

From The CATI President: Accent on the ‘Social’

by Mike Collins, mike@globaltranslation.com



Dear CATI colleagues:

As we head into Spring after one of the milder winters in memory, we can once again look forward to CATI’s signature annual event – **our conference, to be held this year at Wake Forest University.**

By now you have seen the announcements, and I hope you are awaiting the start of registration for the **April 28** gathering with as much anticipation as I am. In each of the last four years, attendance has exceeded expectations and broken records, and we expect the same this year. In addition to the usual fine array of presenters, we are proud to feature **Jost Zetsche, ATA’s acknowledged guru of translation technology**, as our

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keynote speaker. Unless you have been asleep for the last decade or so, it will not have escaped your notice that technology and productivity tools have become an almost indispensable part of the way we conduct our professions. While translation and interpretation remain intrinsically intellectual professions, we are nevertheless coming to rely more and more on technology, the Internet, and IT in general to help us keep up with our competition and our peers. Few speakers are more qualified to address the impact and importance of these advances than Mr. Zetsche. **Don’t miss this opportunity – start making your arrangements to attend today!**

Speaking of social (media), by now you have probably also seen that CATI is on Facebook. Don’t forget to ‘like’ us if you are a Facebook user. One of CATI Quarterly • catiweb.org

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Upcoming Events

- CATI Annual Conference:
Wake Forest University,
Winston-Salem, NCApr. 28
- ATA Exam Sitting (CATI hosted):
Wake Forest University,
Winston-Salem, NCApr. 29
- CATI Triangle Networking Social
@ 7pm, Chapel Hill.....May 3
- CATI Charlotte Networking Social
@ 7pm, Int’l HouseMay 3
- CATI Charlotte Networking Social
@ 7pm, Int’l HouseSept. 6
- CATI (catiweb.org) serves North and South Carolina as a chapter of the American Translators Association (atanet.org, 703-683-6100).



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The CATI Quarterly would like to hear from you!

If you have an opinion that you would like to share with your CATI colleagues on any of the ideas expressed in this newsletter, please write to the editor, Heather Hille, at catiadmin@catiweb.org. Submissions are subject to editing.

The *CATI Quarterly* is a publication that is published quarterly by the Carolina Association of Translators and Interpreters (CATI), a nonprofit organization designed to promote the recognition of translating and interpreting as professions in the Carolinas. Opinions expressed herein are the author's and not necessarily those of the Editor, the Association, or its Board of Directors.

Reader submissions are welcome.

Suggested length limits are:

Articles 1500 words

Reviews 500 words

Letters 300 words

Submissions become the property of the CATI Quarterly and are subject to editing. For details, see the "Submission Guidelines" at www.catiweb.org/guidelines.htm. *If you have questions or would like to submit an article, please contact the editor, Heather Hille, at catiadmin@catiweb.org.*

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CATI Membership & Mission:

CATI membership is open to anyone interested in translation or interpretation who supports the following aims of the association:

- To promote the recognition of translating and interpreting as professions and to defend and support the interests and concerns of professional translators and interpreters.
- To encourage high-quality service and ethical business practice among members.
- To disseminate information to the public about translating and interpreting.
- To facilitate mutual assistance among translators and interpreters and to provide a medium for collaboration with persons in allied professions.

CATI's goals (which we will be discussing at our General Meeting on April 28) is to start using social media better. *Is this an area you know a lot about? Think about how you might be able to help the association move forward in this important realm of interaction.*

The previous issue of the CATI Quarterly featured the thread of technology weaving through most of its articles and items. With the upcoming conference and the opportunity to network and interact with old friends and fellow professionals, it is fitting that the focus leans toward the social this time.

Part 2 of **John Milan's** series on working abroad directly addresses the importance of even casual social interaction in our profession. His descriptions of interacting socially and professionally abroad likely mirror the experiences of many of you.

Ann Sherwin's piece on the founding of CATI highlights the social aspect of our organization. From the first gathering of a few dedicated and hard-working individuals who wanted to learn more about translation and interpretation, to today's annual gatherings of more than 150 professionals and students, our association has grown and prospered. Conferences just seem to happen, weekly e-mails just seem to come, social events just seem to get scheduled – it's important to remember that behind each of these is a tremendous amount of volunteer effort, all springing from the foundation that Ann Sherwin and the founding individuals laid in those first tough years.

