

www.aatia.org

The Letter

of the Austin Area Translators
and Interpreters Association

May 2000



May 13 meeting

Phone interpreting, literary workshop top May program

Have plans for Friday evening? Vic Garcia does. He'll be doing telephone interpreting for Language Line customers. And he'll tell you about it at AATIA's May 13 general meeting.

Now a regional sales manager for Applied Data Resources, Garcia has been an economic/political analyst for the U.S. State Department in Brazil, Southern Africa and Washington, D.C. He was also a program administrator for the International Relations Office of the Texas Department of Transportation.

The second part of the May program will satisfy your curiosity on how a translator goes about translating a poem or a novel. Marian Schwartz will do a hands-on demonstration that everyone can join in on. She will take a passage [see page 7] and show the steps from rough to polished translation.

Attendees will also have a chance to chat with their old colleagues and meet some new ones over a plateful of top-notch refreshments. And don't forget to bring your business cards for the door-prize drawings. ★

Directory sales contest announced

IN THE PAST AATIA HAS GIVEN AWAY DIRECTORIES to government agencies, libraries, law offices, and other businesses and institutions that have requested them, as well as to those we think might have a need for translation and/or interpretation services. Last year we decided to sell the directories instead, with good results. This year we would like to make a more concerted effort and hopefully sell even more.

Referrals Coordinator Jane Chamberlain has been keeping a list of all the organizations that have called AATIA looking for translators and interpreters. The list will be divided up evenly among those who participate in our directory selling contest. These prospects should be receptive to a directory purchase since they have already shown interest. You are free to sell directories to whomever you like, but this is a great starting point!

First prize in the contest will be a free 2001 AATIA membership. Anyone else who sells 3 directories will receive either a free t-shirt or a free business-card-size ad in our newsletter. I will have a sign up sheet at the May meeting, and prospective contestants may call 328-7618 or email anderm@aol.com.

—Monica Mitre
Director of Communications

Surina to interpret for Crimean dig

AATIA PRESIDENT ASELE SURINA will trade her desk for a dock this summer.

As part of her duties with the University of Texas Institute of Classical Archaeology, Surina will join a crew conducting archaeological field research at the Greek colonial sites of Chersonesos in Crimea, Ukraine. A major portion of the work will be translating and interpreting, though she hopes to slip away on occasion to the pebble beaches as the excavation site is literally on the Black Sea.

You may follow her activities at www.utexas.edu/research/ica/, soon to be completely overhauled with special links for the summer's research and field activities. ★

SIGs go on vacation

AATIA'S LITERARY AND RUSSIAN Special Interest Groups are taking their summer vacations. The LitSIG will resume on September 6. The next meeting date for the RusSIG will be announced on the association's website and in a future issue of THE LETTER. ★



Austin Area Translators & Interpreters Association

<http://www.aatia.org>

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June t/i seminar set for Las Vegas

ACCURATE TRANSLATIONS & INTERPRETING (ATI) has announced a Las Vegas seminar for interpreters and translators at the Las Vegas Tropicana Hotel, June 9-11, 2000.

The seminar will feature sessions on Legal Liability and the Ethical Interpreter (Victoria F. Vasquez, J.D., coauthor of Fundamentals of Court Interpretation), Transformational Learning for Professional Development (Robert Kegan, Ph.D., Professor of Adult Learning and Professional Development, Harvard Graduate School of Education), Conference Interpreting: Perspectives and Expectations (Nilda Ferrari, M.A., Director of Multilingual Resources, Global Ministries, and Joyce Y. Garcia, M.A., U.S. District Court Interpreter, Tucson, Arizona), and Tapping Cultural Images in Interpretation and Translation (Gary Palmer, Ph.D., Professor of Linguistic Anthropology, University of Nevada, Las Vegas).

The seminar fee is \$150, with a \$50 deposit due by 5/15/00 (non-refundable if registration is cancelled after 5/30/00) and full payment by 5/30/00.

Contact the hotel at 1-800-634-4000 and mention the event, ATI Interpreter Seminar, to get the special rate of \$99/night (plus tax) for single or double occupancy.

