

Linguist Locator deadline looms

As the year comes to an end, the deadline for paying AATIA 2004 dues approaches! During the first weeks of January we will update the Linguist Locator database to reflect the 2004 membership only. Members who send their dues after the beginning of the year will have their profiles updated and available upon receipt of payment. If you did not receive the forms for renewal, you can download them at www.aatia.org by following the "Not Yet a Member?" link. Members also now have the option of paying dues using the Pay Pal button which appears next to the "2004 Application" link. ★

January 10 meeting

Vicarious thrills: attendees to recap national, international conferences

MISSED THE ATA CONFERENCE IN PHOENIX? Not enough frequent flyer miles to make it to the FIT congress in Paris? Too busy to get away to the ALTA conference in Cambridge, Massachusetts?

Not to worry! Come to the general membership meeting on January 10th and find out all about these and other recent events of interest to the T & I community. Marian Schwartz will report on the 50th anniversary meeting of the International Federation of Translators (FIT), which featured a panel of Harry Potter translators from around the world and a discussion of legal aspects of copyright, especially international treaties and conventions and their implications for translators.

Michele Aynesworth will present highlights from the annual meeting of the American Literary Translators Association (ALTA), where several members of AATIA's Literary Special Interest Group read from their recently published anthology, *Thresholds*. Esther Diaz will give an overview of the American Translators Association (ATA) conference, including a summary of the accreditation program changes adopted at that conference and a recap of the sessions devoted to healthcare interpreting, which garnered national media attention.

Cristina Helmerichs will round out the program with an update on developments in the world of court interpreting, including recent and upcoming events of the National Association of Judiciary Interpreters and Translators (NAJIT) and the Grotius Project, a European Union initiative on codes of ethics and standards of practice in legal translation and interpretation.

Plan to linger a while after the program to purchase a copy of the LitSIG anthology *Thresholds* from Traci Andrighetti, socialize with your colleagues, and ring in the new year with special refreshments! ★

Plans are now underway for a
spring regional
conference
in Austin. Stay tuned.

Contact Esther Diaz with
your ideas (512-455-9999).

Austin Area Translators & Interpreters Association

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2003 member stats reported

AATIA MEMBERSHIP NUMBERS as of December 11, 2003, according to Membership Director Zoya Marincheva, are as follows:

Active members	170
Active w/business listing	20
Associate members	8
Business members	3
Total	201

Up to this date, 55 members have paid their dues for 2004. ★

November 8 meeting reviewed

Members learn about localization

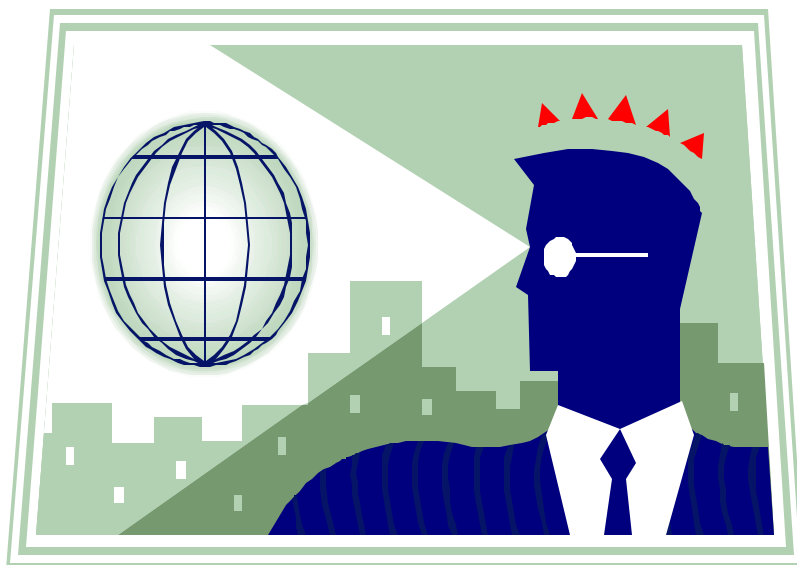
AT THE NOVEMBER AATIA MEETING members heard an excellent presentation on Localization Education given by Tim Altanero. Perhaps those of you who attended the ATA workshop on Localization and Globalization had the pleasure of hearing him speak.

Dr. Altanero, or Tim, which is more befitting of his casual attire (jeans, a T-shirt, and a bandana) and friendly conversation, is a charismatic Associate Professor and founder of the Localization Certificate Program at Austin Community College. The following is a summary of his informa-

tive presentation.