This edition of the Quarterly presents a new feature – the Member Profile. Over the coming years, the CQ will profile different members so that we can learn more about our colleagues. Each of us has an interesting story, and our first profile, past CATI President and volunteer extraordinaire **Janet Austin**, is a first-class example. I hope you will read her story with as much interest as I did, and then think about your own, for when the CQ editor comes calling on you for your profile!

Lastly, this edition includes a piece by **Mar Gutiérrez** on the decline of accentuation in Spanish. This item will be of interest to all who work in Spanish, and particularly to grammarians and linguists, professional and amateur, who are interested in how language changes.

To circle back to our keynote speaker for this year's conference, I'd like to note that we have included a short spoiler from **Jost Zetzsche** himself at the end of the newsletter. In it, he previews the topic of his coming address to us on April 28.

I recently took my wife and daughters contra dancing in Carrboro. It was delightful to see, in this age of seeming electronic isolation and video addiction, a large room filled with people doing that most quintessential of social activities – a group dance. As we swirled around the room, virtually every face had a broad smile on it, and there was not a person who was not fully engaged.

To me, our conferences are exactly the same way – a venue filled with excited people, eager to learn, happy to be together, and sharing a meaningful and fun experience with each other. Join us on April 28 and be a part of the excitement!



The Traveling Translator – Part II

By John Milan, john@gypsytranslations.com; ATA Certified Translator (Portuguese/Spanish to English), economist, and independent researcher. He is currently serving as Vice President of CATI.



In my previous article, I wrote about traveling abroad as an important way to hone and to refresh one's language skills. In this article, I touch on the (challenging) opportunity it presents for diversifying and improving income.

In an increasingly competitive language-service market, every edge can make a difference, and the more clients, currencies, and income sources at one's disposal, the better protected one is against market downturns, advancing technology, and cross-border competition.

Every language professional is aware of the Internet's impact on the way he or she does business. From Google Translate to Proz.com to Skype-based interpreting, electronic technology has quickly become an indiscernible component of the way language services are rendered. Gone are the days of competing with (or through) the other translation/interpreting agencies in town.

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All competition is global.

On television here in Brazil, I have seen commercials for a service called "Open English". Their product: Internet-based language classes taught by American English teachers. Local students in Brazil, Panama, Colombia and Venezuela can log on and learn English with video and audio access to a native speaker, without leaving their home.

The relevance to translation and interpreting is clear.

Yet, while competition can come from just about any quarter, so too can clients, which is another way that spending time overseas can pay dividends. Every country, of course, is different; but a few generalizations can be made.

First, clients in one country have counterparts in another. Otherwise, there wouldn't be much need for commercial translation and interpreting in the first place.

I work with law firms in New York and Washington, DC, which represent Latin American businesses in the United States. The law firms are my clients. But here in Brazil, I have direct access not only to head offices, but also to similar local ones that may be too small to retain legal counsel abroad, yet are still interested in doing business internationally

2012 CATI Annual Conference

April 28, 2012

Wake Forest University, Benson
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The keynote speaker is Jost Zetzsche. He is an EN>DE translator, a localization and translation consultant, and a widely published author of books and articles on technical aspects of translation.

We also have an excellent line-up of speakers for the break-out sessions. Some of the topics are:

Working Abroad: A Case Study in Brazil
Acronym Translation Strategies
Formatting in Microsoft Word
Interpreter Skill Building Workshop
Myths about Bible Translation

Contact Graciela White with questions:
ggwhite@nc.rr.com



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ATA 53rd Annual Conference



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and have language-service needs. In the United States, I have provided interpreting services for Brazilians in the region. However, in Brazil, I have been called on to accompany visiting Americans, Canadians, Brits and Australians.

Second, while the Internet and telecommunications have greatly facilitated remote interaction, physically being in a location for an extended period of time opens the door to even more contacts and networks. The



potential of having a coffee at a local café or a beer at a corner bar should not be underestimated. Just a few months ago I unexpectedly made a new contact at a bicycle shop on a Saturday afternoon.

Third, working overseas also creates the opportunity to earn income in a different market and in other currencies, even though the bureaucracy can be (and often is) tricky. In my case, Brazil's currency, the "real", has been strong against the dollar for a number of years now and is a nice hedge against currency fluctuations in the U.S. and Europe. Plus, the Brazilian market is somewhat decoupled from developed markets, meaning that when there is a downturn in Europe or the U.S., it doesn't have such a significant impact on the local economy.

