

www.aatia.org

The Letter

of the Austin Area Translators
and Interpreters Association

March 2003

Dietz withdrawal from presidential election leaves Phillips, Thickstun in runoff

A CLOSE ELECTION TO FILL THE VACANT POSITION OF AATIA PRESIDENT created by the death of Harvie Jordan resulted in a runoff. However, the leading candidate, Frank Dietz, withdrew from the race, leaving the other two candidates, J. Henry Phillips and Patricia Thickstun, in the runoff.

Tellers Committee members Laura Vlasman and Esther Díaz reported the following voting results:

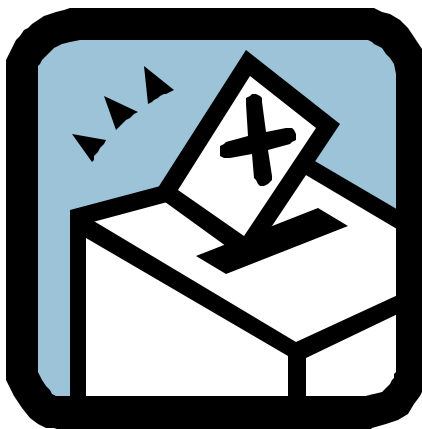
Frank Dietz	34
J. Henry Phillips	30
Patricia Thickstun	26

A total of 90 valid ballots were counted out of a total of 91 cast.

In a statement following questions about whether he was technically a member when he announced his candidacy, Dietz said, "I would not like any contention to arise from my candidacy or have election results questioned, so in order to spare AATIA any 'hanging chads' issues, I hereby withdraw my candidacy."

AATIA bylaws and election code call for a runoff when no candidate receives a majority of valid votes. The runoff will be held at the March general meeting, with proxy votes accepted from eligible voters who cannot attend.

Only the proxy ballots printed on page 8 of this issue of *The Letter* may be used, and all members will receive a hard copy of this issue. Proxy ballots must be received by Secretary Janet Peirce by the deadline of March 7, 2003. ★



March 8 meeting

CAT Tools: Blessing or Curse for Freelancers?

COMPUTER ASSISTED TRANSLATION (CAT) is a software solution to assist translators and agencies. Many translators wonder if this tool will really help them work more efficiently and without loss of income. Some are afraid that the constant developments in software will go as far as to replace human translation. Agencies, on the other hand, often require their contractors to use a CAT tool and insist there is no future in this business without translation software.

At the March 8 AATIA meeting, Karin Benner will explain how CAT works, which tools are on the market, and how they can benefit translators. Attendees will have an opportunity to try out Transit 3.0 Satellite PE.

Benner works as a Computer Assisted Translation Lead at Adams Globalization in Austin. She helps train translators in Transit and provides tech support to contractors using the application.

She has worked as a freelance translator since 1999 (ATA-accredited for English-German). She has an M.A. in History and worked several years as a public relation specialist for a publishing company in Germany before coming to the United States in 1996. ★

Directories available at March meeting

AATIA MEMBERS attending the March meeting will receive their 2003 *Translation and Interpretation Services Directory* at that venue. It will be mailed to those who are unable to attend. ★

Author, translator hold bilingual reading

WORLD RENOWNED AUTHOR Sandra Cisneros will read from and sign her latest book, *Caramelo*, at a bilingual reading, where Liliana Valenzuela, the book's translator will read from the Spanish version.

A question and answer session will follow the reading, and both author and translator will discuss the process, perils, and rewards they experienced in creating this important novel.

Signing will begin at 7 p.m. on Monday, March 17th, at BookPeople, Austin's largest independent bookstore (603 N. Lamar, by the Whole Foods building). Seating is limited, so arriving 30 to 45 minutes beforehand is recommended. In order to get books signed, at least one copy of *Caramelo* must be purchased from BookPeople.

