sheraton Suites in Akron is a really impressive restaurant. I want to take the time to thank all of you who responded to the survey we sent out. It seems as if there was no one reason why you couldn't come. The most commonly cited reason was a time/date conflict, followed by the location and the price. We will continue to do our best to find an appropriate location for next year. The Great Lakes Brewing Company is one suggestion. Please contact us if you have other suggestions.

Also, unless someone steps forward and volunteers to host the Holiday Party this year, the Executive Committee has decided to forgo having one this year. So if you have room to host about 20 people, please let us know. John has offered to host a chili-off at his home in February as a mid-winter party (date to be announced).

Jill Sommer

Executive Board Meeting – cont'd from pg. 1

We anticipate holding the seminar on Taxes and Freelance Business Issues in late February. Date and location to be announced.

Public Relations. Amanda reported that the Rock Hall will be contacting our members to translate signage and other visitor information. Amanda will contact Lisa Ramage at Cleveland Clinic and Nada El-Zohbi at University Hospitals, to invite them to participate in the ATA Medical Division Conference in late May.

ATA Medical Division Conference. Jill announced that the ATA Medical Division Conference will be held at the Intercontinental Hotel on May 31-June 3. Several speakers have agreed to present. Anyone interested in speaking or sponsoring this event should contact Jill as soon as possible.

Website. The person who has been designing our new web site has had some health-related issues. The Board voted to hire another web designer to finish the project. We anticipate our new web site will be up and running very soon.

Treasury: Reinhold reported that we now have 106 members. We currently have \$ 3,372.22 in the treasury. The Board voted to establish a PayPal account, allowing our members to pay their dues by credit card. We will also begin sending receipts for membership dues.

The next Executive Board Meeting will take place in March. Location and date to be announced.

Cindy Hazelton, Secretary

It could happen to you – cont'd from pg. 1

commit myself to a price and deadline without showing me the entire original—which of course, I did not insist on seeing because he would say the sample was a good representation of the whole and I would simply "trust" him. And, of course, there were my rates, which were so low that they hardly covered my expenses as I tried to stay abreast of the latest technology for the industry, and I was still building my reference library. I remember some of the tales I would hear on the other side of the line: "You know Natasha, this industry is very competitive. We had to lower our quote in order to get this client. I am sure you can understand and help us this time." Or, "for this particular project we are on a tight budget, but I am sure we can pay you a better rate next time." (Needless to say, the next time would bring another "tight budget" situation, and—you guessed it—so would the next...) After almost a year of all these shenanigans I was ready for a major change. I would either quit getting myself into these muddy waters or, if this was what it was all about, my dreams of becoming a successful freelance T&I would quickly be replaced by a more fulfilling career goal. You see...I believe that it was at this time when I, perhaps unconsciously, began to develop the "professional" in "Professional Freelance Spanish Translator."

I realized that while I had received extensive training in translation skills, I still knew very little about other aspects of my profession, such as whether there was a code of ethics and professional conduct, and what exactly, was the scope of practice of a freelance translator. Fortunately, there were organizations such as ATA that were trying hard to raise the bar of our profession by defining clear standards to guide those who

were coming into the profession, and those who needed a compass to get out of the jungle.

Becoming familiar with existing Codes of Ethics for Translators¹ was therefore very important and it provided invaluable insight. Consider this point from the Code of Ethics of the Argentine Association of Translators and Interpreters (AATI). In its 22nd paragraph under the heading "Principle of Professional Dignity" the following words provided relief to my difficult situation:

*"22. Es deber de todo profesional abstenerse de aceptar condiciones que no garanticen la calidad de su trabajo. Esto implica negarse a trabajar en condiciones inaceptables en términos de tiempo, ambiente laboral o remuneración. El traductor deberá oponerse a todo aquello que menoscabe su propio honor o buen nombre o el de su profesión."*²

"22. The professional translator shall refrain from accepting conditions that may affect the quality of his/her work. This means that the professional translator shall refuse to work under unacceptable conditions with respect to deadlines, work environment, or compensation. The [professional] translator shall not engage in any practice that may undermine his/her own good reputation, honor, and the practice of his/her profession."