In short, making the investment to live and work overseas for a period of time makes sense for language professionals in a global marketplace, given the opportunities to expand professional networks, improve language skills, and diversify income; not to mention the cultural and educational benefits that come with all types of travel.



History in the Making: CATI's First Year

By Ann Sherwin. Ann Sherwin is an ATA-certified German-English translator specializing in handwritten documents. She invites you to explore her brand-new Web site at <http://asherwin.com> and, if you are so inclined, to "like" her Facebook business page.

I was a total greenhorn when I invited five translators over for lunch one day in August 1985. We had never met before, but we were there to talk about organizing an ATA chapter — or what we hoped could become one. My motive for the initiative was to learn the ropes of running a translation business myself. Our gathering ended with a plan to hold another meeting one month hence, announce it in newspapers, and see who came.



In September about a dozen people showed up at the D.H. Hill Library on the NC State campus in Raleigh. We introduced ourselves, shared our hopes, and after some debate chose the name Carolina Association of Translators and Interpreters in the hope of broadening our reach to South Carolina. Volunteer officers were Sally Baumann, President; Sandy McKethan, Vice President; Ann Sherwin, Secretary; and Chris Mazzara, Treasurer.

Our first newsletter was a monthly leaflet called CATI Clippings, which I produced on a dot-matrix printer. Our first directory would be distributed free; 800 copies rolled off the press in May 1986, and a month later we were down to less than 200. "We continue to receive requests daily from businesses, institution, and libraries," according to the June issue, which also mentioned "special write-ups" having appeared in Charlotte, Greensboro, Fayetteville, and Chapel Hill. Several other newspapers had run our press release verbatim. We were newsworthy!

CATI was formally constituted in June 1986, with membership still concentrated in the Triangle but also scattered across two states. Nine of us headed for the ATA Conference in Cleveland in October of that year and came back pumped. Our first CATI Conference was a 2-day event held at UNC-Charlotte a month later, with an impressive array of plenary and breakout sessions. Bill DePaula was the only presenter who is still a member. Our first ATA certification exam sitting (called "accreditation" back then) followed in December at the same location, proctored by the late Dr. Bill Park.

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Those early newsletters reveal an amazingly high level of enthusiasm on the part of our growing membership (73 in November '86, up from

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Virtually everyone, it seemed, was contributing ideas and offering to host a social, spearhead a project, serve on a committee, write an article, or present a program.

20 a year earlier). Virtually everyone, it seemed, was contributing ideas and offering to host a social, spearhead a project, serve on a committee, write an article, or present a program. But by the end of the year, we had settled into — well, normalcy. An article entitled “Leadership Crisis” ends with these words: “Anyone too busy to play the game needn’t feel guilty. But neither can you expect your team to win when 90% of the players are eating popcorn in the bleachers.”

It was several more years before CATI qualified for ATA chapterhood, but monthly meetings continued in the Triangle, with guest speakers, roundtable discussions, and socials. Members clustered in other urban

Those early newsletters reveal an amazingly high level of enthusiasm on the part of our growing membership (73 in November ’86, up from 20 a year earlier).

areas began to meet as well: in Charlotte, Fayetteville, Asheville, Greensboro/Winston-Salem, Columbia, Charleston, and Greenville/Spartanburg. Some groups lasted a few months, others a few years. But gradually, as the Internet waxed, local meeting attendance waned, and we had to rethink our focus. That’s a story for another time.

Did the greenhorn succeed in what she had set out to do, learn the ropes? Absolutely! At times it seemed like the blind leading the blind. But lacking translation and business experience, I had willingly jumped into an

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organizational role in which I did have experience, all the while eagerly soaking up practical knowledge from those around me. Much to my surprise, my work with CATI led to my nomination and election as ATA secretary in 1987. I served two terms, and my passion for language grew into a fulfilling career. I wholeheartedly recommend the organizational route to having fun, making friends, and generating paychecks for doing what you love!



The Decline in Spanish Accentuated Words

by Mar Gutiérrez, marpandora@hotmail.com. I hold the following degrees: English Philology, University of Salamanca, Spain, in 1991; Bachelor of English (Equivalent), 1991, and Bachelor of Education (Equivalent), 1993; Master of Arts in Spanish Linguistics, 2011.

