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The Letter

of the Austin Area Translators
and Interpreters Association

November 2003



photo by Kathy Brown

November 8 meeting

ACC's Altanero to address AATIA

MISSED THE RECENT LOCALIZATION seminar? If so, you'll have another opportunity to hear Dr. Tim Altanero at the November AATIA meeting at 1 p.m., November 8, at the Austin History Center.

Altanero, Associate Professor and founder of the Localization Certificate Program at Austin Community College, will speak on educational opportunities in localization, certification, and accreditation.

After the talk, join your colleagues in sampling international refreshments and networking. ★

Bork in bike bust-up

HE WAS RIDING THE REVERSE route for an upcoming bike race, looking for hazards to avoid, and sure enough—downhill, blurring speed, a gravel patch on a curve, and *blam!* Everything changed color all of a sudden, and an ambulance scrambled to the scene.

As AATIA co-founder Al Bork imagined he was patched up and free to go, thukka thukka thukka came the helicopter—and that is how our hero was hauled into the clutches of the medical establishment with a broken clavicle, three broken ribs, and several other samples of obscure medical terminology.

Nearly healed from the August 24 accident, Bork has already gotten “back on the horse” on the High Plains roads of his newly adopted home base in Alpine, Texas. ★

2004 Board of Directors elected

SECRETARY JANET PEIRCE REPORTED THAT A TOTAL OF 104 BALLOTS were received, all of which were valid. This represents a nearly-50% increase in voter turnout over last year.

Peirce thanked all the candidates for their willingness to serve on the 2004 Board of Directors. She also thanked Nominating Committee members Beatriz Quintana and Tellers Committee members Renee Tanksley and Mario Valdes Zamora. She also thanked Zoya Marincheva and Laszlo Eosze for helping to verify eligible voters and for preparing mailing labels.

Office	Candidate	Votes	
President	Esther Díaz	99*	
	Steven Mines (write-in)	1	
	Tony Beckwith (write-in)	1	
	Zoya Marincheva (write-in)	1	
	Janet Peirce	100*	
Secretary	Tony Beckwith (write-in)	1	
Directors			
	Communications	Anita Stauber Berthold	102*
		Fritz Hensey (write-in)	1
	Finance	Howard Simms	99*
		Beatriz Quintana (write-in)	1
	Membership	Cristina Helmerichs (write-in)	1
		Sirikarn Peters	40
	Professional Development	J. Henry Phillips	63*
		Laura Vlasman	99*
		Beatriz Quintana (write-in)	1
	Nereida Zimic (write-in)	1	

*elected

Austin Area Translators & Interpreters Association

Board of Directors

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 SECRETARY Janet K. Peirce v 868-5654
 DIRECTOR OF COMMUNICATIONS Jonathan Cole
 v 682-2250
 DIRECTOR OF FINANCE Howard Simms v 452-4700
 DIRECTOR OF MEMBERSHIP Zoya Marincheva
 v 927-9317
 DIRECTOR OF PROFESSIONAL DEVELOPMENT

The AATIA Letter

EDITOR R. Michael Conner v 474-7012 f 474-2895
 PRODUCTION Howard Simms v 452-4700 & Merry
 Wheaton v 451-4772 f 451-1935
 DISTRIBUTION Efrat Schwartz v 342-9836 f 342-9891

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ACCREDITATION Ezequiel M. Quijano
 v & f 210-615-9638
 ADVERTISING Laurel Treviño v & f 394-0420
 COMPUTERS Frank Dietz v 491-6069 f 491-6086
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 452-5895
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 MEDICAL AND COMMUNITY INTERPRETING
 Esther Díaz v & f 312-1599
 MEMBERSHIP INFO Zoya Marincheva v 927-9317
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 8694 & Merry Wheaton v 451-4772 f 451-1935
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 SPANISH Marta & Michael Blumenthal v & f 295-
 3141
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 2895 Voicemail Elisabeth Joffrain v 282-1198 f
 280-3359 Workshops Ezequiel M. Quijano v & f
 210-615-9638



Welcome new members

AATIA MEMBERSHIP NUMBERS as of
 October 22, 2003, according to Mem-
 bership Director Zoya Marincheva,
 are as follows:

Active members	162
Active w/business listing	18
Associate members	5
Business members	3
Total	188
SpanSIG now numbers 100, and MCISIG has 15 members.	