Localization is the translation of computer software or programs in a text format. The specific localization is defined by the job functions: software engineer, project manager, etc. One gathers material (software) from a company such as Dell and translates it. As a translator, you are becoming a localizer. A translator needs to use tools (in TMF text) since localization functions are done by tools such as Catalyst.

Three questions apply to localization education: who, what, and where. The "what" question refers to whether it is a course, a certificate, or a degree one is after. Tim provided information on where to learn localization and who requires these services.



Examples of who requires localization services include companies, banks (for Pay-Pal), and pharmaceutical industries (medication box inserts). For-profit companies include Bowne Global Solutions, Lionbridge, The Localization Institute, and TGP Consulting.

Localization studies are offered at private companies, non-profit organizations, colleges, and universities. Public and private academic institutions offer courses for credit or continuing education programs and they may give degrees or certificates. The key here is for the translator, you, to set the goals.

Credit programs at colleges or universities provide college credits leading toward a degree (16 contact hours provide one credit). However, one must be admitted to the program. At ACC, you can take individual courses or the entire curriculum for a certificate. The ATA continuing education requirements are met by any 8-hour course from ACC.

Whether one picks up skills at a public or private organization, the certificate, degree, or courses you take make you a qualified localizer, since there is no “certification body” to qualify the translator as a certified localizer. One just has to be sure that

the institution is accredited. Any reputable US academic institution will be accredited by a regional accrediting organization. To check if a school is accredited see www.sacscoc.org.

ACC offers the Certificate in Localization through their Continuing Education Program. Introduction to Localization is followed by nine other courses that can be taken in any order. Their CEUs (continuing education units) can convert to college credits. You can get a certificate for each of 9 courses, and then a 10th certificate, just because you did all nine courses! These are usually offered online, since a minimum of ten people is required for a teacher and classroom.

Academic institutions that offer courses include: The University of Limerick (Ireland); Universitat Rovira I Virgili (Spain); Kent State University; University of Washington (Seattle); New York University; University of Montreal (Canada); University of Leeds (UK); University of Massachusetts at Amherst; Wake Forest University; Monterey Institute; and the University of California.

Does a certificate or degree from any institution mean anything? It is up to industry to decide what the value is. There is no standard program of

The ATA continuing education requirements are met by any 8-hour course from ACC.

courses or professional association that “certifies” a certificate or other educational program in localization.

The body of knowledge on localization is in industry, not in academia. That is why ACC, a public institution with a mandate to serve the public, has personnel from local industries such as Vignette, Dell, McElroy Translations, and Ushuaia on the board of the Localization Program.

Tim also provided us with a copy of the “LISA GILT Industry Ethics Guidelines and Model Contract,” a document produced by the international Localization Industry Standards Association, based in Switzerland.

For more information contact Tim Altanero at taltaner@austincc.edu or (512) 223-4021 or see www2.austincc.edu/taltaner.

—Laurel Treviño

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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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ALTA: the final threshold for Message in a Bottle Translators

by Tony Beckwith ©2004 www.tonybeckwith.com

CAMBRIDGE WAS CHILLY at this time of year but it was warm in the sunshine. My hotel room looked out across the Charles River to the Boston skyline. A slight breeze pirouetted over the water, kicking up tiny waves that scurried downstream and disappeared. A lone oarsman sculled past under a clear sky.

After a fortifying breakfast of Irish oatmeal I was ready. Today was the day! The long-awaited moment when the Message in a Bottle Translators would present their anthology of translations at the ALTA conference. The creation and publication of *Thresholds* had taken two years, and this appearance at the annual gathering of our literary translation peers had loomed ahead of us like a beacon in the distance and a rite of passage of sorts. A tantalizing threshold, if I may.

The group gradually assembled, arriving at Logan airport at various times during the week. Some had committed to a variety of activities at the conference, and the busy program featured events such as Ingrid Lansford reading from her translation of Birgit Biehl; the globe-trotting Liliana Valenzuela reading Lina Zerón's poetry and presenting a panel on the Rise of Spanish Publishing in the U.S.; and Traci Andrighetti, reading from Adolfo Albertazzi.

Conference attendees faced the torment of having to decide between conflicting workshops with seductive names like *Seeing Ourselves as Others See Us*, *Translating Opera*, *Translating Rhyme & Meter*, and *World Literature Today*. As ALTA President David Ball so presciently put it in his welcoming statement in the program: "I'm looking forward to hearing your laments about

too many panels—and readings, and events—that you really wanted to go to, but couldn't because there were just too many of them and you had to choose."

