

www.aatia.org

The Letter

of the Austin Area Translators and Interpreters Association

September 2002



Defining Austin's international role

Defining our world in relation to current international events—economic, cultural, political and social—must be an ongoing process. That paraphrase from the introduction to the summary report of the Greater Austin International Coalition's (GAIC) Third Annual International Conference this past June is also an invitation for broader participation in defining Austin's position and attraction in a global context.

This year's conference focused on identifying local infrastructure issues, sharing current and recent collaborative initiatives and discussing the next steps as a community united to advance Austin's global prominence.

One element is the International Partnership of Greater Austin (IPGA), a City of Austin initiative begun under former Mayor Kirk Watson's administration.

A coming attraction on Austin's global marquee is the 2006 World Congress on Information Technology (WCIT). This biennial event is expected to draw 2000 corporate leaders and high-level government officials to Austin. It is commonly referred to as the "Olympics of IT," because of the level of speakers, issues, and participant interaction offer insight to the informa-

tion technology industry's charted course. Attracting this event, held successively in the Americas, Asia, and Europe, has already raised Austin's global stature.

September 14 meeting

Learn how to take advantage of the opportunities these elements of Austin's growing global presence offer to Austin-area translators and interpreters when AATIA member Traci Solomon explains the interworkings of local international initiatives at our September 14 general membership meeting. Solomon, who is GAIC Vice-President, chaired this year's conference and is a member of IPGA. As international program manager for the Greater Austin Cham-

ber of Commerce, she created Austin's only recognized resource for international business development, the International Resource Guide, which includes an AATIA listing.

The September Profile will feature Frank Dietz, whose website has gained international recognition. A regular contributor to THE LETTER, Frank was also AATIA's first Webmaster.

The Forum topic will be "Ongoing Professional Development II." Discussion during The Forum in July drifted primarily to academic training and professional credentials. This month the focus will be on what to do after the university degree, accreditation or certification, as well as what to do if you have none of these. ★

Picnic Time!

COME CELEBRATE INTERNATIONAL TRANSLATORS DAY with your AATIA colleagues at a picnic in "budaful" Buda.

Date: Saturday, September 28

Time: 6:00 to 9:00 p.m.

Place: Esther Diaz's house
209 Buttercup Trail
Buda, TX 78610

What to bring: International pot luck dish
Lawn chair
Drinks will be provided

Directions from Austin:

- Take IH-35 South to Buda Exit 221
- Turn right onto Loop 4 and follow into town
- Turn right at traffic light onto FM 967
- Drive approximately 2 miles west to Coves of Cimarron (if you reach 4-way stop, you've gone too far)
- Turn right into subdivision on Dove
- Turn right at 3-way stop and follow Dove around to neighborhood pool and park
- Go past Prickly Pear
- Turn left on Treetop and follow it past pool and tennis courts
- Turn right on Buttercup
- 209 is on the right. 2-story red brick house.

Contact phone: (512) 312-1599



Austin Area Translators & Interpreters Association

<http://www.aatia.org>

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Membership statistics

Database Coordinator Crysol González has reported the following membership numbers (as of August 18):

Active members	144
with business listing	15
Associate members	6
Business members	5
Total	170
SpanSIG members	76
MCISIG members	17

Change of e-address

Liliana Valenzuela has a new email address:
malinche@sbcglobal.net . ★

Oh, boy!

A NEW RUSSIAN-ENGLISH LINGUIST has made his appearance in Austin: Gregory Alexander Mack was born August 12, 2002, weighing in at 10 lbs, 12 oz (4.88 kilos) and stretching 21 inches (53.34 cm) in length. The baby is reported as healthy and happy, as are parents Asele Surina (former AATIA President) and Glenn Mack and big sister Dasha. Best wishes from AATIA to all.★



Welcome new members

AATIA welcomes the following new members:

Accu-Write (Otilia Sánchez)

P.O. Box 201963
Austin TX 78720-1963
tseskosi@hotmail.com
512-310-9039
Primary language: Spanish
Translator
Computer software, oil and gas, training materials, technical manuals
Spanish>English
English>Spanish

Isabel Chávez

1605 Church St.
Georgetown TX 78626
isachavez27@hotmail.com
512-864-9078
Primary language: Spanish

Michael L. Grant

1424 Roxanne's Run
Pflugerville TX 78660
mgrant@bdanube.com
http://bdanube.com
512-989-7480
Primary language: English
Translator
Accounting, finance, management, computer software localization, Web page localization, telecommunications, business and consumer law, environmental quality, economics, politics and international affairs
Czech>English
Slovak>English
German>English