Among all the useful and enlightening language I have encountered in existing Codes of Ethics for T&Is, none speak so loud and clear to the conundrum I was facing a little while ago. The situation was as follows: A gentleman found my contact information on the Internet. In a message characterized by a somewhat informal tone, he requested a quote for a set of documents (transcripts) that he briefly mentioned and described. However, the

documents were not attached to the message. I kindly thanked the gentleman for his inquiry and politely took the opportunity to explain that as a translator I needed to see the document in order to provide an accurate quote. As I had hoped, the gentleman had no problem understanding what I had explained and he was more than willing to let me see the document so I could provide my quote.

The problem was that he was living in Central America and the person who had his original lived in U.S. Rather than getting a hold of his own document and then requesting a translation, the gentleman "instructed" me to get a hold of his contact in U.S. and ask her for his document. In order to orchestrate this venture, he sent an e-mail to me with a copy to his contact in U.S., and gave each of us instructions on what we should do—all in a surprisingly informal tone, as if we had known each other for years and I was just doing him a favor. He thanked me profusely in advance.

Needless to say, I quickly replied indicating that my services included only the translation and notarization, and that I understood how busy he might have been, but getting hold of the original himself was in his best interest. Furthermore, such administrative dealings were not included in my services. I specifically told him not to send me the original document because I did not want that responsibility. He completely disregarded my recommendations and went ahead and asked his contact in U.S. to send me his original via air mail.

As the original documents made their way through the mail service, he contacted me again to "warn me" that once I translated and notarized his documents, he expected me to hand deliver them to a government agency in Columbus (a 2-hour drive from my location). He added that he had chosen me to do his translation because he noticed I lived close to the place where the documents had to be submitted. "I do not want to risk losing those translations," he said, "so it is better for you to drop them off."

Yes, you can guess my reply... No, I never did that translation for him. I refused to do it. As it turns out, his contact in U.S. was the head of an academic department at the college where he had obtained the degree in question. The kind lady whom I contacted after the man made a threat because I refused to do his translation, sadly indicated that this man had been a "living nightmare" for them while attending courses at the institute. They had also been threatened, and they had been close to initiating legal action against him.

I cannot imagine what I would have gotten myself into had I not had a clear understanding of my role as a professional translator, and of my scope of practice. This gentleman operated in gradually escalating increments. It would have been so easy to fall in his trap.

The fact is that as awful as this story may sound, many of our colleagues are trapped in similar, and even worse, scenarios. It is naturally easier to fall into these types of traps as a rookie, but, if we are not careful enough, they can happen to any of us regardless of our years of experience.

I have found that when facing these situations it is always best to step back for a moment and re-think our role. Clearly, we all want to do good and help others, but in practicing our profession we will never be as helpful as when we have a clear idea of the limitations and standards of our practice and adhere to them strictly. We may believe that we are being helpful by stepping out of those boundaries, but the truth is that it is a disservice to our profession and to the colleagues who work hard to raise the bar. It is also a disservice to ourselves because this type of "helping" usually leaves a bitter aftertaste. We are less likely to get trapped in the jungle if we have a clear idea of our standards of practice, and of the ethical guidelines that underpin our profession.

Finally, as I sit in a more comfortable chair now (I had to make the investment if I was to live in paradise), I'd like to share some tips that I have learned over the years. Many of them have been passed on to me by more experienced colleagues, and they have served as my guiding posts through this much more enjoyable journey:

- ♦ Have a clear and up-to-date résumé ready to send at a moment's notice.
- ♦ Read the Code of Business Practices and Professional Conduct for Translators
- ♦ Always ask to see "the entire" ST before you quote. If for any reason this isn't feasible, include an "assumptions" list in your quote. Feel free to include assumptions based on what the client told you and your conclusions upon seeing the sample. This will protect you in case the project deviates from the initial agreement. Assumptions should include: estimated volume, characteristics of the text (formatting, difficulty level, subject matter, etc.), delivery format, delivery term, and any other relevant information.
- ♦ Watch your spelling in communications with the prospective client
- ♦ If you feel that what you are being asked to do—such as submitting papers to a government agency on behalf of a stranger—goes beyond the scope of practice of a professional translator. DO NOT do it!
- ♦ Take a moment, define your reasonable boundaries.
- ♦ Once you have carefully made a decision about your rates, stick to them. Avoid bargaining. You are a professional translator, not a car dealer.
- ♦ Join professional associations and take advantage of the knowledge of experienced colleagues.