At ten o'clock on Saturday morning we gathered in the Haym Saloman room, where four of us were scheduled to read from our contributions to *Thresholds*. Marian Schwartz introduced us, then each took the podium in turn: Michele McKay Aynesworth, Jonathan Cole, myself, and Zoya Marincheva. The hallway outside the room was teeming with tormented translators trying to decide which event to attend. Some actually chose us, for which we were very appreciative and read for them with all the passion and brio we could muster. Poems and stories that had been polished, edited, and lovingly polished again came alive as they were read aloud by their translators. The applause was as a balm for the soul, and when we stood and acknowledged the audience I'm sure we all felt the surge of emotion that invariably accompanies a significant accomplishment of some kind.

After that splendid event the group fragmented and people went their own way. I joined Albert Bork (from Alpine) and Wilenne Berber (from Fort Worth) and took a cab to Harvard Square. We went immediately to have a large cup of hot chocolate in a crowded place that Albert knew, enjoying the kind of cozy, northern atmosphere we seldom experience in Texas. Then we walked for a while in the brisk afternoon air, my hands

thrust deep into my pockets and beret pulled down over my ears, glad to be wearing the overcoat that spends virtually all its time hanging in my closet in Austin.

A musician played in the Square. His amp was good and his music sweet, and we stood listening for a while, the winter sunshine warming our shoulders. Then on to browse in the organized chaos of the Grolier Poetry Bookshop, and at Schoenhof's, the store that assembled the book room at the conference.

As evening fell the group reassembled and went for a triumphant dinner at the Casa Portugal on Cambridge Street. It was the perfect spot for our mood, and there was much laughter and toasting and wit. The food was excellent, and in due course it became apparent that, in addition to the Message, the Bottle also contained a goodly supply of Portuguese wine.

Back at the hotel we huddled in a group in the empty lobby, talking and giggling for a long time. Nobody wanted the day to end. But it finally did, and *Thresholds* is now a reality—one more dream come true. ★



MESSAGE IN A BOTTLE TRANSLATORS, L-R: Marian Schwartz, Jonathan Cole, Tony Beckwith, Zoya Marincheva, Traci Andrighetti, Michele McKay Aynesworth, Ingrid Lansford, & Liliana Valenzuela.



Literary Highlights of 2003

AATIA'S LITERARY TRANSLATORS had a busy 2003. After two years of hard work, *Thresholds: World Literature from the Heart of Texas*, produced by the Message in a Bottle Translators (MIBT) and put out by Pangloss Publishers, finally saw the light of day.

Michele McKay Aynesworth, Jane Chamberlain, and Marian Schwartz did a reading from the anthology in the Poetry Tent at the Texas Book Festival in November, and later that month **Jonathan Cole, Zoya Marincheva, Tony Beckwith, Michele McKay Aynesworth, Liliana Valenzuela, and Marian Schwartz** of the MIBT group traveled to Cambridge to do a reading from the anthology at the annual meeting of the American Literary Translators Association, where, in addition, MIBT members **Traci Andrighetti** read her translation of "The Devil in the Decanter" by Adolfo Albertazzi, and **Ingrid Lansford** read from her translations of the fiction and poetry of Birgit Biehl.

Jane Chamberlain's publications this year include the novel *Soul*, by Andrey Platonov (Harvill, 2003), on which she was a contributing translator. Her translation of a story by Nina Gorlanova appeared in *Nine of*

Russia's Foremost Women Writers (Glas, 2003), as did **Marian Schwartz's** of an excerpt from Olga Slavnikova's new novel, "Krylov's Childhood."

Liliana Valenzuela toured extensively with Sandra Cisneros in support of the English and Spanish versions of *Caramelo*, which was published in Spain in 2003 by Seix Barral, and **Valenzuela's** translation of *La conquista* by Yxta Maya Murray, was published by Rayo/HarperCollins (2003).

Marian Schwartz's translation of **Nina Berberova's** *Accompanist*, originally published in 1987 and reprinted in 1988 came out in a paperback edition with New Directions Publishers. Her translation of Oleg Radzinsky's "To Shashlyk" appeared in this year's edition of *Two Lines*, as did **Zoya Marincheva's** translation of "Feta Cheese," by Stefan Bonev.

