

# Nota Bene

Spring/Summer 2019 Issue

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## ANNOUNCEMENTS

- **EXECUTIVE COMMITTEE ELECTIONS:** You will receive instructions for voting via email. See page 4-5 for the candidates' statements.
- **SAVE THE DATES**  
**September 14:** Legal Workshop by Ayham Abuzeid + Annual Meeting & Dinner  
**December 7:** Holiday Banquet

# President's Message

Dear NOTA members,

As you know, NOTA's dedicated board spent last winter preparing the 2019 calendar, revamping our logo and launching a new website.

While Spring is already halfway over, it has been rich in events:

At the end of March, we had the pleasure to host a **workshop on Localization**, presented by the excellent Dr. Bilali. Attendees learned how complex and vast cultural differences are and how to navigate them when localizing a client's product/brochure/website. Truly a fascinating topic! More on that in this issue.

In late April, NOTA and CCIO held their 3<sup>rd</sup> annual **Networking Event** at Putter's Event Center, an event that aims at providing a venue for local interpreters and translators to strengthen their professional relationships and exchange ideas with their colleagues. I particularly enjoyed the main activity during which attendees were divided into small groups and each had to come up with a scenario violating one of the Code of ethics' canons (ATA & SCO). They then had to act out their scenario in front of the other groups while everyone tried to guess what canon was broken. Many came up with some clever and/or funny situations! I want to thank all the volunteers – in addition to the board members – who helped organize this event, specifically Carine Alkhawly for helping with on-site registration, Olga Shostachuk for planning and facilitating the networking activities, and Gloria Mercado for helping us document the event with the many photos she took. Congratulations to Alex Kelemen for winning the ATA Conference Registration prize, to George Koussa for winning a 1-year NOTA membership, and to Gerald de Fays for winning the book “Babel: Around the World in 20 Languages,” all offered by NOTA. Thank you to all who attended!

Just a few days ago, NOTA hosted an **ATA Certification Exam sitting** at Kent State University, which was proctored by our interim PR Chair, Victoria, our Event Chair, Vitaliy, and myself. We wish the best of luck to the eleven candidates who took the plunge!

At the end of May, you will be asked to vote electronically to renew three executive committee positions and elect a vice-president. This Spring issue features a section that will help you familiarize yourself with all the candidates. I want to thank Celeste Klein-Malone for all her hard work in organizing these elections.

Our next event is scheduled for 9/14 and will combine a workshop entitled **Technology & Resources for Legal Translation** (presented by KSU PhD candidate, Ayham Abuzeid) and NOTA's Annual Meeting (either as a lunch or a dinner). The board is currently working on the logistics and we will provide more info soon. During the Annual Meeting, we will welcome newly elected board members and thank the outgoing ones, so we encourage each one of you to attend it and show your support to these generous volunteers.

On behalf of NOTA's Executive Committee, I wish you all an excellent summer. See you on September 14<sup>th</sup>!

Hélène V. Conte  
President of NOTA  
notatranslators@gmail.com



Hélène V. Conte is an ATA-certified English>French translator with 13 years of experience in the T/I industry, specializing in the medical, judiciary and technical fields. She is certified as a judiciary interpreter in Ohio, Kentucky and Indiana. Hélène is also part of the small and carefully vetted team of translators currently contracted by the U.S. State Department for the EN>FR language combination, and an ATA-Conference speaker. Before being elected as NOTA's president in 2018, she first served as the association's secretary and then as membership chair. Born and raised in the South of France, she has been living in the U.S. for more than 20 years and currently resides in Chagrin Falls, Ohio.



## INS & OUTS OF LOCALIZATION: SEMINAR SUMMARY

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“If our products and services have been hitting heights of success in the U.S., we are sure to be successful internationally,” concluded the key company reps at the Board Meeting. But once launched overseas, the firm met with total failure. What went wrong? The key factor: Insufficient advance research of the target market to meet the needs and desires of that audience. How is this resolved? Localization.

NOTA’s guest speaker, Dr. Loubna Bilali, a Kent State professor of the Institute of Applied Linguistics, specializing in this field of study, provided an informative and in-depth presentation on the subject. The attendees (translators and interpreters of a wide variety of languages) explored the history, concepts and strategies behind Localization. Strategies that consider the purchasing and consumer behaviors and cultural differences in each target market.

