

www.aatia.org

The Letter

of the Austin Area Translators
and Interpreters Association

September 2003

You and Google AdWords

GOOGLE PROBABLY ALREADY HAS A place in your translation toolbox: type a difficult expression in one language, use Advanced Search to look for it in another, and you will often find a bilingual explanation. However, Google offers another tool directly relevant to translators confronted with foreign competition in a variable market—advertising.

AATIA website already appears in its Austin Yellow Pages listing, so anyone can find members using the association's online Linguist Locator. Marketing experts generally agree that increased advertising means increased sales. The very bottom of any Google search screen has a blue bar with a link labeled "Advertise with Us." After investigating, I decided to give it a try.

Today, if you Google-search for a Japanese interpreter, Thai interpreter, Bulgarian, Slovak, Serbian, or Punjabi interpreter, you will see off to the right a discreet, tasteful invitation to visit the AATIA website. The same thing happens if you search for a Thai, Serbian, Hungarian, Hebrew, Bulgarian, or Bosnian translator. Because there is less demand for their languages, it is more advantageous for those linguists to join our association and benefit from increased visibility on the AATIA website. Google requires greater specificity, however, when advertising more popular languages. Luckily, you can work around that.

Airfare and travel costs make it advantageous to find interpreters by geographic area. Searching for "Spanish interpreter" + Texas is an effective way to discover local talent, so anyone who adds Texas to their search for a Spanish, Russian, German, French, Chinese or Arabic interpreter will also turn up

www.aatia.org. To add specificity to *translator* searches in such popular languages, I have been alternating among different subject areas. Spanish technical translator will trigger the ad one month and medical translator or legal translator will bring it up the next, *mutatis mutandis* through our various major languages.

At a cost of about \$12 since June, this campaign has generated nearly 400,000 images of our AATIA "business card" ad with its active Web link. It would have cost us three times that much to mail out brochures to those who actually clicked on our link.

This added visibility attracts not only customers, but also dues-paying members. Clients immediately find what they are looking for without annoying junk-mail spam. Linguists clearly see the practical advantage of joining or returning to AATIA. Already we have reversed the declining trend and gained back membership numbers lost since 2001.

This trial has clearly demonstrated the effectiveness of Google's AdWords as a way to raise AATIA's profile globally, and I will be proposing its adoption as a key element of our public relations strategy for as long as it proves cost-effective.

—J. Henry Phillips ★



Recommended Viewing

THE WEEKLY SERIES "ADOPTION" on the Hallmark Channel will feature AATIA member Traci An-drighetti and her husband Graham Kunze on Sunday evening, September 14, 2003. Their story, the premier episode of the season, will showcase the adoption of their son Dmitriy in Pavlodar, Kazakhstan. ★

Explore international opportunities in two September events

ATA localization seminar

IF YOU'VE MISSED THE EARLY BIRD discount (August 29 deadline) take heart. You can still get a member discount when you register for one or both days of the ATA/AATIA Localization Seminar on September 6–7 at the Omni Hotel in downtown Austin.

As the international community grows increasingly intertwined, localization becomes crucially important and so does the need for localization specialists. Whether you are translating website content, training materials, computer software, or other documentation, this seminar will provide insight and training to enhance your skills for the global marketplace.

Find details about the conference and registration at www.atanet.org/localization.

September 13 meeting

AATIA WILL CONTINUE THE FOCUS on international opportunities for linguists at the September 13 general meeting.

Frank Flauto, Director of the International Department of the City of Austin and Editor of the City of Austin's weekly newsletter of international activities, will describe two new opportunities for AATIA members: the opening of the International Center of Austin and the World Congress on Information Technology, which will be held in Austin in 2006. ★

OGSIG in your future?

AATIA MEMBERS INTERESTED in forming an Oil and Gas Special Interest Group should contact Hank Phillips at 834-1941. ★

Austin Area Translators & Interpreters Association

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July 14 meeting recap

Anthologists cross “Thresholds”

MESSAGE IN A BOTTLE TRANSLATORS, a subgroup of AATIA's Literary Special Interest Group (LitSIG), treated attendees at the AATIA July general meeting to a recounting of the creation of *Thresholds*, their anthology of stories, poems, and autobiography.

Group members are Traci Andrighetti, Michele Aynesworth, Tony Beckwith, Jane Chamberlain, Jonathan Cole, Ingrid Lansford, Zoya Marincheva, Marian Schwartz, Jay Tkachuk, and Liliana Valenzuela. AATIA Letter editor Mike Conner designed the group's logo.