Fax 702-655-0686 or email ati@lv.rmci.net for more information. ★

Medical interpreting workshop to return

BRIDGING THE GAP, an interpreter training course for the medical environment [see THE AATIA LETTER, January 2000], is now planning another workshop in the near future. Dates under consideration for this workshop are May 15-19, June 12-16, and June 15-20. All times will be 8 a.m. to 5 p.m. Contact workshop trainer Esther Diaz ediaz@flash.net. ★

Puerto Rico meeting to discuss translation-oriented research

AATIA MEMBERS ANDY HURLEY and Fritz Hensey will join other distinguished presenters at a working meeting on translation and interpreting August 8–10, 2000, at the Río Piedras Campus of the University of Puerto Rico (UPR).

Jointly sponsored by the UPR and Universidad del Quindío (UQ), Colombia, the meeting will have a dual focus: scholarly research on these complex human activities and research done in the course of these activities by practicing professionals.

Traditionally the UPR-UQ meetings are informal, unhurried occasions for talk with knowledgeable colleagues. Organizers welcome the participation and attendance of professionals, teachers and trainers of translators and interpreters, students, and interested people from throughout the region and the world.

Papers, sessions, and panels will feature translation scholars and members of the professional translation and interpreting community:

- ★ Andrew Hurley (UPR-Río Piedras), whose retranslation of Borges' prose works has recently appeared
- ★ Fritz Hensey and Bret Rosenberg (UT-Austin) on research issues in the study of interpreting
- ★ María C. Hernández (UPR-Río Piedras) on Philology and Translation
- ★ Suzanne David (UPR-Río Piedras) on how theories of reading cast light on translation processes and the training of translators
- ★ Dagoberto Orrantia (John Jay College, CUNY) on recent research on translation
- ★ Margarita González (UPR-Medical Sciences) on the use of the Internet by Medical Translators

★ Carmen Díaz Zayas, Jane Barnes de Ramírez, and Gianna Monge (UPR-Río Piedras) on On-the-Job Research in Professional Translation

★ Joe Laws, the Public Defender for Puerto Rico, on the role of translation and research in the Office of the Public Defender

A panel discussion chaired by Martha Velásquez (UQ) will examine *Translation Terminology, Terminología de la Traducción, Terminologie der Übersetzung, Terminologie de la Traduction*, a book by Jean Delisle, Hannelore Lee-Jahnke, and Monique C. Cormier (Benjamins, 1999).

As other presentations are confirmed the revised program will be posted on the web site of the UPR Graduate Program in Translation <http://degi.upr.clu.edu/trans>. To participate in this working meeting contact either Marshall Morris, marshallmorris@worldnet.att.net, or Martha Velásquez, mavelas@cocora.uniquindio.edu.co. ★

41st ATA conference planned for Orlando

JOIN YOUR COLLEAGUES for an exciting educational experience at ATA's 41st Annual Conference in Orlando, Florida, September 20–23, 2000.

The conference will feature over 120 educational sessions, the traditional Job Exchange, and exhibits featuring the latest publications, software, and services, plus opportunities to network with over 1200 translators and interpreters from throughout the world.

Early registration (by 8/15/2000) costs \$185 and \$275 for ATA members and nonmembers, respectively. Student and one-day rates are also available.

The host hotel, the Wyndham Palace Resort, guarantees a conference discounted rate of \$138 single/double per night until August 27. Make your reservation at 1-800-327-2990 and specify that you are attending the ATA Annual Conference.

See the ATA website www.atanet.org for further details and announcements. ★

21ST ANNUAL EDUCATIONAL CONFERENCE WYNDHAM MIAMI BEACH RESORT MAY 19-21 2000

Preconference workshops (19th)
Conference Gala Friday night (19th)
Conference sessions (20th & 21st)

Presenters include:
Janis Palma and Rogelio Camacho

Info and registration materials
available at www.najit.org



SLINGSHOT COWBOY

by Tony Beckwith © 2000

Cowboys played an important role in my childhood. They were my heroes. I wanted so much to be like Tom Mix, Lash LaRue, Hopalong Cassidy, and all the other good guys. I used to think I learned more from their movies than I ever did at school.