A few case studies of U.S. giants, Microsoft and Wal-Mart, were used as primary examples of what and how issues can surface in foreign markets impeding a company from experiencing the success of which they boast domestically. The former has had some products barred due to poor choice of music, pixel colors, and English to Spanish translation. The latter experienced irreparable conflict with German employees when American managers imposed U.S. management practices. The demands placed on German workers were far beyond the norms of those citizens.

Despite obstacles, the percentage of U.S. firms active in international business has increased greatly in the past several decades. According to a survey highlighting small firms by USFOREX, a foreign exchange company,

“The survey shows 58 percent of small businesses already have international customers, while 72 percent plan to grow their international customer base by 2017.”

Will some of these firms join the ranks of those who have “fallen to their knees”? After all these years of

attempting to enter foreign markets, have they not learned from the mistakes of other firms?

Localization enables companies to help avoid these pitfalls, as Dr. Bilali points out, by researching comprehensively elements that fall under four categories: Formats, conventions, language and non-language that are unique to the target market. The goal is to adapt the U.S. company’s product and/or service to the foreign market before entering it.

With an audience of several translators, the question arises: how does Localization contrast with Translation? They concurred that translation (text is translated from one language to another) is a small part of Localization, while the latter takes the process several steps further to adapt the meaning into a specified target culture so a product and/or service suits that market.

Considering the importance of Localization, the Globalization and Localization Association (GALA) reports in 2016 that, “It is the 4<sup>th</sup> fastest growing industry in the U.S., with an annual growth rate of 6.5 to 7.5% through 2020. One might conclude that Localization is the epicenter, the powerhouse, behind American firms in order to hit heights of international success comparable to its domestic performance.



Jeannine Gurnack holds a BA degree in international business and French from Ursuline College, Pepper Pike, Ohio and an MA in French translation from Kent State, Kent, Ohio. She studied at the University of Caen, France; the University of Montreal, Canada; and has taken law courses at Akron Law School. She worked as an account executive for an import-export firm and, later, an international brokerage firm. Through these contacts, she freelanced as a research consultant, and after graduate school began marketing her services as a freelance translator. As a long-standing certified educator in the high school venue, she has been instructing French through advanced levels. At this time, she endeavors to transition back to the freelance translation services.

# Executive Committee Candidates

## Candidate for Vice President: Julia A. Villaseñor

I feel privileged for the opportunity to serve as Vice President of NOTA and hope to bring my years of experience and expertise to bear as an official member of the board of this fine organization as I transition more fully into my second career.



Julia A. Villaseñor is a freelance English < >Spanish translator and interpreter who specializes primarily in medical and legal/immigration interpreting. She completed her undergraduate degree in Spanish at the Universidad de las Américas Puebla (México), holds a M.A. in Spanish from the University of Akron and a Ph.D. in Curriculum and Instruction from Kent State University, and more recently completed the M.A. in Translation Studies from Kent State (2018). Prior to making the transition into

translating and interpreting, Julia had a long career in teaching Spanish and ESL at both the university level as well as in non-profit contexts, and has also served on numerous professional boards and councils.

## Candidate for Secretary: Gwendoline Bocher



My name is Gwendoline, I am originally from France and I have been living in the States since 1999. After living in various States, I finally settled with my family in Ohio, which I now call home. I worked as a full-time translator for A&F for 5 years, and I eventually fell in love with the interpreting profession 3 years ago. I've had the opportunity to interpret both in legal and medical contexts. As NOTA's secretary, I will be able to keep our T/I community informed, and I look forward to serving on the committee!