For further information call BookPeople at (512) 472-5050. ★

Austin Area Translators & Interpreters Association

<http://www.aatia.org>

Board of Directors

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The AATIA Letter

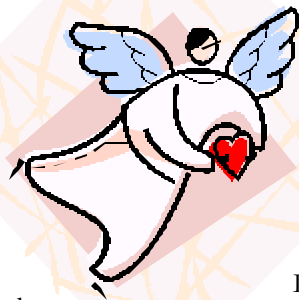
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AATIA Angels

The AATIA Board of Directors thanks the following Angels, who made a total of \$385 in donations in addition to their regular dues:
Patricia Ayala-McLean, Tony Beckwith, Consuelo Byrd, Albert Bork, Marta Blumenthal, Patricia Carrasco-

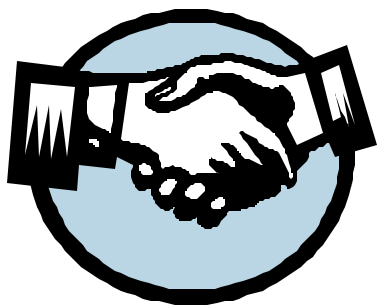


O'Brien, Jane Chamberlain, Ruth Germann-Ford, Robert Gutierrez, Cristina Helmerichs, Camelia Joffe, Claudia Kellersch, Ingrid Lansford, Leon McMorro, Felipe Perez, Arlette Quervel, Ezequiel Quijano, Beatriz Quintana, Howard Simms, Perihan Teague, Laurel Trevino, Juliet Viola, Laura Vlasman, and Larisa Zlatic.
Bless you! ★

Membership statistics

Membership Director Zoya Marincheva has reported the following membership numbers (as of February 11, 2003):

Active members	128
Active + business	10
Associate members	5
Business members	1
Total	144



Volunteers thanked at January meeting

FOR THEIR CONTRIBUTIONS to the association during the past year, AATIA President Michael Blumenthal thanked the following members on behalf of the 2002 Board of Directors with certificates of appreciation at the

January meeting:

Traci Andrighetti, Karen Benner, Marta Blumenthal, Michael Blumenthal, Mike Conner, Esther Díaz, Laszlo Eosze, Crysol González, Edgar Guevara, Harvie Jordan, Patricia King-Sigg, Felipe Pérez, Efrat Schwartz, Marian Schwartz, Patricia Thickstun, Laura Vlasman, Emma Widener, and Steve Zaveloff, ★

The Jordan Foundation for the Advancement of Translation, Interpretation, and Communication

AT THE JANUARY AATIA MEETING President Michael Blumenthal outlined ongoing efforts to establish a meaningful memorial to the late Harvie Jordan. The purpose of the memorial is to promote professional development in the fields of translation, interpretation, and communication, as well as honor Jordan's memory and his many contributions, both locally and nationally. A committee working to this end consists of Michael Blumenthal, Mike Conner, David Jones, Howard Simms, and Liliana Valenzuela.

The possibility of working through the Austin Community Foundation (ACF) was discussed. The ACF has aided many local non-profit organizations in the management of funds. If AATIA decides to be under the umbrella of this foundation, it would invest the money with the goal of 9% earnings. The foundation would handle all of the paperwork and manage it in such a way that contributors would receive statements verifying their tax-exempt donations. A local lawyer, Mack Ray Hernández, has agreed to help formulate a draft contract with the ACF. The cost of participating in this system is 5% of the interest generated from capital. The AATIA would receive reports as requested detailing how the money is being invested.

Committees will be formed to determine how to generate and how to spend the donated money. Members would be able write grant proposals for

specific projects. Attendees at the January AATIA meeting suggested some possibilities for distributing these funds, including the following: scholarships for participation in the TIP Lab, stipends for training opportunities such as conferences, seminars, and translation and interpreting courses at ACC, a translation prize, seed money for organizing a conference or workshop, a mentoring program, participation in job fairs, a scholarship to a high school student who scored the highest grade average in a foreign language or who has won an essay contest, programs promoting lifelong language learning for children (possibly bilingual education students), events celebrating cultural diversity, and the preservation of endangered languages.