The most exciting moment of any little boy's birthday party in our community at that time was when the lights were switched off, the rather rickety rented projector whirred, and we watched a black-and-white cowboy movie, perched on sofas and chairs and sprawled on the floor in the birthday boy's darkened living room. There was, of course, considerable interaction between the screen and the audience. During the inevitable saloon brawls we staged our own mock fights, throwing ourselves into the fake punches and dramatic falls with all the enthusiasm of extras on the set. Our manly dialogue came straight from the soundtrack: "Why, you...!" and "Take that, you...!" and "Ooooooff!" and so on. The parts I loved best were the wild horseback rides as the cowboys fought running battles with the Indians, the thunder of galloping hooves and the shrieks and whoops of the warriors filling my head with romantic wonder.

When I was just a little older I spent one of those endless summers being a bicycle bum. I rode with a small gang of like-minded boys, all similarly blessed with dubious social value at that stage. Our bikes were central to everything we did, and we

were on and off them all day long. Mine was a tall, gangly Triumph, midnight black with chromed handlebars. It may have looked like a bicycle to anyone else, but it was really my horse, my gallant stallion, my noble steed. In my mind we had a sort of Roy-Trigger thing going. Being ten years old really wasn't that bad, for me.

Our home turf was a lonely, abandoned road on the coast, with empty fields on one side and the open sea on the other. A low wall ran alongside the field, pockmarked and crumbling, in about the same condition as the road. The ground was littered with rubble and stones, some of which were very beautiful, professionally speaking.

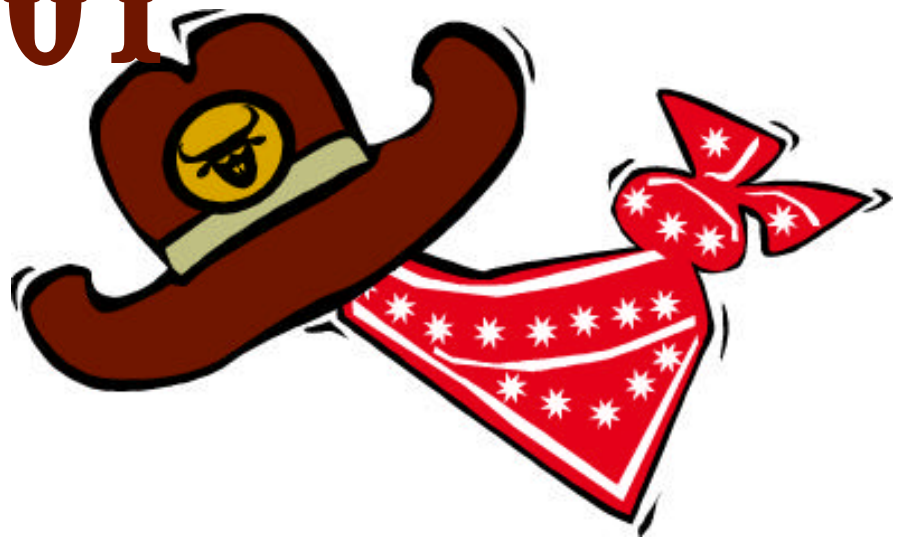
I should explain that our other passion that summer was the slingshot, and we always carried one strung around the neck. To serious slingshot aficionados like us, the pebbles on that road were an irresistible temptation.

We learned to gather our ammunition without getting off the bike, leaning way over and scooping up stones as we coasted down the road. From that angle we spotted the potential of the low wall, and it wasn't

long before we had tin cans and empty bottles lined up and were shooting at them from under the crossbar. Did I say crossbar? I meant the belly of our horses. And the slingshots were really our Winchesters.

With practice, of course, we became good marksmen, and contributed generously to the environmental pollution of our town. Some of us went on to use our talents in ways I'm sure we'd rather forget. (I'll name no names for the children's sake.) In my case, I have a gnawing sense of karmic debt concerning the city's street lighting. Those large, elegant globes looked like huge harvest moons, gorgeous golden orbs serenely suspended in the night sky, and then....