Spanish accentuation has been declining since the beginning of its creation. Spelling rules have been renewed to represent the changes made by the speakers. Nowadays, we live in a century completely immersed in computers and electronic devices where people rarely write manuscripts and almost everything is written by computer or telephone. Even though these devices have programs for self-correction, many times the program itself cannot distinguish the right from the wrong word and misspellings appear on documents. Mostly, speed and immediacy are the causes for which the writer forgets to type the accent mark on words when writing messages on blogs or chat rooms. But above all,

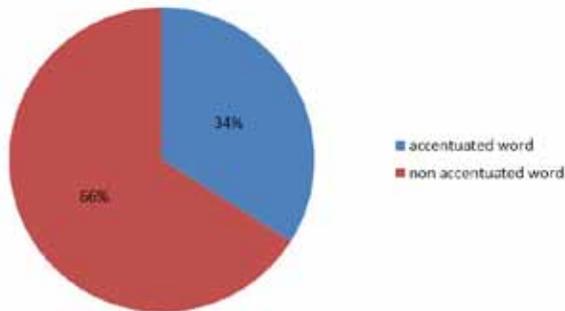


Table 5: Percentage of words that were accentuated and not accentuated (they should have been accentuated).

Moreover, accentuation is disappearing because computer users do not care for the rules of accentuation, since the words, even if they are written without an accent, do not affect the understanding of the sentence and their meaning can be clarified by the context, so users do not see them as “spelling mistakes”. This study investigates the graphic accentuation of Spanish words based on data collected from three Spanish-speaking newspapers blogs. The results reveal a decline in the accentuation on words that need prosodic accent (fútbol, Mérida) as well as diacritical accent (mí, to differentiate it from mi).

Researchers in previous studies (González: 2007) agree on how spelling rules changed and how the diacritical accent mark was used to avoid ambiguity. Today more than ever, thanks to the Internet, (Ávila:2007, Cafarell: 2009 and Álvarez: 2011), writers are careless and do not accent marks even in homophone words. Antonio de Nebrija was the first Spanish grammarian whose main purpose for writing the first grammar (Gramática de la Lengua Castellana) was to regulate the vernacular language and match pronunciation and spelling because Latin was still the formal and written language. He dedicated this first grammar book to Queen Isabella two months before Christopher Columbus discov-

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Please contact Heather Hille, CATI Administrator, with your suggested contribution, at catiadmin@catiweb.org.

ered America in 1492. The XV Century Spanish language spread to different corners of the world: to America (when discovered by Columbus) and to North Africa, the Balkans, and the Middle East with the expulsion of Jews. Dialects developed not only in Spain itself, but in colonies that were dangerously remote from the central rules of Spain. Hence, a group of Spanish nobility created a single standard language which

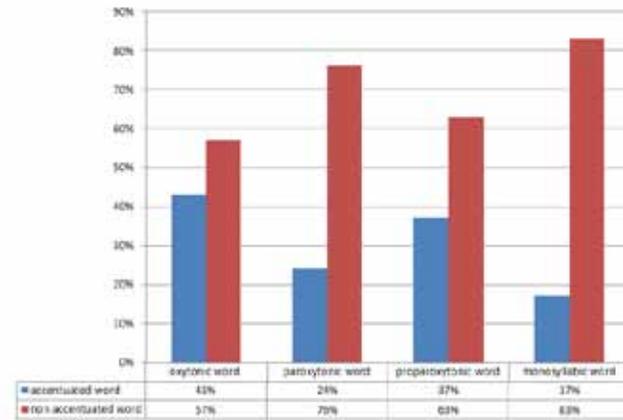


Table 2: Percentage of oxytonic, paroxytonic, proparoxytonic and monosyllabic words.

was to be taught and The Real Academia Española (RAE) was founded in 1713, under the reign of Philip V. RAE's mission at that time was to publish a grammar, a dictionary, and a spelling book. It could be said that the actual Spanish orthographic system was set by the edition of 1815. There were no accent marks written before 1550 (Douglass: 1988). It wasn't until after the French and Italian models were created that the Spanish language had accent marks. There were three: grave (`), acute (´), and circumflex (^) and the grave was the predominantly used accent. However, the acute accent mark was used more frequently after 1716 where the circumflex disappeared and the grave was very restricted. It is important to keep in mind that there is only one stressed syllable in a multisyllabic word and the Spanish language is paroxytonic when writing the accent marks. According to the most recent Grammar by RAE (2010:190), the accent has two functions: Prosodic function: to point out the tonic syllable and write the accent mark if it is necessary; Diacritic function: to distinguish tonic words from graphemically identical unstressed words. According to Douglass, "Modern Spanish employs the accent mark primarily to indicate voice stress in words perceived to be outside the "normal" pattern, which is penultimate accent on words ending in a vowel, n, or s, and stress on the final syllable on words ending in consonants not n or s" (1988: 927).