Ms. Odile Legeay

2742 Jeanetta Way #437
Houston TX 77063
legeay@earthlink.net
713-202-8007
Primary languages: French, Spanish
Interpreter, Translator
French<>English
Spanish<>English
Spanish<>French
Business, computer software, finance, law

Nawal Nasser

1500 Royal Crest Drive #332
Austin TX 78761
nawalnasser@hotmail.com
512-707-2454
Primary languages: Spanish (Venezuelan), Syrian Arabic
Interpreter, Translator
Linguistics, literature, communications, immigration law, international affairs, advertising administration, nursing and personal care, education, sociology, technical manuals
Arabic<>English
Arabic<>Spanish
Spanish<>English

Deirdre Nic Ruiari

1706 Linscomb Ave.
Austin TX 78704-1441
dnicr@yahoo.com
512-851-2824
Primary language: English

Otilia Sánchez

3500 Rock Shelf Ln
Round Rock TX 78681
tseskosi@hotmail.com
512-310-9039
Primary language: Spanish
Translator
Computer software, oil and gas, training materials, technical manuals
Spanish>English
English>Spanish

Dr. Faegheh Shirazi

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West Mall Building, #5.120
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fshirazi@uts.cc.utexas.edu
512-327-7378
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Interpreter, Translator
English<>Farsi

Dr. Harcourt M. Stebbins

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75111.2054@compuserve.com
337-474-2784
Primary languages: Spanish, English
Interpreter, Translator
Spanish<>English
Correspondence, documents, general legal, general medical, immigration law, instruction manuals, literature

Prof. Leonardo E. Strittmatter

AAA Spanish Translation Service
4504 Wilson Court
Ft. Worth TX 76135-2331
interpretersvc@cs.com
817-237-8386
Primary languages: English, Spanish (Castilian & Latin American)
Interpreter, Translator
English>Spanish*
Spanish>English*
History, philosophy, labor relations, public relations, transportation, public health, international affairs, education, politics and international affairs, employee handbooks.
*ATA accreditation

Add AATIA icon to your desktop

AATIA'S REDESIGNED WEBSITE has a new feature: a favicon.

PC users browsing with MS Internet Explorer 5.0+ will see a small custom AATIA icon in the address window when they visit any page on the site. Furthermore, a desktop shortcut icon may be created by dragging the URL to the desktop and dropping it there. The small icon will also show up on the Favorites list if the site is bookmarked.

Trouble making this feature work? Email webmaster@aatia.org. ★

Link to AATIA site

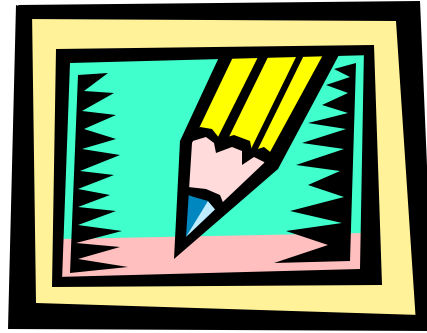
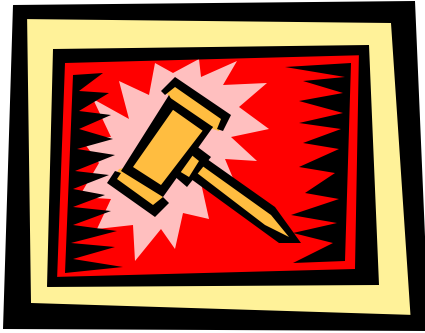
MEMBERS WHOSE WEBSITES link to the AATIA site are encouraged to use one



of the official button images provided on the website's About page. Other logo images are not authorized for individual use. ★

November meeting rescheduled

Since the ATA conference will be held November 6-9, AATIA will hold its November meeting on November 16, 2002. The venue will be announced on the website and in the November issue of The Letter. ★



Meet the Candidates for 2002 Board of Directors

NOMINATING COMMITTEE CHAIR MARIAN SCHWARTZ HAS ANNOUNCED CANDIDATES for the 2003 Board of Directors elections. Candidates will make a brief presentation at the general membership meeting September 14, 2002.

Additional nominations will be accepted until September 5. The election will be conducted by mail during the last two weeks in September, and results will be announced at the November membership meeting.

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

For President

Harvie Jordan

It is an honor to serve AATIA as President in 2002.

My major priority this year has been to reintroduce to the Board of Directors an organizational planning model that provides direction for each Board member's activities, while refocusing on leadership development by inviting greater membership participation in the association's activities. No Board can fully implement the model in one term, but this year's Board has made strides in returning to this proven model.