I like to think it was just youthful exuberance and an overdeveloped taste for drama that prevented me from absorbing the real lessons taught by those straight shooters on the screen. Surely I'll be one of the guys in the white hats when I grow up? Hi Ho, Silver, away! ★



Globalization resource: Language International

by Irina Marchenko

CONTINUING THE DISCUSSION on globalization by Tereza d'Avila Braga in the November 1999 issue of *The AATIA Letter*, I would like to bring to the attention of my esteemed colleagues a useful business resource for language professionals in the multilingual age. The resource in question is *Language International*, a publication of John Benjamins Publishing Co. (also available online at the URL <http://www.language-international.com>), sponsored by the Localization Industry Standard Association (LISA)(URL: <http://www.lisa.unige.ch>). As a premier organization for the localization and internationalization industry, LISA provides through its website numerous links to a wealth of information on the subject. *Language International* also focuses on the globalization technology in the new era of multilingual information management.

The thematic scope of the journal includes such topics as latest news in the translation/localization industry, multilingual e-commerce and e-business, digital language resources, sociological aspects of work with multicultural audiences, global market trends, and so forth. Alongside factual materials (updates in translation tools and technology, product surveys, case studies) this periodical publishes features in the spirit of the "millennial syndrome." Bert Esselink, an industry watcher, in his speculations on translation post-Y2K ("The End of Translation as We Know It," v. 11, no 6, pp. 28-30) modestly avoids ambitious long-term prophecies for the millennium to come. Using the futurist method of scenario building, he forecasts changes in management and work patterns in the field of translation in the next few years. The author shows the evolution of localization models from the traditional complete-project form (when product development and translation were distanced in time) to the parallel model (with partial time overlap between two processes). The latter necessitated the creation of translation leveraging tools,

translation memory being one example. At present a dozen multilanguage vendors with an international presence and thousands small traditional single-language vendors make the industry's profile.

According to Esselink, in the near future we will see a change in the very nature of localization business: to wit, "localization *projects* will soon change into continuous localization *flows*, i.e., steady streams of updates and product revisions" (p.28). In the fragmented, or structured translation model, translation and localization take place simultaneously with product development and content creation. This method reduces the translation turnaround time to market demands. As a result, localization vendors benefit from workload-spreading and establishing direct links between translators and a publisher. This guarantees much needed continuity and quality. Translators, however, face the situation where they must work routinely on several small assignments rather than a large one in order to earn a sufficient income.

With regard to future technological development Esselink envisions integration of a translation memory engine in a large multilingual database that contains both source and translated texts and is linked to the MT engine. In this scenario translators would eventually be replaced by a translation editor. Andrew Joscelyne, another contributor to *Language International*, also expects a considerable increase in automatic translation. QA will become the pre-eminent concern of the industry with a consequent increase in demand for translation editing. Translation editors, in Joscelyne's words, "will simply be professional editors with language competency who can rapidly craft deliverable final versions from translation-system output, however it was derived." ("Millennium-Ready?" from *Language International*, v. 11, no 6, p.32).

Will the translation profession cease to exist within the next 15-30 years? Well, it's a good idea to take futurist forecasts with a grain of salt. But why are seasoned veterans of the commercial technical

translation moving into Web development and related fields? Is it because over the years in the industry they have developed professional intuition and survival skills? Nowadays the key to success is flexibility and adaptability to change. What are your stakes in the virtual estate of the ever drifting global hypertext edifice? ★

Jordan judges international communication competition

Harvie Jordan, ABC, joined Accredited Business Communicators (ABCs) and other senior communicators in San Francisco in early March as the International Association of Business Communicators' (IABC) Blue Ribbon Panel gathered to judge the annual Gold Quill competition. This was the third year that he has been a member of the panel to judge Spanish- and English-language entries.

"With our growing international membership, bilingual volunteers are increasingly important to IABC," said Mary Ann McCauley, ABC, 2000 IABC Gold Quill chair and president of Catalyst Communications, Minneapolis. "Harvie brought not only expertise in the communication profession, but also his skills in Spanish, which assured that our Spanish language entries were well judged."