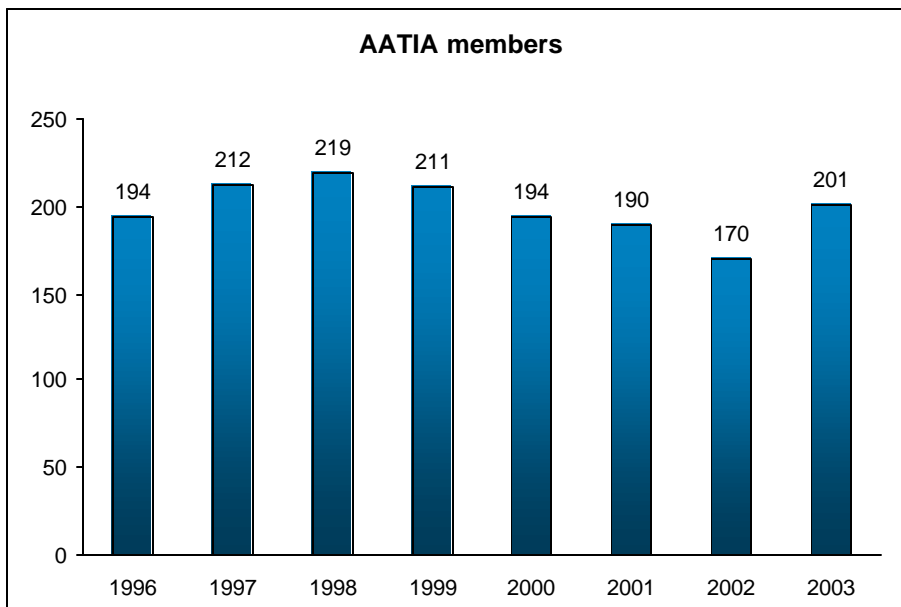
So far next year is looking promising as well. **Patricia Bobeck's** translation of *The Public Fountains of the*

City of Dijon, by H. Darcy, a three-year project, is coming out in 2004 with Kendall/Hall. **Liliana Valenzuela** has signed a contract for *The Last of the Menu Girls* by Denise Chavez (a short story collection), with Vintage Español/Random House, with a scheduled publication date of spring 2005. And due out in the spring of 2004 is Valenzuela's *Antes de ser libres*, and in the fall of 2004 is *Cuando tía Lola vino de visita a quedarse*, both by Julia Alvarez (Random House Books for Children). Scheduled for spring 2004 publication are **Marian Schwartz's** retranslations of *Emy*, by Yuri Olesha (New York Review Books), and *A Hero of Our Time*, by Mikhail Lermontov (Modern Library). And in December, **Traci Andrighetti** made a deal with Guernica Editions for a volume on the theater of Dacia Maraini, scheduled for 2005 publication. ★



BookPeople to host readings

YOU'VE HEARD ALL ABOUT the newly published anthology and the process of its creation. Now you have an opportunity to sample *Thresholds* in an evening of readings by Message in a Bottle Translators at Bookpeople, 6th & Lamar, at 7 pm on February 10., 2004. ★



State of the Association report

Recovery

AFTER 1998 OUR ASSOCIATION began losing members: from a high then of 218 our membership dropped to 170 in 2002—down 22% in 4 years. In 2003 we experienced unexampled growth to close with a total of 201 members—up 18%. Some of this sharp reversal of a persistent trend doubtless resulted from the policies the voters endorsed:

- Electronic online payments using major credit cards
- A web site plainly visible to major search engines and the buying public
- Streamlining to minimize procedural paperwork.

Increasing numbers of new and renewing members are taking advantage of the electronic payment option, which goes into our account with no paper to shuffle or remail. The internet visibility test—a Google search for “Spanish interpreter” Texas—now flashes a link to our web site on every results page. Back in April you had to comb through 13 screensful just to find our name—never the Linguist Locator. The difference is due to our added website keyword metatags and a cheap but aggressive ad campaign covering all of our languages. Both of

these efforts bypassed all procedural delays by the simple expedient of using private capital for the ads and volunteer labor, all summarized on one-page agendas and reports as *fait accompli*. This way board members were able to see everything up and working with no risk and no delays before approving the ad campaign.

You will not easily find another association in this country which is working as effectively as ours to represent the interests of individual freelance linguists. This is especially important given the rise of “translation” websites offering free profile listings to desperate, often anonymous, beginners.

Just as individual linguists earn their livelihood in a competitive environment, so it is with associations. The same global communications networks which allow customers to choose among linguists also enable linguists to choose among associations. We have increased our professional member base without weakening our ties to the academic community or our exemplary corporate members.