The following new members
 have joined since the last update (see
 the Linguist Locator at www.aatia.org
 for contact information):

Miriam Alicia Rogel

Translator/Interpreter
 English <> Spanish
 Diagnostic methods, Health and
 social services, Hospital and labora-
 tory services, Human biology,
 Nursing and personal care, Pharma-
 cology, Psychiatry, Public health

Patricia Yakovone

Translator/Interpreter
 English <> Spanish
 Correspondence, Documents, Em-
 ployee handbooks, General medical,
 Geography, Health administration,
 Health and social services, Public
 health, Public information, Tran-
 scripts

Joe McIntyre

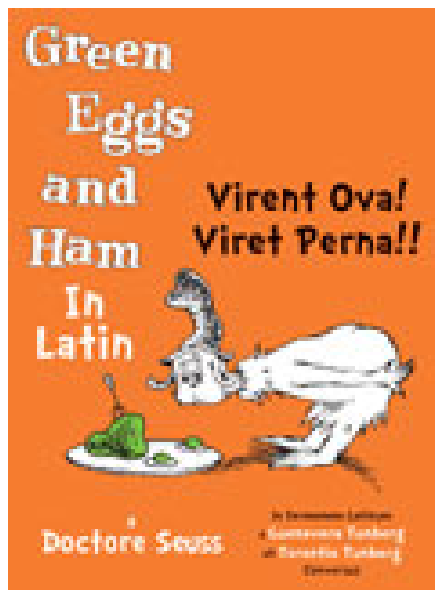
Translator
 English <> Spanish
 Chemical industry, Civil engineering,
 Electronics, Energy and fuels, Envi-
 ronmental engineering, Food technol-
 ogy, Oil and gas, Plastics and rubber,
 Sanitation and waste engineering,
 Steel and other metals

Isabel Eisenburger

English <> Spanish
Translator/Interpreter

Audio/video scripts, Business, Correspondence, Documents, Employee handbooks, General legal, Public administration, Public information, Training materials, Transcripts

★



Green Eggs and Ham translated into Latin

By Ula Ihnytzky, AP Writer

NEW YORK - "Green Eggs and Ham" is an easy read. After all, the late Theodore Geisel, belovedly known as Dr. Seuss, wrote it after his editor challenged him to do a book in just 50 words.

But have you tried to read it in Latin?

Retitled "Virent Ova! Viret Perna!!" the Seuss classic has been rendered into Latin by Bolchazy-Carducci Publishers Inc. of Wauconda, Ill [www.bolchazy.com]. The target audience is "people who took Latin in school and have fond remembrance of it, teachers and students who take Latin — and, of course, Seuss fans," Kelly Hughes, a spokeswoman for the publisher, said Wednesday.

Two Seuss books that were translated earlier, "How the Grinch Stole Christmas" and "The Cat in the Hat," have sold a combined 60,000 copies in Latin.

Translators Terence and Jennifer Tunberg, husband and wife professors in the Department of Classical Languages at the University of Kentucky, did not aim for a literal interpretation of the tale, in which the character named Sam-I-Am tries to get a friend to try green eggs and ham in a box, with a fox, in the rain, on a train, etc.

Instead, they went for a Seusslike rhythm of the eight-syllable lines.

In English, you get, "I do not like green eggs and ham. I do not like them, Sam-I-Am."

In Latin, you get, "Sum 'Pincerna' nominatus, Famulari ... nunc paratus!"

Sharon Kazmierski, a teacher of Latin and columnist for "The Classical Outlook," the journal of the American Classical League, reviewed "Virent Ova!"

"Instead of literally translating the classic, Jennifer and Terence Tunberg have written this book in the same style that Theodore Geisel might have if he were fluent in neo-Latin. This book doesn't just look like a Seuss book. It sounds like a Seuss book,"

Kazmierski said.