This year's Blue Ribbon Panel was composed of 30 senior communicators from the United States, Canada, Mexico, New Zealand and Slovenia. Nineteen panel members are Accredited Business Communicators.

Jordan was the first IABC Accreditation Board member appointed to evaluate Spanish-language portfolios and grade accreditation examinations written in Spanish. Of IABC's 13,500 members worldwide, Jordan is one of fewer than 650 who are accredited. He is also accredited, Spanish-English, by the American Translators Association. ★

Chainsaws and Butter

by Frank Dietz © 2000
www.jumpnet/~fdietz

I HAVE ALWAYS ADVOCATED that a translator should get good software tools. Sometimes, however, running out to the local computer superstore and buying commercial software could be overkill, analogous to cutting butter with a chainsaw. Before spending big bucks on a full-strength program (and using about 10% of its features), you might consider downloading a shareware or freeware program that does just what you need.

The distinction between shareware and freeware is an important one. A shareware program can usually be downloaded for free, but you are supposed to pay a modest fee to the developer after you have tried it out and decided to keep it (some programs remind you of that every time you start them—these are also called “nagware”). Registering a shareware program may give you access to additional features or future updates. A freeware program, on the other hand, doesn’t cost you anything.

Here are a few programs that might be of interest to translators.

Time Tracker is a shareware program (shareware, \$15, Windows and Mac) that lets you “punch in” and “punch out” on your computer and keeps track of how much time you spend on a project. It even creates automatic invoices based on your hourly fee. The program is available at

www.tiac.net/users/fkane/timetracker/.

Bookmarklets, at

www.bookmarklets.com/tools/data/index.phtml, are little applications that plug into your browser (freeware, Windows and Mac). One function I found useful was a website word counter: just highlight the text on the site and get a word count. This is

useful when you need to bid for a website translation for a client who doesn’t have a word count.

Convert is a nifty utility that converts numer-

ous measurements units (gallons into liters, degrees Fahrenheit to degrees Celsius, furloughs to light-years, you name it). It is incredibly useful if your client hadn’t thought about different international measurement systems and expects you to do the math. The program is downloadable at www.joshmadison.com/software/convert/download.asp

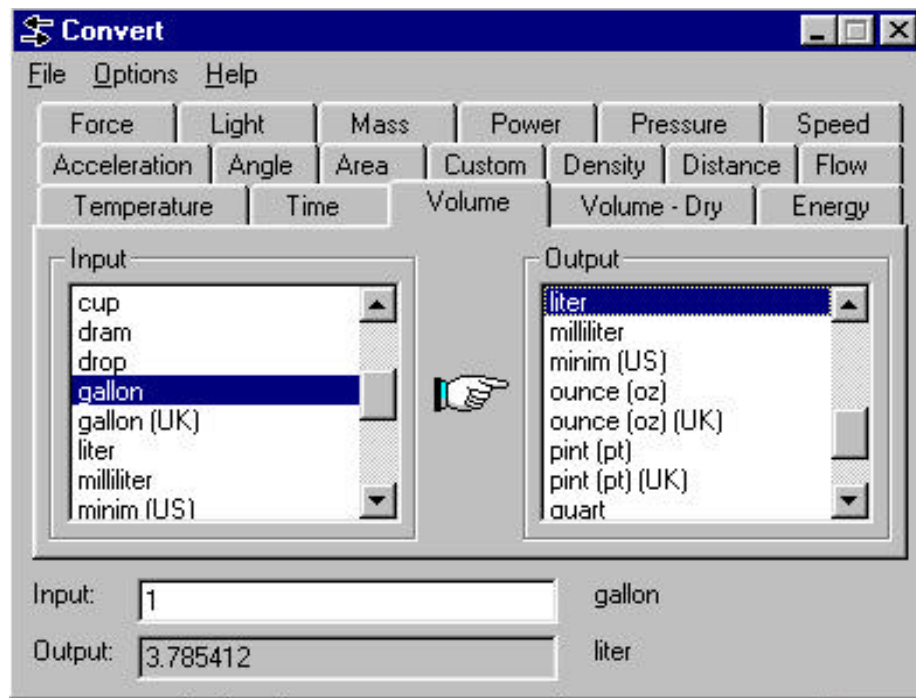


Are you trying to get more organized? Then how about using one of the 10 free PIMs (Personal Information Manager) available at www.zdnet.com/downloads/hotfiles/t10fpims.html? These programs combine calendars, lists of business contacts, and to-do lists.