Several blogs were observed and it was found out that many users did not write accent marks. Therefore, it was decided to do a quantitative study of accents to determine whether or not there is a decrease in the Spanish accentuation. Data were collected from September and October 2011 from three online news sources: El Tiempo, from Colombia; El País, from Spain, and CNN in Spanish, from the USA. A multivariate statistical analysis (VARBRUL) using the GoldVarb program for Windows was used. Tokens for the research corpus were both words that orthographically the accent mark was written or missing. A total of 503 tokens were collected where the dependent variable was words that should have

FACTOR	WEIGHT	FREQUENCY	# OF TOKENS
No-Priming	0.61	77%	387
Priming	0.18	29%	116
Rank = 43			
Monosyllabic	0.74	85%	82
Paroxytone	0.62	76%	97
Proparoxytone	0.43	63%	118
Oxytone	0.37	57%	168
Rank = 37			
USA	0.66	84%	171
Colombia	0.44	64%	163
Spain	0.37	58%	168
Rank = 29			
loglikelihood=-252.123			
Chi-square/cell=1.2908			
p (significance)=0.000			
Total Chi-square=25.5023			

Table 3: Multivariate Analysis Results: Significant results (where >0.5 weight favors the lack of accentuation. Application value = lack of accent mark. Non-significant values: prosodic/diacritic accent marks.

context disambiguates the token; priming/no priming; kind of accent: oxytone, paroxytone, and proparoxytone (because there are some monosyllabic words that could have an accent mark, monosyllabic word was included in this variant); prosodic/ diacritic accent; origin of the token: Colombia, Spain, USA.

In general, results show there is a decline in the Spanish accentuation where both, prosodic and diacritic words, were not accentuated. The data revealed that the following factors favored the lack of accents: No-priming (weight = .61), monosyllabic words (weight = .74), paroxytonic words (weight = .62) and Spanish speakers in the U.S. (weight = .66). Furthermore, the data also revealed that the following factors disfavored the lack of accents: priming (weight = .18), and proparoxytonic words (weight = .43), oxytonic words (weight = 0.37), and the users' origin countries Colombia (weight = .44) and Spain (weight = 37). Data from "loglikelihood", "Chi-square" and "Significance" were taken from the best "stepping up". The "loglikelihood" is the measure that indicates how well the analysis fits the data.

In conclusion, the present study demonstrates that there is a decline in the stress spelling of words in texts written in blogs. The lack of stress affects the prosodic accent as well as the diacritic accent. This is because many users are interpreting the law of economy in this way: the context helps to disambiguate words that can sometimes be ambiguous and, therefore, there is no need to use accent marks.

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Real Academia Española y Asociación de Academias de la Lengua Española. (2010). *Ortografía de la lengua española*. Madrid: Espasa Libros

been written with an accent mark according to spelling rules, regardless of whether or not the accent mark appeared on the word. The variants were: ambiguous/ non ambiguous words; type of word: noun, adjective, verb, adverb, conjunction, interjection, preposition, and pronoun; if

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Learning the Ropes

In 2008, the Board of Directors of CATI established the “Learning the Ropes” Program in an attempt to encourage translation and interpreting (T&I) knowledge exchange among CATI members. The goal of this Program is to promote the leadership of more experienced CATI members by making themselves available to student members or less experienced CATI members who are presently working or are planning to work in the fields of translation and interpreting.

Program Participants

- Coordinator: a focal point of contact for this initiative.
- Mentors: CATI members with a minimum of 5 years of T&I work experience, who are willing to share their time and wisdom with individuals recently initiated into the professions of translation and interpreting.
- Mentees: CATI regular or student members in need of professional support.

Email catiadmin@catiweb.org if you have questions.

Member Spotlight: Janet Austin

by Janet Austin, jcaustintranslations@gmail.com. Online profile: MA, International Affairs, The George Washington University. BA, Political Science and Spanish, and BA, History, Ouachita Baptist University. Lived 12 years in Venezuela. Work experience includes working for US Congressman and in corporate law firm library. Freelance translator since 1988. Translation experience includes corporate legal, corporate financial, multinational contracts, pharmaceutical, medical legal, educational, and art history documents. Active member of the ATA, certified Spanish to English. Member and past president of local ATA chapter, CATI.