"Virent Ova! Viret Perna!!" is accompanied by Dr. Seuss' original whimsical drawings. A glossary of Latin-to-English vocabulary and a note on "How to Read These Verses" appear at the back of the book.

Whichever recipe one chooses, of course, the result is the same.

Sam's once-defiant sidekick concludes:

"Mihi placent, O Pincerna!

"Virent ova! Viret perna!

"Dapem posthac non arcebo.

"Gratum tibi me praebebo."

In other words:

"I do so like green eggs and ham.

"Thank you, thank you Sam-I-Am!" ★

Chicata kudos to Phillips

THE *CHICATA NEWS* of the Chicago Area Translators and Interpreters Association recently thanked one of their out-of-town members:

"J. Henry Phillips was the only true contributor to the Web Committee this year.... Thank you J. Henry for your input on the Meta tags, we now have increased visibility with all the major search engines!" ★

Board meeting highlights

October 11, 2003

THE AATIA BOARD OF DIRECTORS decided to increase funding for the Google AdWords campaign to a maximum of \$2 per day for a trial period of two months, after which the Board will reassess the cost-effectiveness of the campaign. AdWords charges are based on number of "click-throughs"—i.e., the number of times someone follows a link to the AATIA website. The campaign aims to raise AATIA's visibility on the Web and thereby attract new members and generate more work for current members.

In other business, President Hank Phillips and Director of Finance Howard Simms announced that membership dues can now be paid online via PayPal, and Director of Professional Development Ezequiel Quijano reported that AATIA's share of the proceeds from the recent ATA/AATIA localization seminar totaled approximately \$1,280.

—Laura Vlasman, sitting in for Secretary Janet Peirce ★

Softando Amarras/ Casting Off

Poems by Claribel Alegria, English translation by Margaret Sayers Peden
ISBN 1-880684-98-5
(Curbstone Press, \$13.95 paperback)

Review by Tony Beckwith ©2003 www.tonybeckwith.com

In A COMPLEX WORLD the eloquence of simplicity moves us. It flings open faded shutters and floods us with the joy of feeling. The poet's words have the power to move us, often to tears, as in Claribel Alegria's "The Ache of Absence": "how my fingertips ache / when I hold out my hand / and don't find you."

Claribel Alegria, born in 1924, is a Nicaraguan-Salvadoran poet who lives in Managua. She came to the States to go to school when she was nineteen, and married an American husband, but her roots and life are deeply intertwined with the history and politics of Central America. She lent her voice to the "Committed Generation," a movement of middle and upper class intellectuals of the mid-fifties and early sixties that clamored for social and political justice for the under-privileged. Her poems also speak to women, urging them to break free from the oppression of patriarchy in all its guises.

She writes of feelings, and of mythological characters, of casting off, of new horizons, and of her cat: "How I envy my cat / who never suffers from insomnia." Most of her poems have a bare, minimalist structure, like empty rooms with whitewashed walls and windows opening onto visions that shimmer somewhere between "caressing colors / with all five senses / and this world of prophetic dreams."

When her husband died in 1995, Alegria used poetry as a means of

coming to terms with his death. The result was an earlier book, *Sorrow*, in which she transmuted her grief into lyrical sketches of a wounded soul. In this latest collection there is an air of sadness, certainly, but the deeper mood is beyond sadness, sounding like a voice profoundly at peace with itself, suspended in contemplation of the past and eager to embrace the next stage. "I long for that other flight / the one I will undertake alone."

She has published over forty books including poetry, novels, and a volume of children's stories. Well known in the Spanish-speaking world, Alegria has been building a following in the United States ever since she was

interviewed by Bill Moyers for his Language of Life series that aired on PBS in the mid-nineties. Many of her books have been translated, and the English version of her latest collection, *Casting Off*, is the admirable work of Margaret Sayers Peden, a veteran translator of great Latin American authors. Alegria's poems are deceptively simple, pruned down to the essential and nothing more, yet each tear drop reveals an ocean, and there is music on every line. The last one in this book is called "Curtain": "My footsteps are leading / toward quiet solitude / toward the star-silence / that has no more questions."★