Fundraising ideas included individual donations, funds from AATIA, SpanSIG, and other associations in which Jordan was involved (radio stations, Department of Transportation, Business Communicators, etc.), a silent auction, an AATIA Gala Night, and workshops.

A January 25th meeting was scheduled to discuss ideas for raising and distributing money. Volunteers are needed for leadership in the various areas of fundraising and distribution of funds. If you wish to participate, contact Michael Blumenthal at mblumenthal@austin.rr.com or 1-512-295-3141. ★

February board meeting highlights Board covers packed agenda

A WIDELY RANGING AGENDA occupied the AATIA Board of Directors at its February 8 meeting. Items discussed included the following:

- possible stipends for senior translators to attend conferences and report back to AATIA
- compilation and printing of the 2003 AATIA Member Directory
- updates to the AATIA website and Webmaster tasks
- scholarships given by SpanSIG to Alejandra McGuire and Miriam Bleiweiss so that they could participate in the TIP Lab
- formation of the Harvie Jordan Foundation for the Advancement of Translation, Interpretation, and Communication
- progress of the presidential election
- design of an AATIA brochure
- hosting a table and possibly a reception at the ATA Spanish Division Conference in San Antonio in April
- investigating the cost of increasing AATIA's ad in the Yellow Pages.

The board also expressed appreciation to new coordinators Elizabeth Joffrain, Otilia Sánchez, Sirikarn Peters, Zenab Khouder, and Laurel Treviño.

—Janet Peirce, Secretary ★

Best Face Forward: In-person marketing Skills for T&I Professionals

By Diane E. Teichman ©2003

AFTER YOU'VE MAILED YOUR RÉSUMÉ to a thousand agencies, sent out brochures detailing your services, or paid dearly for a display advertisement, how else can you market your services? Consider meeting potential clients in person. After all, some of the greatest business relationships in the world were initiated person-to-person. Here are a few steps to finding your most desirable clients in person, while making a great first impression.

Start with an outline of what kind of clients you want to develop. Then identify places where they gather to network, such as their trade associations. You will find the same networking opportunities they do there. You can identify these by the titles of the people that hire you or the name of their profession. Often there are local divisions of national associations listed in the telephone book by their title under "Association." Sometimes they break down into gender (Association of Women Engineers) or even race. Do you want more exposure to people who would hire you to translate engineering material? Look to the American Council of Engineering Companies. Do you want more work in medical translation or interpreting? Look up the local chapter of the American Academy of Medical Administrators. You can also find the non-competitive professions that are seeking the same people you are. If you are a literary translator, authors are also in the market for publishers. Are you a legal interpreter? Videographers and court reporters are always soliciting law firms. Every international association is a source of work for conference interpreters. I have listed a few as an example for you [see sidebar]. You will need to verify if they welcome guests at their meetings, lectures, or Programs. Another option is attending one of their fundraisers or social functions.

Before you go, do your homework. The more relevant your services are to the people you will meet, the more you can maximize their receptiveness of what you have to offer. On the web you can learn about the association and the profession. Target meeting people who will have the power to contract, hire, or recommend you.

Prepare yourself for the face-to-face meeting. In almost any business or social situation, in the course of a person-to-person introduction, you have between 45 and 60 seconds to capture the interest of the person you are meeting. First impressions are comprised of your appearance and the

initial information received about you and from you, in other words, how you are introduced and what you say about yourself. For purposes of this article let's focus on clients for the translation and interpreting professions.

Professional translators and interpreters often face the burden of an uneducated market. Our clients don't always know how we work or what we do even if it is critical to their own profession. I have found the best way to conquer this problem is to learn as much as possible about my client's work and responsibilities. This allows easier conversation with a potential client besides impressing them.

