

Winter 2006-2007

The Newsletter of the Carolina Association of Translators and Interpreters

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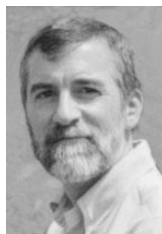
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From the CATI President Another New Year Brings Changes ...

By Mike Collins



Dear CATI
colleagues,

Happy New Year
and welcome to
the Winter issue of
the *CATI Quarterly*.

I'm pleased to have
this opportunity to address you for
the first time as CATI's President.

Since first joining the board four
years ago, I have had the privilege
of working with many fine col-
leagues on the issues facing our
association and our profession.
These individuals freely give of
themselves and their time to help
make our association one of the
best ATA chapters. I look forward to
continuing that tradition.

I'll have lots of help on this year's
new board. I'm pleased to welcome
new members **Memuna Williams**
(Vice President), **Janet Austin**
(Treasurer), and **Manuela Garcia**
(Director), and returning / continu-
ing members **Maria Rodriguez**
(Director), **Junko Gilbert** (Director)
and **Georgia Betcher** (Secretary).
David Heath, CATI's newsletter edi-
tor and webmaster extraordinaire,
has provided some background on
the new board for readers in this
edition. Together, we will continue
to build on the solid foundation laid
by our predecessors.

Speaking of which, I would be re-
miss if I did not take a moment to
thank the outgoing board members
for their contributions.

Alice Bolaños (Director) and
Martha Ochoa (Secretary) have
served CATI ably and well for the
last few years with their counsel
and labor. Both have contributed
greatly to the many tasks that go on
behind the scenes to keep CATI
running.

Monique Glass (Treasurer) has
worked tirelessly for more years
than anyone can remember at en-
suring CATI's financial stability. Her
steadfast and competent steward-
ship of our resources has kept CATI
on sound footing and resulted in
many tangible benefits for our
membership, such as making it
possible to hold down conference

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and workshop prices while still be-
ing able to attract top-of-the-line
speakers and presenters. We will
miss her expertise and experience,
but surely she has done more than
her share.

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From the CATI President *continued*

Jackie Metivier (President) has been a true light on the board during her tenure. Her leadership, dedication, and selflessness have left CATI far better than it was before. Her achievements include the decision to adopt online payment and registration, and the method to use, for membership renewals and conferences / workshops on our website. (Implementation is planned for this year.) We are truly fortunate to have had her in charge.

I hope you will take a moment to send a quick e-mail of thanks to these outgoing members for all their hard work on our behalf.

On a sadder note, our Administrative Manager of the last few months, **Eric Bullington**, will be leaving his position in February for health reasons. In his short time as Manager, Eric has made valuable contributions and has served CATI well. We will miss him as Manager, but look forward to his continued participation in CATI.

CATI is starting off the new year with a bang by offering an **introductory interpreter workshop** to be held on February 17 in Salisbury. That will be followed by our **Annual Conference**, to be held at UNC in Charlotte on April 14 of this year (see the web site for details on these events).

I hope you enjoy this winter's edition of the *CATI Quarterly*. Memuna Williams has contributed a thoughtful piece on niche marketing that should be of interest to anyone who has ever struggled with marketing (that would be just about all of us!). Junko Gilbert and I have chipped in with some reflections from the ATA Conference in New Orleans. You will enjoy her report on old friends and new products, and I hope you will find my description of what I saw in the Lower Ninth Ward and elsewhere of interest.

Lastly, David Heath has written about the new board to help members get to know us better.

Some ten years ago, I went to my

first CATI Conference in Greensboro. I remember going to Eta Trubing's presentation on how to set yourself up as a freelancer. As I was talking with her afterwards, she said, "Someday that will be you up there making the presentation." My reaction was: "No way! I could never do that!"

In fact, I discovered not only that I could, but that I enjoyed it. The secret is, as with most things, to break it into small pieces and deal with each piece one at a time.

It's probably the same for most members: the idea of getting involved in CATI seems daunting at first: *How could I help? I wouldn't know what to do. I don't have much free time. I don't know anything about [fill in the blank]. Someone else will do it...*

Like any professional association, CATI is not a one-way street – we get back what we put into it. It starts with our membership dues, but

"The more we contribute to CATI, the more CATI has to give back to us."

there's much more to it than that. The more we contribute to CATI, the more CATI has to give back to us. And every contribution, no matter how small, helps.

So, in my first message to you as your President, I encourage you all as members to try the water – it's warm. Contribute an article or idea for the *Quarterly*, give a presentation at the upcoming conference, suggest a workshop idea, or just let the board know you would like to volunteer. You'll be surprised to learn how easy it is and how much you have to offer.