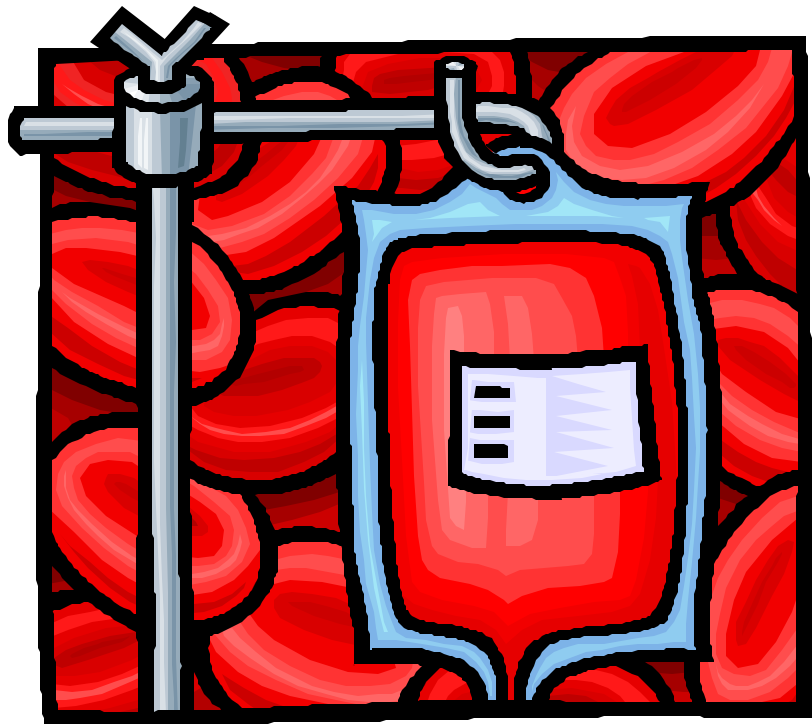


BLEEDING INK

by Frank Dietz © 2003
www.frankdietz.com

ACCORDING TO RECENT REPORTS (<http://news.bbc.co.uk/2/hi/technology/3035500.stm>), the ink in cartridges for inkjet printers costs more per milliliter than vintage champagne. While switching to Dom Perignon is unfortunately not an option, here are a few suggestions aimed at helping you to lower your printing costs:

- Keep those photos digital. Digital photos save you money by not requiring rolls of film or development services, but they can easily eat up those savings (and more) if you frequently print them out. A low-cost alternative would be numerous programs that allow you to archive your digital photos, burn them on a CD and create slide shows (start by looking at the software that came with your digital camera).
- Use print preview. This simple step will keep you from wasting ink and paper on print-outs that don't look the way you wanted, and you might save a page by adjusting margins.
- Buy third-party cartridges. This is a hotly debated topic. As you might have noticed, some ink jet printers are extremely cheap these days, but that \$59 printer may require a \$35 ink cartridge after the puny starter cartridge has been used up. By now, you should have also seen numerous pop-up ads offering cheaper third-party cartridges, or refill kits. A detailed test by *PC World* (<http://www.pcworld.com/news/article/0,aid,111767,00.asp>) recently found that these replacement cartridges performed from "comparable" to "significantly worse," and some of



these inks fade faster. However, even if you buy brand name cartridges, beware of counterfeits (see the article "Bogus Ink Stink" in *PC World*: <http://www.pcworld.com/news/article/0,aid,111319,00.asp>)