- Be a part of the cycle of life. As a professional you should always have contact with three types of people:
 - 1) Your peers. These are colleagues who are more or less in a similar position. You understand each other's problems, and they provide a unique support system.
 - 2) At least one colleague who is more advanced than you are. Someone who has walked the same walk and is now ahead of you on the road. This person is crucial in your life. He/she can provide unique insight and impart lots of wisdom. He/she can also give you hope as difficulties tend to lose intensity in retrospect.
 - 3) At least one colleague who is a little behind you on the same road. Someone for you to mentor, who will give you the feeling that the lessons you learned through the difficult times were not wasted; rather they are put to use for your benefit and that of your profession.
- Understand that in order to be a successful translator you must have a life-long commitment to learning.

¹ ATA. Code of Professional Conduct and Business Practices. 27 September 2006
http://www.atanet.org/certification/online_ethics_overview.php

AUSIT. Code of Ethics for Interpreters and Translators. 27 September 2006
 <<http://www.ausit.org/eng/showpage.php3?id=650>>

² AATI. Code of Ethics. 27 September 2006
 <<http://www.aati.org.ar/home.htm>>

Twenty Bucks for a Sheet of Paper

by Danilo Nogueira

Twenty Bucks for a Sheet of Paper!

The man was outraged. He had to pay the equivalent of twenty dollars for a page's worth of translation—or for "a sheet of paper," as he put it. And it was not even a difficult job: a very simple job, but, unfortunately (from his point of view, of course), it had to be done by a professional translator, because it had to be submitted to a Brazilian government agency and, under Brazilian law, translations to be submitted to government agencies must be done by "sworn translators."

To make things worse (from his point of view, of course) sworn translators are required to comply with a fee schedule published by the State Registry of Commerce, so there is no room for negotiation or flexibility. Rate "negotiation" and "flexibility," as you know, are synonyms in clientspeak and both mean "price slashing."

But, like we were saying, the man was good and mad and he had been a witness to our wedding and Danilo's old friend too, so Danilo held his tongue, which probably was all for the best. The guy was a purchasing agent for a large, now defunct company and was used to buying tangible goods, not services. The only services he bought were overseas and overland bulk transportation and he saw them as moving a hell of a lot of stuff to Hamburg or Rijeka. And you could move a hell of a lot of stuff to Hamburg or Rijeka for twenty bucks. He did buy paper on occasion, reams of it, and it always cost a lot less than twenty bucks a page. Twenty bucks a page, the cheek!

The paper is free!

Of course, we do not charge for the paper, the paper is merely the vehicle that carries our work, or used to carry, in those times. We no longer deliver printed jobs, but the

basic question remains: how should we charge for our work? Or, more precisely, how should we quantify it?

Sometimes, we imagine an ergmeter (or "effort meter"), a contrivance that could actually measure our intellectual and buttockological efforts and provide a report we could send our clients together with our bills: Job #176-671, 40 ergs @ LSD\$5.00, total LSD\$200.00. Sounds great, but would it be fair or advantageous to anyone?

Probably not. It would penalize efficiency and proficiency, for instance. That is, if you are a competent translator who can turn out a decent job with a lot less effort than that moron next door who must look up every word in a dictionary and ends with the wrong translation because he is incapable of selecting the correct alternative, you would make a lot less money from the same job. Your client might notice it and that might attract more work: Hey, look this guy charged me 60 ergs and the other guy charged 50 for a job that was at least twice as long!

This might look very good, but can you imagine the situation if you were competing against the other moron next door to the left who just filled page after page with words without much attention to meaning or grammar? This guy might do the job for 30 ergs and you would be lost, unless the client could tell what a good job is, something they often cannot. For example, most of our clients nowadays are US agencies who cannot tell good Brazilian Portuguese (the Portuguese themselves claim that "good Brazilian Portuguese" is an oxymoron, but that is quite another matter) from bad Chinook. Provided it looks like funny Spanish, they will accept it in good faith until someone from the final client complains. You know how it goes.