There is an incredible number of freeware and shareware programs out there, ranging in quality from the amateurish to the professional. I would recommend that you stay with reputable download sites, such as <http://shareware.cnet.com> or www.jumbo.com in order to avoid computer viruses. ★

T/I newsgroups proliferate

IN THE PAST COUPLE OF MONTHS several newsgroups (also called mailing lists or listservs) have begun to serve the translation and interpreter community. One is the first phoenix to rise from the ashes of the now defunct Sci-Tech Division (STD) of the American Translators Association.



That division, once ATA's largest subgroup, has now been replaced by the Sci-Tech Information Committee (STIC), chaired by Nicholas Hartman, former ATA officer, board member, and Sci-Tech Division Administrator.

The new committee's first activity was to initiate the STIC news group, the participants of which exchange terminology and help each other with a variety of problem related to scientific and technical subjects.

ATA members may subscribe to the STIC list by going to www.atanet.org/STIC/listserv/email.cgi and filling out the form

Not to be outdone, ATA German Language Division (GLD) has initiated its own news group. Members of the GLD may subscribe at www.egroups.com/community/gldlist or by email to Michael Metzger karas@sirius.com.

ATA has also established a newsgroup for officers and other officials of regional and national t/i associations. This group aims to connect people who will share experience in their various areas of responsibility, thus avoiding duplication of effort and making all the participating groups more efficient in their management of volunteer work. Subscribers to this newsgroup must be recommended by their respective association presidents.

GlossPost is an open list for translators, interpreters, terminologists and technical writers. Here you can post the URL (links) of any interesting glossaries or dictionaries found on the Internet, whether monolingual, bilingual, or multilingual. GlossPost welcomes postings and requests for URLs of any industry-specific glossaries such as banking, biochemistry, pay-tv, housing, telecommunications. Check it out at <http://www.onelist.com/group/>. ★

Source passage for May meeting's literary translation workshop

READ—OR EVEN TRANSLATE—THE PASSAGE BEFORE THE MEETING. Many of you will remember how much fun this was the last time we tried it, so join in! Here is the source text. The first paragraph is just for background. We'll start our discussion at the asterisks.

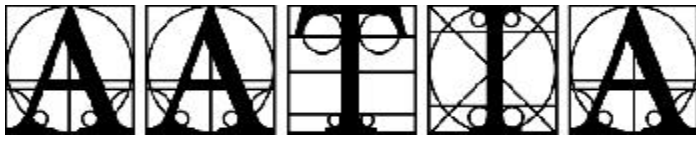
Todo el mundo nace con algún talento especial y Eliza Sommers descubrió temprano que ella tenía dos: buen olfato y buena memoria. El primero le sirvió para ganarse la vida y el segunda para recordarla, si no con precisión, al menos con poética vaguedad de astrólogo. Lo que se olvida es como si nunca hubiera sucedido, pero sus recuerdos reales o ilusorios eran muchos y fue como vivir dos veces. Solía decirle a su fiel amigo, el sabio Tao Chi'en, que su memoria era como la barriga del buque donde se conocieron, vasta y sombría, repleta de cajas, barriles y sacos donde se acumulaban los acontecimientos de toda su existencia. Despierta no era fácil encontrar algo en aquel grandísimo desorden, pero siempre podía hacerlo dormida, tal como lo enseñó Mama Fresia en las noches dulces de su niñez, cuando los contornos de la realidad eran apenas un trazo fino de tinta pálida. Entraba al lugar de los sueños por un camino muchas veces recorrido y regresaba con grandes precauciones para no despedazar las tenues visiones contra la áspera luz de la consciencia. Confiaba en ese recurso como otros lo hacen en los números y tanto afinó el arte de recordar, que podía ver a Miss Rose inclinada sobre la caja de jabón de Marsella que fuera su primera cuna.