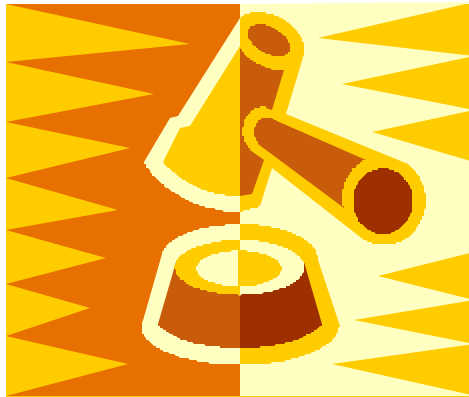
- Change your settings. You can save on printing costs by going to your printer's preferences menu and selecting lower dots-per-inch or print density settings. You could, for instance, use 300 dpi for internal documents and switch to 600 dpi when you print your résumé. There are programs such as Ink Saver that promise even greater savings, but I have no first-hand experience with them.
- Buy a laser printer. This is what I did. Laser printers have come down in price over the years, and you can get an entry-level b/w model starting around \$200. True, consumables such as toner cartridges will cost more than an ink cartridge, but they last much longer, and the overall cost per page is considerably lower.
- Don't print it. I know this is hard to do, but try to let go of old habits. Do you really need to proofread on paper, or would the "track changes" function of your word processing program suffice? Do you have to print out that PDF form, if Adobe Acrobat (in the full version) allows you to enter text on the appropriate lines? An extra page here and there, and it all adds up, creating, as the article in *PC World* estimated, a worldwide printer ink market of \$21 billion. ★

Stupid Interpreter Tricks Continuing Exasperation

—by J. Henry Phillips

IN APRIL 1995 EVERY INTERPRETER in AATIA knew about Senate Bill 151. The idea was to impose a general ban on court interpreting, and then auction off special licenses, complete with a whole system of continuing fees and indignities. The plan was debated before the Senate jurisprudence committee, then abandoned as a bad idea.

More recently, the same two or three people who had the original bad idea tried again—only this time without telling the AATIA membership. With only one side



presented, the measure passed and interpreter surprise was mollified by “grandfathering”—an appeal to cupidity which has the added advantage of buying time. But the “grandfathering” was only temporary.

The agenda for the May 16, 2003, meeting of the Texas Department of Licensing and Regulation tried to place Public Comment at the beginning of the agenda under Item 4, with presentation on an examination listed as Item 9, but the public saw through that. The following situation unfolded: to purchase the privilege of interpreting in a non-federal Texas court one has to shell out \$575 (non-refundable) and pass a test which all of the participants in this wonderful plan have thus far managed to fail. As the enormity of the disaster became evident, a dog-and-pony show followed as if on cue.

A testing corporation masquerading as part of a court interpreters association trotted out a PowerPoint presentation accompanied by the usual persuasive patter and jargon. The general thrust of it was that whereas the existing program may be a complete failure, the new improved testing program which this corporation offered

would save the implementation of the law—provided, of course that their corporation receives a monopoly on the testing. Public Comment pointed out that the federal

government had sense enough to limit its testing program to Spanish—thereby covering 98 percent of all needs—while keeping the practice of court interpreting on a completely voluntary basis. When other languages are requested, federally-certified Spanish court interpreters can be counted on to help the courts to locate the necessary talent with no coercion whatsoever.

June 30th brought retractions of rule amendment proposals; others just as mysterious were approved in August, and there the matter rests. The last meeting of this regulatory board was canceled for lack of a quorum. As the smell of this entire business becomes increasingly ripe, spectators may be ahead of the participants by a cool \$575—plus kowtowing for CE credits—for precisely the same practical outcome. ★

Dietz highlights joint AATIA/ATA localization seminar

ATTENDEES AT SUNDAY SESSIONS of the joint AATIA/ATA Localization Seminar, September 6–7, 2003, learned what is on the horizon for translators in the field of software localization.

The highlight of the seminar was AATIA’s own guru, Dr. Frank Dietz, who gave a captivating presentation entitled Localization for the Computer and Video Game Industry.

Dietz is an ATA accredited English > German translator who lives here in Austin. He has worked as an in-house translator at Origin Systems and has translated over 30 computer games into German, including System Shock, Wing Commander 3, Ultima 9 and Sid Meier’s Gettysburg!, as well as the titles of the Jane’s Combat Simulations series.

The U.S. computer and video game industry generates over \$6 billion annually, and many of its fastest growing markets are in countries where English is not spoken. The fact that Austin is one of the most important centers of game development nationwide offers interesting opportunities to local translators.