In addition, how much should we charge for an erg's worth of honest work? Do we charge more or less than the guy next door, left or right?

Time is money

Some people advocate billing by the hour and, quite correctly, claim that what we sell is our time and when we say "LSD\$10 per thousand words," we actually mean that we can do, say, 500 words an hour, and thus charge LSD\$5 per hour. Yes, in a manner of thinking, yes. But this is even worse than billing by the erg, if you have an ergmeter, that is. How can you convince the client you actually worked ten hours on that miserly two pages his kid sister could certainly do in less than ten minutes if she were not delivering her twins on that very day?

Our clients sometimes assign us "per hour" jobs, but keep a lid on the number of hours they will be ready, albeit somewhat unwilling, to pay. And a tight lid it is. We expect this job to take you a maximum of 30 hours; if you expect it to take longer, please let us know in advance. If we try to bill the client for 31 hours, there will be hell to pay.

Here too, we have the twin problems that different translators will need different amounts of time to do the same job and that it is not easy to put a price tag on one's own time.

A Matter of Risk

The point with per-hour billing is that the client does not want to run a risk. Who does? An agency quoting for a translation into 17 different languages has to make sure they know how much translators will be charging them before they embark on that particular adventure. And billings by the erg or hour would certainly impose on agencies a risk they would have to learn how to deal with. Better have someone else deal with it. Meaning the translator, of course. Who else?

Risk avoidance is the reason why more and more clients prefer quotes based on source-text counts. Many translators complain that this is against our interests, because target counts are up to 30 percent higher. Meaning, we gather, that if you take a 10-thousand word text in English and it will translate into a 13-thousand word text in Portuguese and if you translate it back into English you will end up with a 16-thousand word piece, instead of the original 10 thousand. And if you back-translate it back into ... it will keep growing like so much milk loaf dough.

Ridiculous—but perhaps true: it seems that translators always need a few words more than the author of the source text, even when back-translating it. However, we would not say target counts work against the translator, unless you apply the same rate to source and target counts. That is, if your rate is LSD\$10 per target word, that means your rate per source should be LSD\$13. You may even

quote both and let the client choose what they want. Give them the rope.

Some translators claim source-text billing is unfair to the translator, because the source text reflects what the author did, whereas our work is reflected in the target text. This, in our view, is as naïve as the position defended by the guy who said 20 bucks was too much for a piece of paper. Translating is a lot more than typing the translations. We might even say that translating is what happens between the time we close the dictionary and the time we begin to type the words.

Endangered species

However, all target-based forms of quantification, including the celebrated German Normzeile and the Italian cartellino as well as the Brazilian lauda are in dire danger of disappearing, for no other reason that they burden the client with a risk.

Conservative translators have tried many solutions to preserve their hallowed forms of work quantification, but those are merely face-saving measures. Several Brazilian translators who insist they bill by the lauda and by the lauda alone are now providing their clients with guaranteed estimates of target laudas. This is done by adding, say, 20 percent to the number of source characters to obtain an estimated target character count, and dividing the total by 2200, or whatever the particular translator believes the true lauda corresponds to, while keeping one's fingers crossed and claiming source-based counts are crazy. This is more or less like the story of the farmer who counted his sheep by adding legs, tails and heads together and dividing the total by six.

You cannot win

But it does not matter how you bill; there will always be a client who will feel he's been fleeced. Take, for instance, target character counts: some clients do not want to pay for spaces, on the grounds that we do not translate them. We tried several approaches to this question: we proposed to deliver translations without spaces, we said our prices were based on averages and meant to include spaces and we also used that beautiful phrase you may have read above: that translation is what we do between the time we close the dictionary and the time we start typing. Sometimes the client would buy it, sometimes he wouldn't.