Other priorities: developing professional development programming for senior translators and interpreters, and

revision of AATIA Special Interest Groups' guidelines and the MAPP are in progress.

I believe I have shown up and done what I said I would during my write-in campaign last year. Because there is still much to be done, and I am still able to offer service and willing to take action, I ask you to vote to re-elect me President for 2003.

★

For Secretary

Janet Peirce

Because I have learned and benefited so much from my association with AATIA over the past few years, I would be honored to serve as its Secretary in 2003 if I am chosen. In the

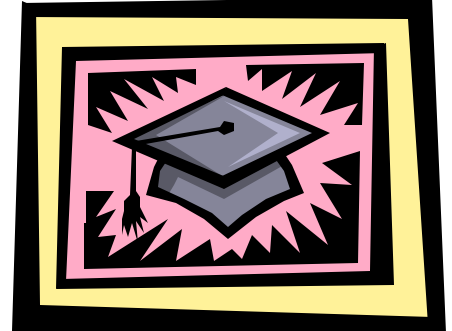
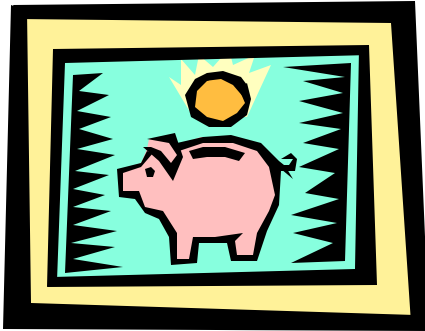
past I have served as Secretary of both the Sertoma Club, a service organization, and Hispanic Parents in Action in Georgetown. I am a hard worker, responsible, and dependable, and I will strive to complete my duties in a timely fashion. I look forward to the challenge of being more involved in my service to AATIA.

★

For Director of Communications

Jonathan Cole

I grew up in Mexico City and lived in other parts of Latin America and in Japan. After working in Guadalajara, Mexico as a teacher and freelance translator for two years, I moved



back to Austin in 2000. I now work for Oak Hill Technology, which assists the Texas Education Agency in developing Spanish language educational materials.

AATIA has been an invaluable resource for me since I began attending meetings a year and a half ago. The information and encouragement I received and the personal contacts I made have helped me to develop personally and professionally. As Director of Communications I will use all of my enthusiasm and energy to promote AATIA through our newsletter, website, media organizations and outreach services. I plan to help others learn about AATIA and benefit as much as I have from joining the organization.



**For Director of Finance
Howard Simms**

I joined AATIA in 1987 and served as VP Finance in 1992-93. AATIA has always been very important to me, as I hope it is to all of you.

Each year the AATIA must reinvent and reinvigorate itself, trying new things and keeping the

best of the old things going. The AATIA Board must avoid overtaxing the human and monetary resources available while doing as much as possible to provide value for all of our members, as well as for those we hope will soon be new members.

The position of Director of Finance carries with it the responsibility to handle the money and maintain the financial records in a timely manner, so that the AATIA Board will have up-to-date information about the organization's financial status as the year's activities proceed.

AATIA is healthy and resilient; we need to keep looking to the future without forgetting our past.



**For Director of Membership
Zoya Marincheva**

I hold an MA degree from the Slavic department of Sofia University, Bulgaria. I stepped into translation six years ago while working as an editor. By joining AATIA, I found a nurturing organization that helps me enjoy fun projects and the social undercurrent in a profession

otherwise intense and demanding. My decision to seek election comes from a desire to actively contribute towards its well-being.

AATIA's membership goals are related to the overall exposure and respect the organization obtains. I will work closely with the other board directors to further expand our association's visibility through various promotional channels and attract new members. We will make sure that the technical aspects of the membership process for new and old members are well coordinated and that affordable technological improvements adopted. To accomplish this, I will bring to the task my 3-year project management experience in large-scale recruiting at an international corporation.

J. Henry Phillips

[statement not received by deadline]



**For Director of Professional Development
Ezequiel M. Quijano**

[statement not received by deadline]



The Players

by Tony Beckwith © 2002
tonybeckwith@cs.com

“Oh, to be someone else for once!”
Leonce and Lena, by Georg Büchner (1813-1837)

WHEN THE HOUSE LIGHTS dimmed to darkness and the audience finally settled down, an expectant hush filled the theatre and hung in the air. Everyone backstage stood like statues, the frenzied whispering faded away, and all eyes turned to the director. He, with haggard features showing the strain of three months of rehearsals, took one last look around then jerked his thumb upward. On that signal the curtain was raised, the lights came up, and a vague murmur rose from the audience as it saw the stage for the first time.