Dietz discussed the market for game translations, the challenges involved in localizing games, the testing of foreign language versions of games, and the outlook for the future of game localization. Dietz’s website www.frankdietz.com contains a glossary of localization terms.

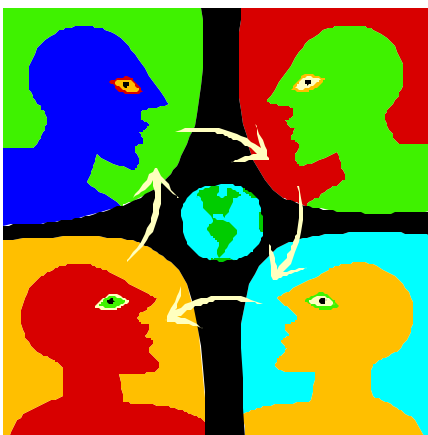
Dr. Tim Altanero, Associate Professor of Technical Communications and Director and Founder the Localization Certificate Program at Austin Community College gave an overview of the different educational options available in the field of localization at both the undergraduate and post-graduate levels. Software localization is a fascinating world offering an abundance of opportunities. To obtain further information concerning educational options, contact Altanero at

dr_tim@altanero.com or the ACC website on localization at www2.austin.cc.tx.us/~taltaner.

Tatyana Lyutoya, project management team leader and experienced linguist fluent in English, Russian, Hungarian, and Ukrainian, and Ronnie Oldham, a sales manager and Air Force veteran who is conversant in several languages and has over ten years of experience with leading software companies represented Adams Globalization. Lyutoya and Oldham gave an informative presentation with practical insights entitled "Software Localization Testing Opportunities for Professional Translators."

Software and testing companies routinely test localized applications on various operating systems and platforms to ensure their usability and acceptance by foreign end users. In addition to language skills, software localization testers generally require more advanced computer skills, an understanding of defect tracking and repairing, and the ability to communicate given the precise nature of language differences. By acquiring these additional skills, experienced translators can substantially expand their career opportunities.

In their presentation Lyutoya and Oldham discussed these unique requirements and desired skills for software localization testers. They presented information concerning the importance of communication and the mechanics of the relationship between the creator, localization agency, project coordinator, and localizers. ★



September 13 meeting recap Austin's role in the global community

CONTINUING AATIA'S EMPHASIS on globalization and localization, the last AATIA General Membership meeting featured Frank, J. Flauto on Austin's role as host of the 2006 World Congress of Information Technology.

Flauto is Manager of the Austin's International Program, a non-profit public-private international partnership. Its purpose is to bring together international players and prepare them for action. Its goal is to establish a center for partnership which will provide a focal point for international activities in Greater Austin. On March 17, 2003, the International Center of Austin was incorporated, and it will be co-located with the Greater Austin Chamber of Commerce.

The City of Austin International Program's motto is "Business, Education, and Culture." The International Center will be a first stop access point whose purpose will be to increase effectiveness and efficiency, enhance communication in a collaborative environment, and serve as an information clearing house. The Center will provide an international newsletter, an international business directory, an electronic brochure rack on its website, and member services. Membership in the organization will be free, and a general appeal for members will be made in November.

Mr. Flauto described at great length the World Congress of Information Technology to be held in 2006 in Austin. This Congress will be a world premiere of information technology and the signature event of the World Information Technology Services Alliance. The World Congress, which can be referred to as the Olympics of Information Technology, will be a collaboration of academia, government, and business. Two thousand global leaders from 90 countries, including Fortune 500 executives, infor-

mation technology ministers, heads of state, and scientists, will converge in Texas to discuss policy issues and learn about the future of information technology, make economic and revenue decisions, and hold a business forum which will be an exhibition and partnering conference. The World Congress will be an interactive speakers' program surrounded by business, cultural, and social programs designed to showcase Austin and Texas.

Flauto proposed a few ways that AATIA can participate in this event, such as providing translation/interpretation and staffing an information call center and asked AATIA to think of other ways to be involved. To join the mailing list and receive the free newsletter, email Frank Flauto at international@ci.austin.tx.us or call (512) 974-2496.