Then we adjusted our fees and started quoting X with spaces, Y without spaces. And the client asked why was that, and we were back to square one. Then we upped our fees by 20 percent and started billing "net of spaces." But that was dangerous: next thing a client would ask why we charge for punctuation. We were saved from that by globalization: soon we started working for international agencies who expected word counts based on source documents. But we still work for final clients on occasion and last month we had a job from a Brazilian bank. We

agreed on a source-word based rate and, in the end, we sent them a bill that said "so many words, so much per word, total so much." They phoned back asking whether we charged the same rate for monosyllables as we do for longer words. Goes to prove the point about punctuation, we guess.

Is source word billing the solution?

But, as we keep saying, most clients are switching to source word counts and nowadays we receive orders together with the text to be translated and the order says how many words the source text has. The translator then double checks the count before accepting the job. Some translators raise a ruckus when their private counts do not check with those supplied by the client.

We do not. There is no satisfactory definition of "word," as any linguist will tell you. In addition, different Word versions and word-counting utilities use different word definitions, if we make ourselves clear, and provide different word counts. We are told there are programs that will give you the true word count, but, of course, that will be based on their particular definition of word, which may or may not coincide with the definition accepted by the client. And CAT tools will also provide different counts. So that using an additional tool to double check the original count will probably yield a different count and the more you check and recheck, the more counts you have and then you will find yourself spending more time keeping tabs on counts than actually translating. Like people who keep sports stats instead of going outside and kicking a ball around, which would be a lot better for their health.

If the difference exceeds ten percent, we will point this out to the client. Sometimes they simply sent us the wrong text. If the difference is less than 10 percent, we accept the job. Why do we do that? Many reasons. First that complaining about small differences does not a good client-translator relationship make. Second that, given that there are more manners of counting words than ways of skinning a cat, there can be no certainty that we are following the One and True Way to the Right Word Count.

Third that you write the client explaining that their count is 10 percent lower than ours, they give some inane answer the next day and that eats up the time you have to do the job.

Same with the discounts for working on pre-translated files. In fact, we believe we should charge a premium for working with that particular kind of hair shirt, but that is another matter we will have to let go for the time being. But clients demand such discounts. Pre-translated files are good excuses for extracting a discount from the translator and there is nothing better than a good excuse.

What do we do, then? First, we minimize friction (and non-billable time) by complaining only when the differences are significant (and the fewer complaints, the higher the chance of having them actually considered by the client). Second, we let the law of averages work for us: we lose a little here, but gain a bit there, and ultimately we break even. We have lost hope of finding a precise and fair method to quantify our work, and that was long ago.

Some colleagues say that their fees have a bit of "slack" to cover the times when the count is a bit on the low side or the job is a bit on the hard side. We have tried to understand how that works, but it would entail consideration of what a "fair fee" would be, a concept we will have to deal with in another article. For now, suffice it to say that we are always on the look for clients prepared to pay a higher fee.

P.S.: In case you do not know, LSD\$ means Lower Slobovian Dinar, the imaginary currency unit we use for examples. Not meant as a krypto-reference to any existing currency unit.

© Copyright Translation Journal and the Author 2004
URL: <http://accurapid.com/journal/37paper.htm>

Vera and Danilo Nogueira have been full-time professional translators since 1970. They specialize in financial translation and their languages are English into Brazilian Portuguese

A Worthwhile Investment

By Lee Wright

Perhaps like other NOTA members, from time to time I receive inquiries seeking my advice on computer tools for translation. Until recently, my response has usually been limited to providing general information about products with which I am personally familiar, emphasizing some of the pros and cons of the various options. However, a 2-page article in the July issue of the *ATA Chronicle* has led me to offer a different solution. The article, "Translation Tools: Getting Your Hands Dirty" by Donna Sandin, is a summary of the ATA Professional Development Seminar on that

subject held this past May, at which ATA member and well-known computer guru, Jost Zetzsche, was the presenter.

At the very end of the article Ms. Sandin notes that all seminar participants received a CD containing a copy of Jost's 264-page guide to translation tools entitled *The Translator's Tool Box: A Computer Primer for Translators* (version 4.1, April 2006). This excellent resource in PDF format is available for purchase at the

very reasonable price of \$40 per copy. Orders can be placed at www.internationalwriters.com/toolbox. After the order is placed, the purchaser will receive instructions by e-mail on how to download the file from the Web site, including the necessary passwords for opening the file. The downloaded file can then be unzipped and printed.