Traci Andrighetti began by outlining the project's history, which, in her words, was “born out of desperation.” LitSIG's programs, she explained, generally focus on the work of its members. But for several months in 2001, the group found itself without program topics. Its members were either between projects or not far enough along in their work to have enough material for a program. There was even talk of discontinuing meetings. Andrighetti was determined not to let that happen. Her literary translating career was just getting started, and she relied on the group as a resource. LitSIG needed a common project, she decided. The result was the anthology.

Jay Tkachuk described how materials for the anthology were chosen or,

as he put it, “how the stories chose their translators.” Several group members found source texts via the Internet. Others came across theirs in bookstores or got recommendations from friends or colleagues. All the works selected relate to the anthology's central theme of “thresholds,” chosen, according to LitSIG Coordinator Marian Schwartz, after many meetings and many bottles of wine. Each piece involves crossing some kind of threshold, be it geographical, chronological, political, spiritual, or psychological.

Jonathan Cole focused on the next step in the process: securing permission to translate the works selected. In some cases, no permission was required because the materials were in the public domain. Michele

Aynesworth's selection, for example, was a graffito copied from a wall in Argentina, which, as Schwartz observed, is "truly the public domain!" In other cases, tracking down copyright-holders proved complicated, time-consuming, and, in one case, rather costly. Cole contacted three different publishing houses before finally learning who held the copyright to his text, and Andrighetti had to pay a fee for rights to translate and publish hers.

Liliana Valenzuela then described the revision and editing procedure: two rounds of in-depth editing, then a final proofread. Always difficult, editing was especially challenging in this case: although all works were translated into English, about half the group's translators are not native English speakers. But all the translators found their colleagues' feedback extremely helpful, and all agree that their translations read more naturally thanks to advice they received during editing sessions.

Schwartz concluded the presentation by talking about technical aspects of publishing. After weighing the possibilities—which ranged from a "Xerox and staples" publication to a bound volume produced by a major publishing house—the group decided on self-publishing. Anthologies are not generally big sellers for publishers, Schwartz explained, and finding a publisher would have meant "two or three years and a big stack of rejection slips." Self-publishing was an attractive option, too, because two of the group members, Schwartz and Jane Chamberlain, already had significant publishing experience and because self-publishing would enable the others to learn more about the nuts and bolts of the process.

The anthology will be released in October and will sell for \$12.50. AATIA members may place a pre-publication order for *Thresholds* at a reduced price of \$10.00, using the order blank on the flyer distributed at the meeting. *Thresholds* can also be ordered on the Web at www.aatia.org/sigs/litsig.htm.

—Laura Vlasman ★

Welcome new members

AATIA MEMBERSHIP GREW BY 12 since the last report of Membership Director Zoya Marincheva.

The figures as of August 14, 2003 are as follows:

Active members	159
Active w/business listing	17
Associate members	5
Business members	3
Total	184

Marincheva said that the current figures include 38 new members joining this year. Dues-paying SpanSIG members number 73, and the MCISIG has 13 members.

The following are new members who joined since May:

Monica Morrissey

512-769-6923

monicamorrissey@virgilio.it

English > Italian

Translator

Computer hardware, Computer science, Computer software, Computer software localization, Computer technology, Web page localization

Kathleen McKee

512-336-2655

kmckee6613@austin.rr.com

English <> Spanish

Translator

Accounting, Correspondence, Documents, Insurance, International affairs, Marketing and sales, Music, Public information, Public relations, Training materials

Kathi Stock

972-315-4197

stockeroni@aol.com

English <> German

Translator/Interpreter

Business, Correspondence, Dentistry, Documents, Education, Employee handbooks, General legal, Public administration, Training materials, Transcripts

Gisela Greenlee

512-280-1523

gfgreenlee@aol.com

English <> German

Translator

Banking, Correspondence, Diagnostic methods, Employee handbooks, Health and social services, Hospital and laboratory services, Training materials

Fred Wiegand

1-888-614-8382

fredww2000@yahoo.com

English <> Spanish

Translator/Interpreter

Corporate and labor law, Documents, Environmental sciences, Geology and geophysics, Military, Petroleum engineering, Real estate

Catholic Charities Diocese of Ft. Worth, Inc.