Tell us about yourself: Where are you from? What do you do? What is your background? I am originally from Oklahoma. At a very young age my parents became missionaries and we moved to Venezuela. I grew up there and moved back to the US after graduating from high school. I was interested in international relations and moving back overseas, so I got a MA in International Affairs from The George Washington University. But then my life drastically changed course, I got married and ended up living here in North Carolina for the last 21 years.

How did you first get involved in language services? After graduating with a degree in International Affairs and applying for the US Foreign Service, we ended up moving out of the DC area. Atlanta, Georgia, is not a very easy place to find a job with that kind of a degree. After looking around, I found and joined the Atlanta Association of Interpreters and Translators. That was my first exposure to translating as a profession. I didn't even really know it existed before then. I knew I was not interested in working as an interpreter, but I enjoyed translating documents.

What brought you to CATI? My husband is from North Carolina, and we moved back here to be near family. I had heard about CATI through AAIT and immediately joined here. Right away I received a phone call asking if I wanted to volunteer and be on the board of directors. I jumped right in as Secretary to fill in for someone who was moving away, and have never regretted it since.

What do you enjoy the most about your profession? I enjoy words. I like writing and finding just the right way to communicate an idea. I enjoy that every job is different, and I am always learning something new. While I focus on legal and medical work, I have translated everything from oil drilling and heavy equipment manuals to legal contracts to love letters.

What is the most frustrating part? I get frustrated when I am given a job with a deadline that is too tight. I don't always take the job, but sometimes I do to help out a person I have worked with before. I know

they are in a bind, and want to help them out. But sometimes people have very unreal expectations about what can be done, and how much it is going to cost.

Tell us something funny/memorable about your work. The love letters were pretty memorable! The two had met briefly and he started writing love letters to her. She didn't speak Spanish so asked me to translate. Fortunately (or unfortunately) the relationship didn't last too long. But I guess the most memorable job, although unpaid, was helping the Atlanta Organizing Committee bid on the Olympic Games. I did some escort interpreting and translated a few documents. It was exciting being a part of bringing the 1996 Olympic Games to Atlanta.

What advice would you give to students/newcomers to the profession?

Jump right in, get involved with the local group and ask questions. I had never studied translating at all, and everything I have learned has come from being involved with the AAIT, CATI and the ATA. Everyone has always been very helpful and willing to answer any questions I have about the field. Being a member of the CATI board of directors has been invaluable to me. I would go to the meetings and just soak it all in, listening to the more experienced translators, asking questions, and learning everything I could. And they thought I was helping them! Seriously, the local ATA chapter is a resource that you do not want to overlook. I was on the CATI board of directors for years, as Secretary, Directory, Treasurer, Vice President and President. The best way to advance in the field, find out what is going on and what your interests are is to work with the Association as much as possible. You make friendships and contacts that are invaluable. 

2012 CATI Conference Spoiler: Corporate Pawns or Freelancers? Translators and Translation Technology

by Jost Zetzsche

Though technology is just a fancy word for tools, we translators have not been good about embracing it.

Or let's put it like this: We eventually do embrace it, but usually long after it's introduced. Some might say that's smart: after all, you don't want to invest in something that hasn't proven itself. Others, though, would say that when it comes to technology, you need to be part of its early development to be able to shape it in a way that matches your interests. *Is that even a reasonable approach for translators?* Aren't we more like the dogs that feed off the crumbs that fall from the master's (make that: Google's, SDL's, Microsoft's, or Lionbridge's) table?

It's up to us. We can choose to continue to stand with our arms crossed and a chip on our shoulder and get on board a few years from now. Or we can recognize our importance to the translation industry, act accordingly, and earn the respect that we deserve. And most importantly, have a voice in the technology that shapes our work and our lives.

Jost has some ideas on how to do that that he's looking forward to sharing with you.

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The company's president, Jackie Metivier, is from Mexico and travels there often. This enables her to keep up with her native language and culture, a necessity for service to the local North Carolina Hispanic market, 69% of which is from Mexico.

While most of the company's work is from English to Spanish, Bilingual Communications uses qualified native speakers of English for translation from Spanish to English.

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