The Tool Box provides information on dozens of different practical aspects related to using computers in translation. It goes far beyond a description and evaluation of various software packages by dealing with essential topics such as getting the most out of standard Windows features and Web browsers, as well as various basic applications (e.g., MS Office and DTP programs) and utilities (e.g., PDF readers). About 30 pages of the Tool Box are dedicated to computer-assisted translation tools such as translation memory (TM) and terminology database management (TDBM) software currently on the market. Another chapter of the book consists of a quick reference for translating complex file formats like DTP, graphics and tagged formats, which is especially useful for anybody who regularly deals with translating Web sites. There is also a short (2 pages) section on voice recognition applications. The Tool Box includes a very detailed index with a unique feature: at the beginning of the index there is a complete “how-to” list of subjects followed by a reference to the page(s) in the guide that deal

with that topic. Interspersed throughout the Tool Box are nifty tips and short cuts that will help increase productivity when the computer is used for translating (or just about anything else, for that matter). All of this is written in extremely clear and intelligible English, i.e., with a minimum of “computer-speak” to boggle the brain of even the least experienced users.

As a bonus, everyone who purchases the Tool Box will also receive a free 1-year subscription to Jost’s biweekly online newsletter, called simply the *Tool Kit*. This newsletter covers topics that go beyond the immediate scope of the Tool Box document or that provide additional information on a subject contained in the Tool Box. In a recent edition, for example, Jost discusses the subject of different options for backing up files, such as USB memory sticks and external hard drives, plus software tools for providing protection against the loss of data. Another item in the same issue deals with project management tools.

In short, I highly recommend the Tool Box to all translators who want to become more proficient in using computers for their work. It’s a very worthwhile investment of \$40. And when you order your copy, you should tell Jost that Lee Wright sent you. He’ll be happy.

We Welcome Our New Members:

Ms. Tatyana Bystrova-McIntyre

1016 Adrian Avenue
Kent, OH 44240
330-524-4866
tbmcintyre@neo.rr.com,
tbystrova@yahoo.com
Native language: Russian

Mr. John M. Estill

393 Blackbird Alley
Millersburg, OH 44654
Tel.: 330-674-1607
FAX: 330-674-1674
jestill@valkyrie.net
Native language: English

Cheryl McKay

P.O. Box 20412
Canton, OH 44701-0412
Tel.: 330-806-6913
cmckay1@kent.edu
Native language: English

Mrs. Junko Okano

5595 Humelsine Drive
Hudson, OH 44236
Tel./Fax: 330-342-0874
translation@juneybloom.com;
junayu@juneybloom.com
Native language: Japanese

Mr. Louis Paiewonsky, Sr.

3511 Hunting Brook Dr., # 207
Columbus, OH 44321-4940
Tel.: 614-392-0817
FAX: 516-502-9765
interpreter@Louis-Paiewonsky-Sr.com
Native language: Spanish

Aki Takemoto

1133 West 9th Street, Suite 302
Cleveland, OH 44113
Tel.: 216-408-4911
aki_chan40@hotmail.com
Native language: Japanese

Address Changes:

Joanna Adolph

501 E. Ford Ave.
Barberton 44203

Mary Allcorn

211 Buckeye Street
Dover, OH 44622
330-524-2534 cell
mallcorn@walsh.edu

Deborah Cordeiro

4156 W. 222nd Street
Fairview Park, OH 44126
440-734-8321, 216-906-2936
dcordeiro@ameritech.net

Ibrahima Diagne

6967 York Road, Apt. 115
Parma Hts., OH 44130K

Gibo Niederkohr

685-I W. Broadway
Granville, OH 43023
Tel.: 740-587-4683
jniederkohr@windstream.com

Olga Shostachuk

5938 Stumph Road, #309
Parma, OH 44130
Tel.: 216-258-4322
Fax: 440-842-4457
olgalviv27@yahoo.com

New Email Addresses:

Myrian Neil: mrneil@adelphia.net

Robert Shillenn: rshillenn@verizon.net