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## Candidate for Event Chair: Olga Shostachuk

I am honored and privileged to be nominated for the position of Event Chair on NOTA's Board. I have been a member for several years and look forward to bringing not only my business and academic expertise to the association but also my professionalism, enthusiasm, and willingness to serve. I have watched the organization change considerably during my membership, especially in technological growth and broader marketing to attract the new generation of translators and interpreters and develop positive experiences that encourage our members to remain passionate and active. I appreciate the direction in which the organization is moving and pledge to assist the leadership in fulfilling long-term goals that will add to the professionalism of the organization. I want to promote the educational mission and to continue the high standards that have come to be associated with NOTA. My dedication to serve and my energy levels are boundless, and I hope to apply these qualities as a board member. If elected, I will work diligently on behalf of the organization in whatever capacities are required of me and promise to represent the entire membership to the best of my ability. Thank you.



Olga Shostachuk is a PhD Candidate in Translation Studies at Kent State University, Kent, OH, where she previously completed her M.A. in Translation degree. She also holds an M.A. in Education and Linguistics from Lviv National University in Ukraine and a paralegal degree from the Academy of Court Reporting in Cleveland, Ohio. Ms. Shostachuk served as the Vice Chapter Chair for Ohio IMIA and currently is a Ukrainian editor for SlavFile, the newsletter of Slavic Languages Division of the ATA. Her research focuses on legal and medical translation, computer-assisted translation, psycholinguistics, localization, pedagogy, and assessment.

## Candidate for PR Chair: Victoria Chavez-Kruse

I have been honored to serve this association as interim PR chair since September 2018. Prior to being asked to join the Executive Committee as an interim member, I served as the Social Media Coordinator and created NOTA's Facebook Group and Page and LinkedIn Page. As interim PR chair, I have continued to promote our association on social media and encourage colleagues to discuss trends in the translation and interpreting world. I spearheaded the search for our logo designer and served as the primary contact person with our designer, Aimee J. Creative, through multiple rounds of feedback and drafts. In addition, I have been organizer and editor for the Nota Bene newsletter since the October 2018 issue. I look forward to continuing these activities as an elected Executive Committee member.



Victoria Chavez-Kruse is an ATA-certified Spanish-into-English translator specializing in the life sciences and medical fields. She received an M.A. in Spanish Translation in 2013 from Kent State University's Institute of Applied Linguistics and a B.A. in Spanish from Malone University. She is a member of the American Translators Association and the Northeast Ohio Translators Association. In 2016 she helped launch the Black Squirrel Translator Collective along with three other Kent State University alumni; the collective functions as a small agency for Spanish-into-English projects.

# NOTA-CCIO Networking Event Photos



## MINUTES

NOTA Board Meeting

Saturday April 6, 2019

Time: 12:30 p.m.

Paladar

Meeting started at 1:00 pm

Present: H  l  ne Viglieno Conte, Silvia D'Amico, Vitaliy Plinto, Christine Mack Joyce, Victoria Chaves-Kruse.

**President's report:** H  l  ne reported that as of today attendance for the Networking Event is much lower than expected with only 21 people registered. Venue and caterer are waiting for final numbers. The Board agrees to offer a special price for students. H  l  ne will reach out to the caterer and ask if she's willing to cater for 30 people. In the meantime, both NOTA and CCIO will continue to promote the event.

**Treasurer's report:** Mourine reported that since NOTA's last balance (\$16,858.55) we have had revenues of \$1,061.47 from membership and events registration. Our expenses included website, logo, events, etc. for a total of \$3,624.29. As of today, NOTA's balance is \$17,588.46 (Huntington Bank).

**Membership update:** Christine reported that we currently have 89 members.

**PR update:** Victoria reported that the new issue of the newsletter will be out in May with candidates' statements. She also suggested having discretionary meetings in between board meetings to discuss urgent or complicated matters. The Board agrees.

**Event updates:** Vitaliy reported that the localization training was attended by 16 people and received great feedback.

### Future events

- **ATA certification:** The date is set for May 4 and H  l  ne and Victoria will proctor the exam.
- **The Networking Event** is scheduled for April 27.
- **Annual meeting:** Date is set for Sept. 14, 2019, and it will be paired with a legal training. The board discussed different options regarding the meal, including breakfast or lunch. The final decision will be discussed at the next Board meeting.
- **Holiday Banquet:** We set a tentative date for December 7, 2019.

### Next meeting

The next NOTA Board Meeting will take place remotely on Monday, July 8 at 5:30pm.

Meeting ended at 3:00 pm.