Our association must continue to earn the trust and cooperation of all our members. To do so we must produce additional practical advantages and still uphold the rights of the indi-

viduals we represent. The volunteer support which has kept our association free and independent all these years flows from integrity—our loyalty to the values we uphold. I’m proud to continue to work with such a fine and dedicated bunch of folks, and look forward to building a productive and successful 2004, with a shorter questionnaire new members can fill out online.

Deadlines

ACCORDING TO THE BYLAWS, timely renewal involves paying dues by December 31, and memberships not renewed by January 31 are considered lapsed. You can’t run for office if your dues are lapsed, so out of consideration for the nominating committee, don’t let it happen.

If you do a lot of networking and sharing of workloads, January 31 is also the deadline for filing 1099-MISC reports. These you can get by calling 800-TAX-FORM (829-3676). They won’t let you download and use PDF versions, so call early.

Oilsig

AATIA’s OilSIG is now a going concern. The first draft of our organizing document can be downloaded for review and discussion as a small pdf file, Oilsig.pdf, from

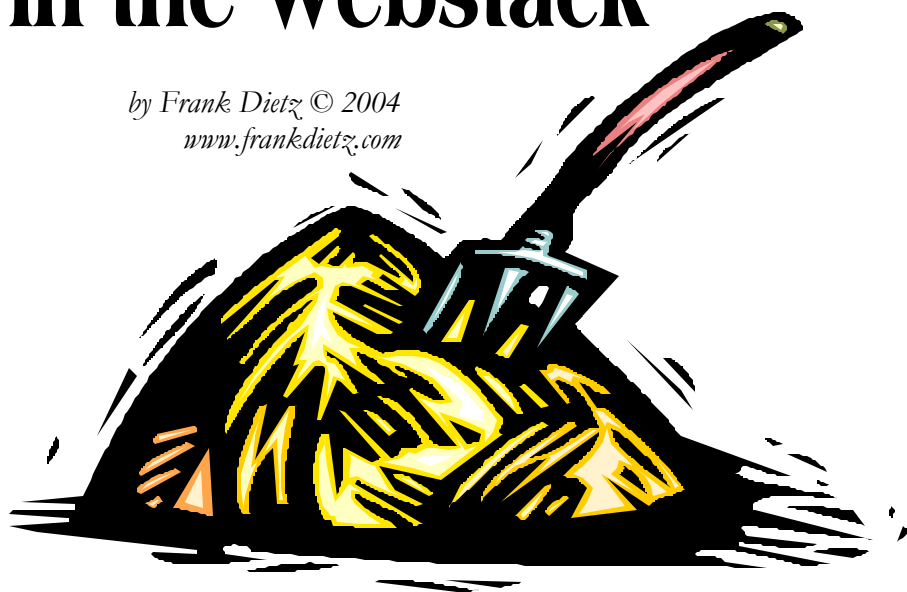
<ftp://ftp.1929crash.com/>. Otherwise write membership@aatia.org (after January 1) and I’ll send you a copy. We’ll hold our first meeting at the Dog and Duck Pub, 406 W 17th St, five blocks from the History Center after the regular AATIA meeting. It is only fitting that the Roughneck SIG get its start at the old Rowdy SIG venue.



—J. Henry Phillips ★

Googling in the Webstack

by Frank Dietz © 2004
www.frankdietz.com



THE PHRASE "I HAVE GOOGLED for this..." has come up repeatedly on a translator mailing list I am subscribed to, which shows that by now google.com has really become pervasive, not just in our online search habits, but our very vocabulary. I wanted to point out some of the lesser-known feature of Google which might be of particular interest to translators.

Notice that the google.com homepage contains some tabs that let you look for specific targets: **Web**, **Images**, **Groups**, **Directory** and **News**. I assume everyone who has ever googled knows the Web section, but the other ones might be new to you. **Images** searches for pictures by description (which might be useful when you are translating and want to see what a particular "doohickey" actually looks like). **Groups** lets you search, post and read comments in Usenet discussion forums, **Directory** gives you a web catalog (similar to Yahoo!) and **News** offers up-to-date news stories and is available in several country-specific version.

If you have not looked at the **Advanced Search** page, you have missed an important element of Google functionality. This page lets you determine the language of the page you are looking for, as well as specific file formats (only PDF files, for instance), the number of search results to be displayed, the date range for the page update and much more. This is particularly useful if your search initially generated too many results (most of which were not relevant to your question.). You should also take a look at the useful search tips on www.google.com/help/refinerearch.html.