Now, relax and enjoy **your CATI Quarterly!**

Sincerely,

Mike Collins

CATI Board Members 2007-2008

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Niche Marketing as a Strategy for Translators and Interpreters

By Memuna Williams



In my candidate statement for Vice President of CATI, I promised to continue to support the interests and concerns of professional translators and interpreters and to continue advocating for professional recognition. I can think of no better way to begin the New Year than by starting to follow through on those promises.

“Over the years and in different formats, I have talked about the tension between the work we do as translators and interpreters and the business issues we face and must address ...”

Over the years and in different formats, I have talked about the tension between the work we do as translators and interpreters and the business issues we face and must address in order to provide our services. A recurring business concern among translators and interpreters is how to “market” themselves to the public. In recent months for example, several new certifications and forums have been introduced to make translators and interpreters more marketable.

Often, in order to address the concern of how to market translation and interpreting services, we are admonished to “find a niche” in which to work. The simplicity of this statement points to some basic, common sense behind the advice. At the same time, it raises question of what this really means. In the paragraphs below, I will briefly dis-

cuss what “finding a niche” means, and consider whether or not it is good advice.

One of the basic tenets of marketing is that a business must select and serve a target market. Before that can be done, the business must assess its capabilities and resources, and identify distinct groups of buyers that need its services. Identifying these distinct groups of buyers is done through segmentation analysis.

A niche marketing strategy is one of many ways in which buyer groups can be viewed for this analysis. The purpose of segmentation analysis is to evaluate the attractiveness of the various market segments that the business may want to serve.

If the segment or niche is assessed and found to be attractive, then the business should go after it. However, if the segment or niche is not, it should be abandoned. Once segmentation is completed and a target market selected, a positioning is chosen. The business can then finalize the marketing mix (price, product/service, place, promotion) to be used to deliver its tar-

“Often, in order to address the concern of how to market translation and interpreting services, we are admonished to ‘find a niche’ in which to work.”

geted message to the desired market.

A translator with a scientific background may go through this type of exercise and decide to focus on the niche of patent translation because the market segment is lucrative. An interpreter with a similar background may decide on a niche strategy of working only in medical

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Fluent Language Solutions is the largest interpreting and translating agency in the Carolinas. With offices in Charlotte and Raleigh, Fluent Language Solutions provides onsite interpreting, telephone interpreting, video interpreting and document translating in over 180 different languages including American Sign Language and Spanish. Services are available throughout the Carolinas with interpreters and translators who are professional and qualified.

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Niche Marketing as a Strategy for Translators and Interpreters *continued*

settings for the same reasons.

As the examples indicate, translators and interpreters can be very

“... finding the time to do the work of market research for better decision-making probably adds to the tensions between work and business needs.”

clear and focused about their services when they have a niche. Clarity and focus are desirable since they allow businesses to understand and work on delivering what they do best. However, with a lucrative niche, translators and interpreters may be vulnerable to competition.

Despite the potential for competition, I think that the admonishment to find a niche is well intended and good advice. The meaning behind the phrase indicates that we are being asked to put some rigor into

“However, the extra work will provide valuable insight and help to increase the professionalism with which translation and interpreting services are delivered ...”

the decisions that we make about the services that we want to offer. In part, this means testing our assumptions about those services, and then making sound business decisions based on our findings.

For translators and interpreters, finding the time to do the work of market research for better decision-making probably adds to the tensions between work and business needs. However, the extra work will provide valuable insight and help to increase the professionalism with which translation and interpreting services are delivered, making it, in my opinion, well worth the time.

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Kotler, Philip. *A Framework for Marketing Management*, Second Edition. Prentice Hall, 2003

Memuna Williams is an entrepreneur and French>English translator with 16 years experience working in the translation industry. She is the founder of Avantgarde Translations. Memuna holds an M.A. in translation from Université de Montréal and a B.A. in translation from Concordia University. She is currently an EMBA candidate at the McColl Graduate School of Business. She lives in Charlotte, and is married with three children. Contact:

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If you have an opinion that you would like to share with your CATI colleagues, please write to the editor,

G. David Heath, at:

infoexact@mindspring.com

Submissions are subject to editing.

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Global Translation Systems, Inc., is proud to be a Gold-Level Sponsor of the Carolina Association of Translators and Interpreters. CATI has served T/I workers in the Carolinas and beyond for over 20 years, and has labored hard during that time to raise the level of professionalism and ethics in our field.

Global also wishes to recognize the many CATI members it counts among its vendors, contractors, and employees. Their efforts have contributed in no small part to our success over the years.