In the magical moment of silence before the curtain went up I was in position, stage left, reclining on a bench. My face was hot under my makeup and my lacquered hair felt stiff and sticky. I was playing a prince in a play set in early nineteenth century Germany, and had been practicing my haughty demeanor for weeks. I was fifteen years old but was already a veteran of several productions, so the haughty demeanor wasn't actually that much of a challenge to my acting skills.

My whole family was involved in the theatre. My mother (who insisted that wild horses couldn't drag her onstage) was the prompter; my father turned in many stellar acting perform-

ances; and my brother, who somehow managed to look good in his filthy blue overalls, was one of the backstage boys.

The Montevideo Players was, for me, far more than a local amateur theatre group. It was an extended family, an introduction to the fascinating world of adults, and an education in many fields, not least of which was the delicate art of the love scene. When I first read the script of *Leonce and Lena*, I saw that the prince would spend some time dallying with a courtesan. I had to look that word up in the dictionary, and was very excited to discover what it meant. But my excitement knew no bounds when I heard that the role in question, Rosetta, was being played by one of the loveliest women in the group. She was nearly twice my age at the time, but she was beautiful in all the ways that matter to a teenage boy. She was also, however, the director's wife, and I wasn't sure I'd be able to rehearse my tender scene with her while he looked on. I soon learned—not for the last time—that lust can trump an awkward shyness, and I spent many blissful moments gazing at her and saying things like, “I dream over your eyes as over magic springs, deep and hidden.”

Working as an actor so early in life introduced me to the existential idea of “otherness” that was very much in

vogue at the time. Playing different roles on stage gave me a sense of diversity within myself, a feeling that there was more than just one of me. This fueled my curiosity about my own identity, prompting me to delve more deeply into the question of who I was and where I fit in the scheme of things. I wasn't the only one who felt this way. Most of the Players, who had ordinary day jobs of one kind or another, loved being involved in something so utterly different from their daily routine. My father explained that acting allowed him to step outside of himself and said that, in his opinion, exploring other realities gave us a broader understanding of the world around us—a perspective I agree with to this day. One of Prince Leonce's lines seemed to speak for us all: “Oh, to be someone else for once!” (Rosetta's husband, for example, in my case.)

Every club must have a clubhouse of some kind, and the Players had their Center. Housed in a small warehouse in an unfashionable part of town, it was drafty and cold and damp, but we loved it. There was plenty of room in the back to rehearse and build sets and store costumes. And in the front room was the all-important bar where I acquired a taste for *Doble Uruguay* beer and certainly explored my share of realities.

There was always a cast party after the final performance of every show. They were lively affairs, attended by everyone who was even remotely involved: set builders, stage hands, sound and lighting techies, props, wardrobe, makeup, front-of-house, plus family members and assorted groupies. The actors and actresses usually arrived still wearing stage makeup, and nobody went home until the wee small hours of the morning. I suppose we were all a little reluctant to leave. None of us wanted to let go of the magic and return to our ordinary lives. ★

July 13 meeting presentation

Focus on target

“SOMEWHERE BETWEEN MYSTERY and the machine” was AATIA member Marian Schwartz’s subject at the July 13 meeting. Schwartz, a noted literary translator and current President of the American Literary Translators Association (ALTA), spoke on the craft of translation and the work of translators as writers. “We translators work with mystery,” said Schwartz. “What we do is mysterious—that’s the ‘I don’t know how I know this’ element of translation.” At the same time, though, there are machine-like aspects of translation, since the translator must work methodically and follow specific rules.

“All translators are writers,” Schwartz emphasized. Hence, regardless of which field they work in, translators need to know how to write well in their target language. That means identifying the characteristic features of that language. It also means letting go of the mechanics of the source language, which is especially hard to do in the case of languages that have similar structure and grammar. “You need to focus more on what’s different than what’s the same,” says Schwartz. One way to do that is to focus on the words and forms of expression that are most idiomatic in your target language and distinguish it from your source language.

Concision, understatement, and “lots of words” are some traits that set English apart, according to Schwartz. English has a large vocabulary, because it has drawn words from many sources, so using a variety of words of different origins will make a translation “sound more English.” So will writing as sparsely as possible and using active verbs.

Schwartz highly recommends Strunk and White’s *The Elements of Style* for those who translate into English. She advises all translators to read extensively in their target language and to read with an eye to identifying what makes the language sound authentic.

—Laura Vlasman, Secretary ★

AATIA Member Profile

Allan Adams

by Felipe D. Pérez

DECEMBER 17TH WILL BE 20 YEARS since Allan Adams launched Adams Translations, but it has been a little longer than that since he realized he wanted to be a translator.