Translator and Interpreter Network (TIN)

1-817-338-0774

www.ccdofw.org

Providing professional interpretation or translation in more than 40 languages

Jose Rodriguez

956-802-2670

lacierrita@yahoo.com

English <> Spanish

Translator/Interpreter

Audio/video scripts, Business, Correspondence, Documents, General legal, Government

Maria Salas

512-306-0044

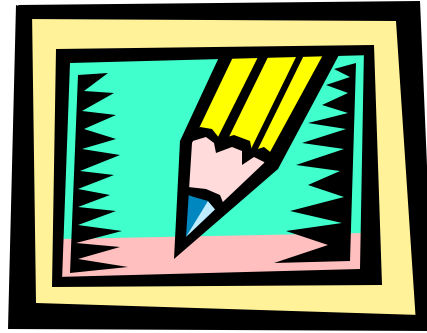
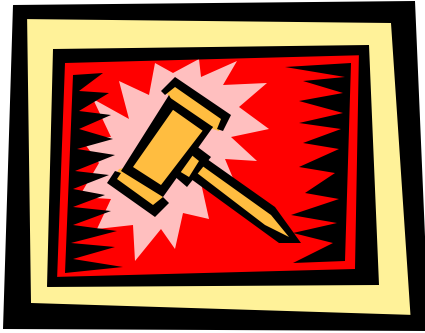
msalas@parsofttesting.com

English <> Spanish

Translator/Interpreter

Arts and humanities, general, Biology, General medical, Health administration, History, Human biology, Justice, public order, and safety, Linguistics, Literature, Social sciences ★





Meet the Candidates

for 2004 Board of Directors

NOMINATING COMMITTEE CHAIR BEATRIZ QUINTANA HAS ANNOUNCED CANDIDATES for the 2004 Board of Directors elections. Candidates will make a brief presentation at the general membership meeting on September 13, 2003.

The election will be conducted by mail during the last two weeks in September, and results will be announced at the November membership meeting.

Quintana expressed thanks to all the candidates for their willingness to run for office. ★

For President

Esther Díaz

As a co-founder of AATIA, I have watched it grow from a tiny spark to the blazing fire of a vibrant organization that has become a national model for translator and interpreter organizations. Now, I'm offering my leadership once again to rekindle some of the spark and vitality that was lost with the untimely death of Harvie Jordan.

I plan to pick up where Harvie left off, by pursuing the plans he laid out for AATIA:

- Provide direction for Board members' duties and responsibilities, and fully develop the coordinator functions that support these duties.
- Provide professional development programs for senior language professionals
- Finish revising the Manual of AATIA Policies and Procedures (MAPP)

I also intend to promote the formation of new SIGs to better address the needs of all our members, and to develop new leaders who can serve AATIA in the years to come. ★

For Secretary

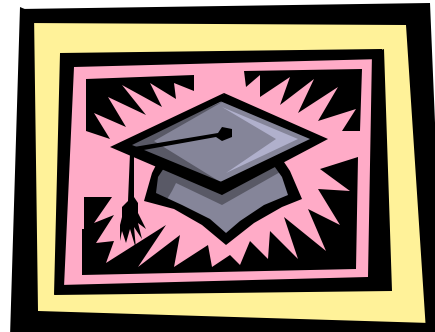
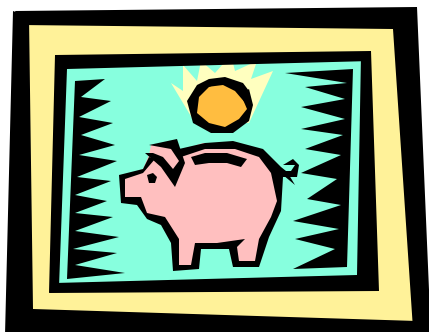
Janet Peirce

As Howard says in his Candidate Statement, this has been a tough year for all of us since Harvie's death. However, it has been a learning experience, and I have enjoyed serving as AATIA Secretary. In the past I have served as Secretary of the Sertoma Club and Hispanic Parents in Action in Georgetown. My experience with AATIA has been invaluable, and it is an honor to be able to serve this association and give something back. I am a hard worker, responsible, and dependable. I try to complete my duties in a timely fashion. If re-elected, I will continue to do my part to see that AATIA runs smoothly and efficiently. I look forward to the challenge of continued involvement in service to AATIA. ★

For Director of Communications

Anita Stauber

I was born and raised in Germany and have resided in the US since 1988. I am ATA-accredited for English to German and worked at the Department of Germanic Studies at the University of Texas at Austin many years ago. Since then, I have obtained a degree in German from UT, as well as a teaching certificate. While doing this and raising a daughter, I have also worked as a freelance translator most of the time. I have been a member of the AATIA since 1997 and found the group to be an invaluable resource. The information made available by the association has always been helpful and interesting to me. As Director of Communications, if elected, I would like to make my contribution to the association to continue and uphold this wonderful trend. ★



For Director of Finance Howard Simms

This year has been a tough year for all of us. We expected Harvie to be here to guide us with his vision and a style that always brought out the best in others.