—Janet Pierce, Secretary ★

Advertise in The AATIA Letter

The AATIA Letter offers a great opportunity to advertise your translation- and interpretation-related products and services. The online version of this bi-monthly newsletter reaches a global audience through free downloads at www.aatia.org. And at rates like these, you can't afford to miss out on this opportunity.

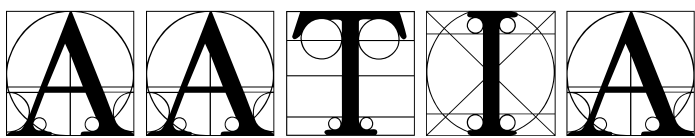
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Austin Area Translators & Interpreters Association
PO Box 13331 ★ Austin, TX 78711-3331 ★ 512-707-3900
www.aatia.org

AATIA holds meetings at the Austin History Center, 9th & Guadalupe, unless otherwise indicated.

EVENTS IN AUSTIN

- Nov 8 10 a.m. SpanSIG meeting
1–4 p.m. AATIA member meeting
- Dec 6 1 p.m. Literary Special Interest Group, “The Book-Length Translation Proposal.” Contact Coordinator Marian Schwartz for directions schwartzm@sbcglobal.net.
- Dec 13 10–12 noon. MCISIG meeting
12 noon. MCISIG networking lunch
1–4 p.m. AATIA board meeting
- Jan 10 SpanSIG meeting and AATIA member meeting

BEYOND AUSTIN

- Nov 5–8 ATA Conference, Phoenix, Arizona
Nov 12–15 ALTA Conference, Cambridge, Mass.

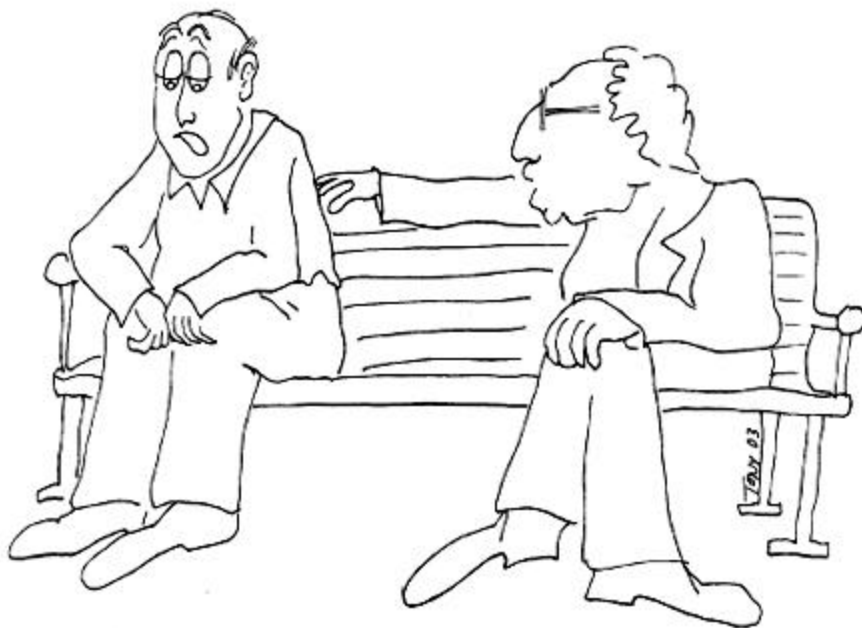
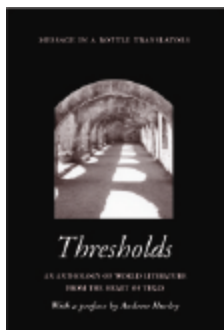
LitSIG opus hot off presses

THRESHOLDS, THE LONG-AWAITED anthology by the Message in a Bottle Translators, is now in print. Subtitled

“World Literature from the Heart of Texas,” the book was produced start-to-finish by members of AATIA’s Literary Special Interest Group, who selected the

stories and poems, translated them, researched and obtained copyright permissions, and published the final compendium.

For details and ordering information, go to www.aatia.org/sigs/litsig.htm.



I dreamed I became a translator,
then everyone started speaking the same language!