* * *

—Es imposible que te acuerdes de eso, Eliza. Los recién nacidos son como los gatos, no tienen sentimientos ni memoria—sostenía Miss Rose en las pocas ocasiones en que hablaron del tema. Sin embargo, esa mujer mirándola desde arriba, con su vestido color topacio y las hebras sueltas del moño alborotadas por el viento, estaba grabada en la memoria de Eliza y nunca pudo aceptar la otra explicación sobre su origen.

—Tienes sangre inglesa, como nosotros—le aseguró Miss Rose cuando ella tuvo edad para entender—. Sólo a alguien de la colonia británica se le habría ocurrido ponerte en una cesta en la puerta de la Compañía Británica de importación y Exportación. Seguro conocía el buen corazón de mi hermano Jeremy y adivinó que te recogería. En ese tiempo yo estaba loca por tener un hijo y tú caíste en mis brazos enviada por el Señor, para ser educada en los sólidos principios de la fe protestante y el idioma inglés.

—¿Inglesa tú? Niña, no te hagas ilusiones, tienes pelos de india, como yo—refutaba Mama Fresia a espaldas de su patrona. ★



Austin Area Translators & Interpreters Association

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<http://www.aatia.org>



AATIA welcomes visitors to the Austin History Center (AHC) at 9th & Guadalupe on the 2nd Saturday of odd-numbered months for general meetings and even-numbered months for board meetings.

EVENTS IN AUSTIN

- May 13** 10 a.m. SpanSIG meeting, AHC. Info Harvie Jordan 444-8537
1-4 p.m. AATIA regular meeting, AHC. Info 707-3900
5 p.m. Rowdy Translators SIG meeting. Dog & Duck Pub, 17th & Guadalupe.
- Jun 10** 2-5 p.m. AATIA board meeting, AHC
- Jul 8** AATIA regular meeting & SIG meetings
- Sep 6** 7 p.m. LitSIG, 1207 Bickler Road. Info Marian Schwartz 442-5100 or mbs@texas.net

Raise profile through community events

CLEAR YOUR CALENDARS. The AATIA Board of Directors recently approved Communications Director Monica Mitre's proposals for the association's participation in the following community events:

August KLRU membership pledge drive

October Dia de los Muertos parade (Mexicarte Museum)

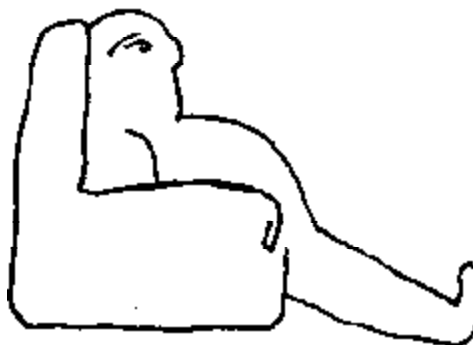
November International Children's Fair (Austin Children's Museum)

Pro bono, anyone?

MEXICARTE MUSEUM IS LOOKING for translators for pro bono translation of texts for exhibitions and the accompanying Gallery Guides. There is work to be done starting now. Contact Herlinda Zamora at 480-9373. ★

Enjoy Cinco de Mayo at Taste of Mexico

COME CELEBRATE CINCO DE MAYO with Mexic-Arte Museum's Taste of Mexico, an event featuring samples of some of Austin's finest restaurants and businesses specializing in Mexican cuisine. The gustatory fiesta will be held Thursday, May 4 from 6-9 pm at Mexic-Arte Museum, 419 Congress. Mariachi Estrella will provide music. Cost is \$25 per person. The event will coincide with the opening reception of Luz Jimenez—Symbol of a Millennial People, organized by the Diego Rivera and Frida Kahlo Studio Museum. ★



“In a stunning reversal today, the Supreme Court ruled that beggars *can* be choosers....”