The **Google Labs** at <http://labs.google.com/> are a "technology playground" where new functions, often still in beta stage, are presented. Among them, you will find a Location Search (restricting a search

to a particular geographic area), Voice Search and a Google Glossary. Some of these technologies might eventually make it into Google, others might disappear again.

The **Google Translate** function (http://translate.google.com/translate_t) has the same limitations as other web-based machine translation interfaces (the simple German sentence "Ich weiß", *sagte er* becomes "I white", *said he* rather than "I know," *said he*), but at least functions as a "gisting tool" telling you what a text or a web site is generally about. On the other hand, Google does try to have its interface translated into many languages by human volunteers (sorry, Klingon is already 100% translated, and German, strangely enough, 114%), as you can see at <https://services.google.com/tc/Welcome.html>

The **Google Toolbar** (downloadable from <http://toolbar.google.com/>) is the singular most useful addition to working with Google. This toolbar (shown above) plugs into the Internet Explorer browser and lets you type in a Google search from any web site by typing a term into the Search Web window. It also retains a history of your previous searches that you can access via a drop-down list. The nicest part is the integrated blocker for those annoying pop-up ads (just make sure to turn off "Play sound when blocking popups") which works quite effectively. ★



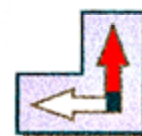
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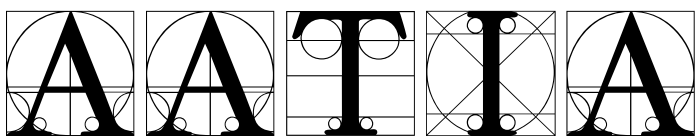
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AATIA holds meetings at the Austin History Center, 9th & Guadalupe, unless otherwise indicated. Visitors are welcome.

EVENTS IN AUSTIN

- Jan 10 10 a.m. SpanSIG meeting
1–4 p.m. AATIA member meeting
- Jan 24 1 p.m. Literary Special Interest Group, Topic:
Book-length translation proposals. Contact
Coordinator Marian Schwartz (512-442-5100)
for directions.
- Feb 8 7 p.m. Message in a Bottle Translators read
from *Thresholds* at BookPeople, 6th & Lamar.
- Feb 14 10–12 noon. MCISIG meeting
12 noon. MCISIG networking lunch
1–4 p.m. AATIA board meeting
- Mar 13 SpanSIG meeting and AATIA member meeting

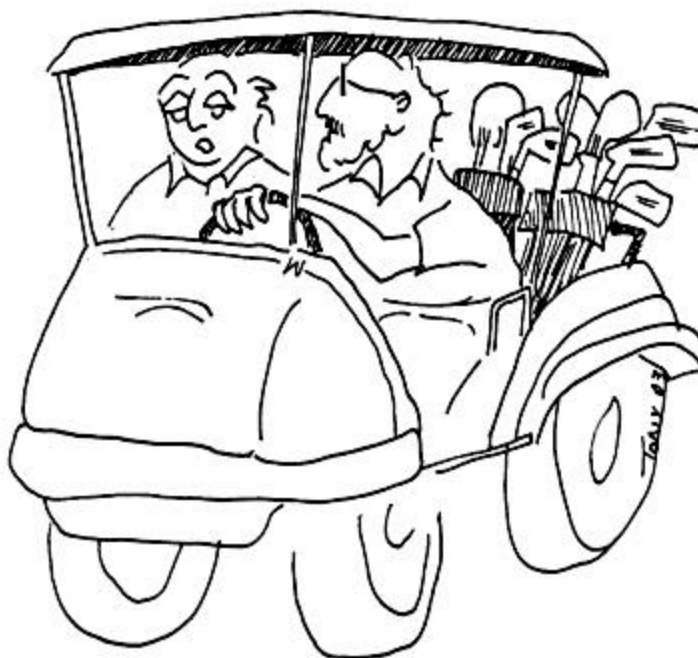
Book translation proposals and you

WRITING A BOOK-LENGTH translation proposal will be the topic of the The Literary Special Interest Group meeting on Saturday, January 24, at 1 p.m.

Marian Schwartz will discuss specific points in the ALTA Guide on this subject (downloadable at www.literarytranslators.org), and Michele Aynesworth will present her draft proposal for a book by Argentine writer Fernando Sorrentino, *Under the Ombú: Everyday Tales of Fantasy and Madness*. She will distribute the proposal via e-mail the week before for members to preview.

As always, please also bring specific questions and any news of yourself or the profession.

Call 442-5100 for directions to the meeting. ★



I used to complain about the ringing in my ears,
but now all I get is a dial tone.