Allan grew up in a college town, and remembers how, during World War II, friends and family gathered around a Philco short wave radio to listen to programs in Spanish, French, and other languages. The adults would then turn to Allan and tell him what was being said in those languages that were still strange to him. These experiences impressed in him, at the early age of four, that translating was what he wanted to do when he grew up.

That 1936 Philco short wave radio is now proudly displayed in his office.

In high school, Allan studied Latin and French. In college, he majored in Economics and took courses in Spanish, German, and anything else related to foreign languages. But it wasn’t until 1961, on a boat ride home from a stint as an exchange student in France, that he decided he was going to have an international company.

Allan spent the next 10 years in Bogotá, Colombia, working for Beatrice Foods. Then, in 1977, he found his way to Austin and began working for Editorial Voluntad, which published bilingual educational materials. Although he had never seen Austin before, he chose the city for its combination of intellectual and Hispanic communities. He also thought it was a good place to start his company.

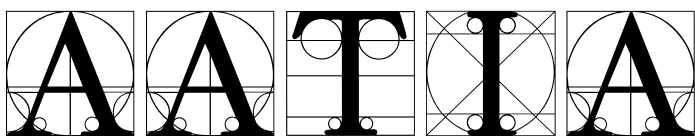
Allan’s first translation job was translating video games in the early 80s for computer systems like the Apple, Commodore, and Atari. Through friends at the Austin Atari Computer Enthusiasts, which he helped organize, he was offered a job translating video games into Spanish. He enlisted Al Bork, an AATIA founder, and together they translated seven games. Al did the translation while Allan handled the programming. Shortly after that Adams Translations was born.

The goal of Allan’s company is localizing technology material so well that it appears as if the material were coming from within the target culture. He recounts how his wife, originally from France, was so excited when she found a Singer sewing machine in Austin. Imagine that! A French product in Texas! After consulting the Internet to prove to her that Singer is an American brand, Allan realized that this was just how localization should work. Singer was so successful at it that even one of his executives thought Singer was neither American nor French, but German.

As his company gets close to completing their first twenty years, Allan should be proud to have accomplished what he set out to do. Years may have passed, and the internet may have supplanted the old vacuum-tube Philco, yet Allan has managed an extended recreation of that moment when he decided he was to be a translator. He has surrounded himself with technology, language, and friends who translate for him. It must indeed have been a magical moment. ★

Allan’s pearls of wisdom

- “Learn from your mistakes.” There’s always something to be learned from every situation.
- “Fix quality first, ask questions later.” Losing one of his first customers made him realize this. It was painful lesson learned early, and one which set the bearing for his company.
- “On-time delivery is absolutely crucial.” For his clients, one day late is too late. Keeping deadlines is something he requires from all his translators.
- “Meet your customers’ needs.” This will keep them happy and generate repeat business.
- “Always do what you promise.”
- “Always say please and thank you.”



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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

- Sep 14 10 a.m. SpanSIG meeting
1–4 p.m. AATIA member meeting
Sep 28 International Translators Day party
Oct 12 10–12 noon. MCISIG meeting
12 noon. MCISIG networking lunch
1–4 p.m. AATIA board meeting
Nov 16 SpanSIG meeting and AATIA member meeting
Dec 7 ATA accreditation exam sittings

ACC classes to resume

AUSTIN COMMUNITY COLLEGE WILL ONCE MORE OFFER THE COURSE Introduction to Translation and Interpreting from September 21 through November 30, 2002.

This course is an introduction to the profession of translation and interpreting. It is intended for individuals who are fluent in a foreign language and interested in putting their language skills to work. It offers an overview of both professional fields and defines the knowledge, skills, and credentials necessary to work successfully in either profession. Students are also provided with an awareness of the general problems involved in translating and interpreting.

- Course Number: BSKL 3010
- Course Title: Introduction to Translation and Interpreting
- Tuition: \$175.00
- Instructor: Esther Díaz
- Class Schedule: Saturdays, 12:00–3:00 p.m.
- Location: ACC's Highland Business Center, room 221.0

For registration information see ACC's printed Continuing Education course schedule or visit www3.austincc.edu/schedule/wcell/cetri.htm.

Register for ATA accreditation exam

DON'T FORGET TO REGISTER for the ATA accreditation examinations to be held in Austin on December 7, 2002. Morning and afternoon sittings will be held.



Candidates should register with ATA headquarters. Find details at www.atanet.org or call 703-783-6100.

Accredited members who will be able to proctor the sittings may contact Ezequiel Quijano at 210-615-9638. ★