We have not really lost that vision, but it sometimes seemed that our steps became somewhat less confident.

Despite the difficult transition early in the year, the current members of the AATIA Board and Michael Blumenthal, our interim President, made me very proud to be a part of such a fine organization.

If elected, I will do my best to keep AATIA strong and vital. I will continue to look for ways to do the most with our monetary resources for the benefit of all our members. ★

For Director of Membership Siri Peters

Both communication and the formation of relationships among our translators and interpreters are important issues. My goal is to communicate with our members on current issues that benefit them, as well as to be open to suggestions that allow us to strive to be the best in our careers. Building strong bonds among members, as well as sharing and referring assignments to one another, will be encouraged. We will make certain that our guests receive a warm

welcome from our members and association.

My background includes positions in marketing, sales, business training, membership relations, and working on the directory for a non-profit organization. I believe I can make a strong contribution to the Board of Directors' team. ★

J. Henry Phillips

Caribbean-born and raised 18 years in Central and South America; ATA-accredited 3 ways, Longhorn BA in Portuguese. Simultaneous interpreter for 11 years, court interpreter for 8 years, AATIA member since 1987.

Portuguese Language Division newsletter editor for 4 years. Portuguese Language Chair and grader 8 years, and AATIA President in 2003—a volunteer freelancer and full-time professional linguist dedicated to ensuring that independent freelance translators are fairly and honestly represented in our democracy.

I am running for Membership Director because that's what I'm good at. Now that we have Google AdWords on the Internet to actually keep the AATIA website visible to people searching for linguists, computer skills are more important to keeping our association findable, fast, and efficient. Read my freelance platform and get the latest campaign news at www.freelanceparty.org/hank.htm.

When I promise, I deliver! ★

For Director of Professional Development Laura Vlasman

I believe that professional development is among the most important services AATIA offers its members. If elected, I will work hard to put together programs that are varied, topical and stimulating, and strive to recruit speakers who can provide information that is interesting and useful to a broad range of members. In particular, I hope to continue the initiative launched by our late President, Harvie Jordan, and our current Professional Development Director, Ezequiel Quijano, to develop programming that will appeal to long-time practitioners of our profession—without, of course, neglecting the needs of newcomers. I would also like to explore how AATIA can help its ATA-accredited members meet the new continuing education requirement without leaving town and/or spending a lot of money.

I bring to the job two years of previous AATIA Board service and the perspective of a veteran with more than 20 years' experience in the T&I business. ★

The Interpreter

By Tony Beckwith ©2003 tonyhbeckwith@cs.com

H E'D BEEN INTERPRETING at depositions for years, almost as long as he'd been in Austin, and it had been a long time since he'd heard anything new at the hundreds of civil suits he'd attended.

Today's deposition was at the law offices of Brewster, McGillicuddy & Brewster, in their seventeenth-floor conference room. As was his custom, he'd arrived a little early and was gazing out the huge windows overlooking the city when the court reporter walked in. They introduced themselves. "The court reporter and the interpreter are always the first to arrive," he said, breaking the ice. "I like to be all set up before everyone else gets here," she answered. She had a sudden anxiety attack when she realized that she'd have to swear in the interpreter before she could swear in the deponent. She hadn't done that for ages. "Omgod," she thought, "I hope I have the text of that oath somewhere in my bag!"

Ms. Christine Walker-Lexington was counsel for the defendant, an office cleaning service. She was a bright young attorney, a recent UT graduate, with pale cheeks and dark hair cut rather severely along her jaw line. Her eyes were sharp and sparkling as she worked through an interminable list of questions relating to an accident in which the plaintiff, a thirty-something lady from El Salvador who was sitting across from her at the conference table, had been injured. The interpreter sat to Sra. Lidia Dominguez de Salazar's right, and her attorney was on her left. Richard Henry Vargas had been representing Spanish-speaking clients for years. His parents were from Mexico and he

spoke moderately good Spanish. He had once represented Sra. Dominguez's cousin, so Lidia called him the day she was injured, right after she got home from the hospital, and they sued the cleaning company. Almost three years later the case was finally at the deposition stage, and after just over four hours of convoluted questions and answers Ms. Christine Walker-Lexington appeared to be at the end of her list. She was scrutiniz-



ing her sheaf of papers, all neatly stapled together.