The initial information received about you in the introduction is critical, whether you are being introduced or are introducing yourself. You can capture their interest to learn more about you just as you can with the first words you place in your display advertisement of your services or the first few lines of your résumé. They need to know your name and what service you provide. Since you are still in that 45- to 60-second window, inform them of your services. Even the catchiest company name won't tell them that you are capable of the work. Compare these two introductions:

"Hello, I'm Robert Waterman with Around the World Incorporated."

"Hello my name is Robert Waterman; I'm a professional science and technology conference interpreter."

It is then natural for them to comment on what you've said. In the latter introduction it will be about your profession as it relates to them. This potential client will either mention how his business employs people like you, such as his last experience with a conference interpreter, or if they don't recognize the profession he or she will ask you for more information.

Be careful to avoid the lethal introduction; when someone introduces you and misstates your services. Picture this scenario. Here you are, already employed as the senior translation project manager at a major company, but you are in the market for a better position. A former student of yours from the "make ends meet" days when you taught is about to introduce you to the human resource director of a Fortune 500 corporation. Imagine the damage done if you are introduced only as his former Spanish teacher. The 60 seconds are gone and you cannot tactfully correct this person doing you this great favor. I suggest avoiding this by briefly reminding your host with the exact wording of your expertise and goal: "I really appreciate your introducing us,



as I am looking to move on from my translation project manager job at XYZ company.”

If the potential client then expresses an interest in your work, remember to be brief and considerate of their time. Your progress in achieving your goal can be measured by every subsequent question they ask about your work. Design a maximum ten-word, single-sentence description of your key services to start with. Offer your business card as you are speaking, and ask for that person's card. If you've done your homework and know about the company, then show interest in their work and company. Don't tell them about their work, such as why they suffer failures in translation or interpreting. Let them be the expert.

When you are asked about your work, avoid personal aggrandizement. Calling yourself or your company the best, the oldest, or the largest begs a challenge to the claim. Measure their interest in what you are saying by watching their body language and ensuing questions. Only offer to send them more information or to meet with them if they express such an interest. It really stings to be told “No thank you, I'm not interested” in person. You can contact them a few days later if you are not sure about their interest. Whenever the conversation moves away from you or your services, be polite and don't bring it up again. You may have made a good impression already, and trying to refocus on yourself would demolish that progress.

Before you go, put your business card to the professional litmus test. There is nothing more unprofessional than a cluttered business card. It should be limited to the company name, your name, address, phone number, email, and website. If necessary, a description of services should be limited to a maximum of five words. A tagline under your logo serves the same purpose. Adding the acronyms for professional memberships are a good sign of your dedication to your work. Physical addresses are less mandatory as contact information in today's cyberworld, so removing this can free up space on your card.

You are now armed with the right appearance, the right script, and the right approach. Now go out and get those clients! ★

Diane E. Teichman *is a professional licensed court interpreter and a translator specializing in legal work since 1980. She is President of Linguistic Services and series editor for the Multilingual Matters text series Professional Interpreting in the Real World. She also authors and lectures on her profession. She is a member of ATA, NAJIT, HITA and AATIA. She can be reached at Speakeasy@pdq.net or www.linguisticworld.com.*

People who should know you!

International Association of Business Communicators
www.iabc.com

National Court Reporters Association
www.verbatimreporters.com

Association of Consumer Research
www.acrweb.org

American Academy of Medical Administrators
www.aameda.org

Public Relations Society of America
www.prsa.org/_Chapters/main

List of hospital associations by state
www.pohly.com/assoc.html

Society for Technical Communication
<http://stc.org>
Seven chapters in Texas
http://stc.org/chapter/chapter_results.asp

Texas Hospital Association
www.thaonline.org

Texas Court Reporters Association
Four chapters www.tcra-online.com/locals.htm

International Women's Writing Guild
www.iwwg.com

Legal Assistant Management Association www.lamanet.org
Two chapters in Texas www.lamanet.org/lama/lamanet.asp?linkID=73&heading=LAMA+Chapter