The interpreter had not had a break at that stage and his mind was starting to wander. He was soon musing about how the court reporter and the interpreter are often the best dressed people at a deposition, though that was not entirely true today. He wore a blazer and a striped tie, a pair of tan slacks and polished brown loafers. The court reporter was stylish in a trim navy blue trouser suite over a cream colored turtleneck. Mr. Vargas, in jeans and a pale grey polo shirt, was in dressed-down-for-the-depo mode, looking even more relaxed than on casual Fridays. Ms. Christine Walker-

Lexington, who was never casual about anything, wore a tailored black suit over a white blouse with ruffles at the throat. She exuded precision and efficiency. If she'd had a pencil on the table in front of her it would have been a full length, yellow, number two pencil, freshly sharpened. She was the only one in the room who was taking the whole drama seriously. Even more seriously than Sra. Dominguez, who'd been skeptical from the beginning and only agreed to go through with it because her cousin got about twenty-five thousand dollars from his lawsuit, and he can walk pretty well these days. Ms. Christine Walker-Lexington felt proud to be representing Brewster, McGillicuddy & Brewster, one of the most prestigious law firms in the city. It's what all those years at college were about, she thought. All those long hours at the books, all that focus, all that money.

But her education had not taught her any Spanish, and she resented that today, feeling intimidated by her limited language skills. She admitted as much in her opening statement, saying almost apologetically that she'd learned some Spanish at school but none of it had stuck. The interpreter smiled and said, "Yes, it's like so many things: we use them or we lose them." She appreciated that and looked at him more closely. He seemed like a nice man. It was so weird to be talking through an interpreter. This was her first time and she was glad that he looked about her father's age. She hoped he'd make her look good on the record. She liked his smile and his accent. Where was he from, she wondered.

The court reporter, meanwhile, was thinking about how some

interpreters take notes and others don't—like waiters. And how some arrive early and others make everyone nervous by sliding in at the last minute. There seemed to be such a wide variety of types. Then she grinned inwardly and thought: like court reporters. "We all do it in our own way," she silently philosophized, "which is one of the great attractions of this kind of work." That freedom also ensured a level of eccentricity among interpreters that she'd always enjoyed observing. Like those movies with secondary characters that create fascinating cameo roles in a courtroom drama.

The interpreter was now fantasizing about his role in the grand pageant of history. If this were a famous trial, he thought, artists would want to paint them all sitting around this table, and he'd be one of those characters in the background of a painting that would hang for centuries on museum walls. It occurred to him that this ritual they were enacting today represented the

litigious aspect of modern civilization, and now he imagined himself as a character in a scene carved into the smooth marble base of a monument of some kind.

He put his hand up to his mouth to cover a slight yawn, and noticed a vague aroma of fish on his fingers. His mind panned back to the previous evening at home, and the dinner he and his wife had prepared: a beautiful cut of Copper River salmon, pan-seared and served over garlic spinach and angel hair pasta. He had skinned the fish and was now impressed that the smell was potent enough to have survived substantial hand washing *and* a shower and still be there the next day. Just then Ms. Christine Walker-Lexington spoke. "Have you answered all my questions truthfully and honestly, to the best of your ability?"

Sra. Dominguez replied that she had and went on to say that in the town she was from, lying was considered a sin. The interpreter repeated what Sra. Dominguez had said, but in

English. He heard the word *pecado* but somehow confused it with *pescado* and informed the attorney that where the Sra. Dominguez was from, lying was considered a fish. There was a sudden silence in the room. Everyone looked at the interpreter. "A fish?" asked Ms. Christine Walker-Lexington.

Mr. Vargas leaned forward, smiling broadly. "I think the interpreter means that it was considered a sin. The two words are very similar in Spanish." He flashed a highly amused smile at the interpreter who simply nodded and mouthed, "Thank you." The deposition came to an end with no further incident, and the interpreter shook hands all round and left the room.

In the parking lot he started smiling. "It's a fish to tell a lie!" he sang as he got into his car. As he closed the door he burst out laughing, and it was several minutes before he was able to drive away. ★

Translators: Get Your Localization Certification - Online!

September 8 - December 10, 2003

Earn a certificate as a Localization Generalist in just seventy-two hours (nine classes).

ACC's program has been featured in Localisation Ireland, Multilingual Computing & Technology, STC Intercom, and the ATA Chronicle. Students from all over the world have registered for these courses.

Can't start right away? Courses may be taken in any order.

For more information, please visit www.austincc.edu/taltaner or call (512) 223-4021.

To register, visit www.austincc.edu/ce or call (512) 223-7542.

Fall course offerings

ITSE 6073 Introduction to Localization

Sep 8 - Sep 17

ITSE 6075 Introduction to Coded Character Sets and Unicode

Sep 29 - Oct 8

ITSE 6077 Introduction to Software Quality Assurance

Oct 20 - Oct 29

ITSE 6086 Localization: Introduction to Coding Issues

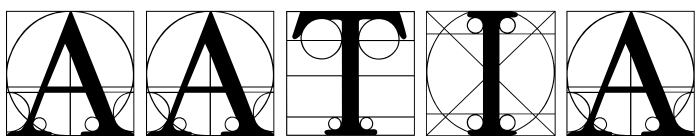
Nov 10 - Nov 19

ITSE 6087 Localization Tools Overview

Dec 1 - Dec 10

These online classes are synchronous, real-time events and require access to the Internet. Program is certified by Pervasive Software, Lionbridge, Inc., and Ralph McElroy Translation Company.





Austin Area Translators & Interpreters Association
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www.aatia.org

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

EVENTS IN AUSTIN

- Sept 13 10 a.m. SpanSIG meeting
1–4 p.m. AATIA member meeting
- Sept 6–7 ATA/AATIA Localization Seminar. Info:
www.atanet.org
- Sept 7 ATA accreditation sitting. Info: www.atanet.org
- Sept 13 SpanSIG meeting and AATIA member meeting
- Sept 16 NAJIT certification exam. Info: www.najit.org
- Sept 30 International Translators Day
- Oct 11 10–12 noon. MCISIG meeting
12 noon. MCISIG networking lunch
1–4 p.m. AATIA board meeting

BEYOND AUSTIN

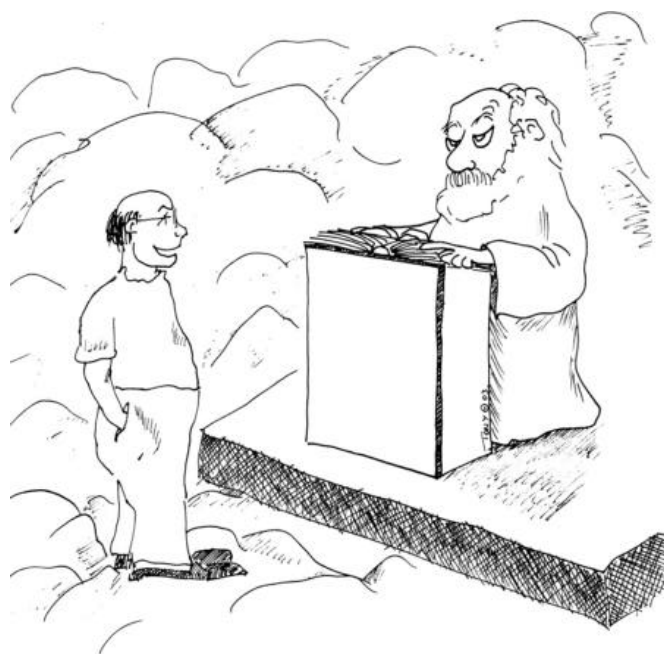
- Nov 5–8 ATA Conference, Phoenix, Arizona
- Nov 12–15 ALTA Conference, Cambridge, Mass.

August board meeting highlights

THE AATIA BOARD OF DIRECTORS MET ON AUGUST 8, 2003 and discussed the following topics, among others:

- Revisions to the Election Code with the principal change being that in the future runoff elections will be held by mail and not at a General Meeting
- The new AATIA brochure to be available in September
- The continued search for a volunteer to become Webmaster
- Laurel Treviño is now serving as our Advertising Coordinator—thanks, Laurel!
- The upcoming implementation of PayPal on our website
- The implementation of the Google AdWords campaign, which is now up and running
- The ATA/AATIA Localization Seminar at the Omni Hotel in Austin, September 6-7, 2003
- The possibility of allowing advertising on the AATIA website
- The upcoming election for the 2004 AATIA Board of Directors in September

—Janet Peirce ★



Can I get a laptop instead of a harp?