National Federation of Paralegal Associations
www.paralegals.org

Science Fiction and Fantasy Writers of America Inc.
www.sfwaw.org

American Institute of Chemical Engineers
www.aiche.org

American Council of Engineering Companies
www.acec.org

Public Relations Society of America
www.prsa.org/_Chapters/main
Eight chapters in Texas
www.prsa.org/_Chapters/find/index.asp?state=Texas#Texas

Free Lunch

By Tony Beckwith ©2003 tonybeckwith@cs.com

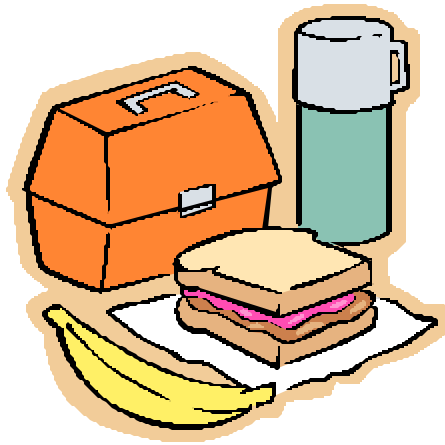
ALICIA'S MOTHER SENT HER to school every morning with a packet of sandwiches. Mine gave me money to buy lunch at the cafeteria. One day Alicia and I experienced a minor revelation: it dawned on us that we could share her picnic and split my cash. It was a magnificent plan—the mythical free lunch, in fact—and our mothers had no idea what we were doing.

A touch of flu kept Alicia at home one day, and as lunchtime approached I wondered what to do. I could have (should have) gone to the cafeteria, but it was a beautiful spring day so I decided to go out for lunch. This was something I had never done before. I was about ten years old at the time, and of course it was absolutely forbidden to leave school without permission, so I was amazed at how easy it was to saunter through the front gate, turn left, and disappear.

I had no idea where I was going, and no plan of action. My parents often took me along when they went to restaurants, and I vaguely thought I'd do what I'd seen them do: find a nice place, walk in, sit down, look at the menu and order something. It seemed simple enough, and I felt very grown up and excited.

As I walked past a construction site a few blocks later a delicious aroma wafted over me and brought me to a dead stop. I looked through the chain link fence, my forehead pressed against the wires, my fingers hooked into the loops. In Montevideo in the fifties there were no fast food places, no convenience stores with meals to go. Some construction workers surely brought their lunch from home, but most preferred to resort to the more traditional *asado*, or barbecue. Towards the end of the morning, one of the men went to buy meat, bread, and a couple of bottles of cheap red wine,

then collected odd pieces of lumber from around the job site and built a fire. He'd rub a little coarse salt into the meat, which was never an expensive cut, as the wood burned down to a bed of hot coals. Then he laid the meat on a grill made of rebar and wire, balanced across a couple of bricks. The smell of meat cooking over an open flame has tantalized mankind ever since we discovered fire and, like any little cave boy, I stood



transfixed, sniffing the fragrance on the wind. One of the workers saw me and called out, "*Che pibe, ¿querés asado?*" Hey kid, you want some barbecue?

My face must have shown my consternation because the men in the group laughed. They spoke amongst themselves, then the one who had called out got up and opened the gate in the fence. As if in a dream, I followed him back to the circle around the fire and, at everyone's invitation, sat down on an upturned bucket. It must have amused them to see me perched there in my school uniform: a grey flannel suit with short pants, white shirt, green tie, long grey socks and black, somewhat scuffed shoes. All the men wore clothes that were even dirtier than my father's gardening

pants—and he wasn't allowed to wear them inside the house.

The one who had invited me in, whose name was Gervasio, took his knife and sliced off a piece of meat, put it on a chunk of bread, and handed it to me. His hands were spattered with cement, and the bushy hair on his forearms was thickly matted with brick dust. My mother would have been horrified, but I didn't care. The meat smelled even better than it had from the street and I took a huge bite right away, then closed my eyes in ecstasy. I thought I had never tasted anything so good in my whole life, and tried to say so, mumbling through a very full mouth. There was more laughter, and I suddenly realized that I felt completely comfortable and strangely at home. I say strangely because at that sheltered stage of my life I had never had any contact with construction workers, or in fact anybody from what my grandmother called "the working class." The men would no doubt have defined my family as *ingleses*, and they had probably not had much to do with people like me either. I'd give a great deal to be able to remember what we talked about over lunch that day.

After giving me one more piece of heavenly bread and meat, my generous hosts indicated that it was time to get back to work. Gervasio walked me back to the fence. We said goodbye, a little stiffly, and shook hands. Mine felt plump and tender against his rough, calloused skin. He smiled and patted me on the back, then closed the gate.

On the way back to school I wrestled with a dreadful dilemma. If I told my parents about my excellent adventure—which I certainly wanted to do—I'd have to return the money. They'd undoubtedly ask all kinds of questions, and my lunchtime scheme would probably come unraveled. I didn't realize at the time that I had just learned how easy it is to get used to a free lunch. But what was one to do? I wondered if Alicia was going to hate me in the morning. ★

PROXY BALLOT

SPECIAL RUN-OFF ELECTION FOR AATIA PRESIDENT

This proxy ballot is provided to enable those members unable to attend the AATIA general membership meeting on March 8, 2003, to vote in the run-off election for President. **Please do not use this ballot if you plan to attend the meeting.** All active members in good standing (i.e., 2003 dues have been paid) are eligible to vote in the election.

IN ORDER TO BE COUNTED, THIS BALLOT MUST BE RECEIVED BY FRIDAY, MARCH 7, 2003.



I, _____, hereby assign my proxy to Janet Peirce,
[please print name]
AATIA Secretary, to vote as instructed below in the run-off election for President of AATIA.

I cast my vote for the following person to be elected President:

? J. Henry Phillips

? Patricia Thickstun

I hereby certify that I am an active member in good standing of AATIA and am unable to attend the March 8, 2003, general membership meeting.

_____ Signature of Voting Member

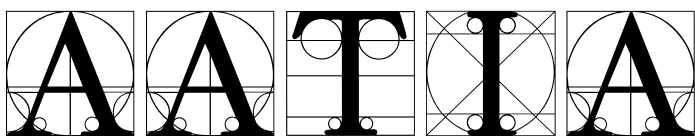
DATE: _____



MAIL PROXY BALLOT TO:

Janet Peirce
AATIA Secretary
211 Pin Oak Drive
Georgetown, TX 78628

PROXY BALLOTS MUST BE **RECEIVED** BY MARCH 7, 2003.



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<http://www.aatia.org>



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

EVENTS IN AUSTIN

- Mar 8 10 a.m. SpanSIG meeting
1–4 p.m. AATIA member meeting
Mar 17 7 p.m. Bilingual readings at BookPeople
Apr 12 10–12 noon. MCISIG meeting
12 noon. MCISIG networking lunch
1–4 p.m. AATIA board meeting
May 10 SpanSIG meeting and AATIA member meeting
IN SAN ANTONIO
Apr 25–27, 2003 ATA Spanish Language Division's 2nd
Annual Conference: virginiasps@comcast.net

**Special Election Runoff
Ballot Enclosed**

Words of wisdom in translation

Interpreter: he who enables two persons of different languages to understand each other by repeating to each what it would have been to the interpreter's advantage for the other to have said.

—*Ambrose Bierce*

Visit www.verba-volant.net to see this quotation and others translated into numerous languages by site visitors, and add your own language version.

Thanks to Asele Surina for the pointer to this site. ★



Mami, if there are so many Latinos in this country, how come there's no Ñ in this alphabet soup?