Global Translation Systems is a full-service agency providing multilingual translation, interpretation, and desktop publishing services. Founded in 1992, we serve a broad clientele, ranging from individuals to large corporate customers around the world. Our specializations include the fields of medicine and telecommunications.

Located in Chapel Hill, North Carolina, in one of the most technologically progressive areas of the country, Global is dedicated to providing high-quality, efficient, and effective service to our customers, and to promoting fair, honest, and respect-based relationships with all those who work with us.

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For information on obtaining translation services or joining the Global team, please contact us at info@globaltranslation.com, or call us at (919) 967-2010.

Way Down in New Orleans ...

By Mike Collins

New Orleans is often described as one of the few truly unique US cities. I've always wanted to go there, and this year's ATA Conference afforded me the opportunity.

I'm sure it was the same for most of us who attended – last-minute hectic, wrapping up loose ends at work, very little pre-conference planning... I felt we were doing well just getting from our office to the airport on time.

I must confess that I had more on my mind than just translation with this trip down south; I was very curious to see first-hand how the city was recovering from Hurricane Katrina. Last year, the ATA leadership made a conscious decision to support New Orleans by keeping the conference there. Perhaps our presence might in some small way help the city come back.

The welcoming reception started us off in true New Orleans style: shrimp gumbo, red beans and rice, poboys, and more. As always, it's a great way to hook up with old friends, make new ones, and set the mood for the next few days. Attendance was reported to be over 1200 members, and it looked like most of them were at the reception. As usual, CATI was well represented, and it struck me again what a great place the ATA conference is for touching base with old friends

"Attendance was reported to be over 1200 members, and it looked like most of them were at the reception."

and making new ones.

Of course, any visit to New Orleans has to include a stroll down Bourbon Street. The best and worst of New Orleans were on display,

from the ornate balconies and architecture to the gaudy peep shows and bars. But there was music – great strains of jazz from a corner



The French Quarter

bar, a small group of kids on another corner playing their hearts out on battered brass instruments. The streets were full of people, and any

"New ATA Board members were elected, but the hot-button issue was the resolution against torture. ."

apprehensions about seeing the city's rough side melted quickly away.

Thursday morning's opening session provided entertainment and controversy. The Storyville Stompers, a well-known local funeral jazz band, played to the audience and described some of the cultural uniqueness of New Orleans and her music. They led the audience out of the room, clapping and marching.

In the elections session, however, things got more serious. New ATA Board members were elected, but the hot-button issue was the resolution against torture. Some

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English/Spanish

Bilingual Communications, Inc., has been facilitating communication between Spanish and English in North Carolina since 1989. As an expression of its commitment to the objectives of the Carolina Association of Translators and Interpreters and of its desire to support the organization, Bilingual Communications is pleased to be a Silver Sponsor.

Bilingual Communications offers services in Spanish and English exclusively. By concentrating its time, energy, and resources on a single pair of languages, the company is able to offer expert services in its specialty areas.

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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members had proposed that ATA issue a resolution condemning torture and prisoner abuse by the United States. An alternate resolution was proposed condemning torture and abuse in any form, by anyone. This second resolution arose from a desire to avoid politicizing the ATA. In the end, it was the second one that was adopted.

The conference offered its usual rich assortment of sessions – something for everyone. My colleagues and I attended sessions on project management, internet security, German tax law (try staying awake through that!), professional liability, and many others.

Something that struck several of us was the high number of canceled presentations. I frequently

“My colleagues and I attended sessions on project management, internet security, German tax law ... professional liability, and many others.”

heard attendees grouching about how their chosen session had been dropped. This seems to be a general problem at the ATA conferences, but was particularly noticeable in New Orleans. I don't have statistics, but I certainly heard more complaints this time than in years past.

The annual meeting Friday morning was when we learned the results of the elections. Several members made comments and suggestions to the board. Our own Georgia Betcher stood and reminded the assembled group that those who wanted to actively work against torture and

abuse had excellent organizations such as Amnesty International to work with to make a difference. A



Storyville Stompers at the opening session

high point of the meeting was when Peter Less, one of the original interpreters at the Nuremberg war crimes trials, received a lifetime achievement award.

The exhibit hall was once again a dizzying array of vendors and employers. Attendees had several booksellers to browse and many translation-tools companies eager to show them their latest bells and whistles. And, of course, there was the massage station with its waiting line...

The end-of-conference banquet and ball provided the usual great fun as attendees unwound following a successful and busy conference.

“A high point of the meeting was when Peter Less, one of the original interpreters at the Nuremberg war crimes trials, received a lifetime achievement award.”

One goal of my trip to New Orleans was to try and see how the city was recovering from Hurricane Katrina. As I mentioned, the ATA made a conscious decision to support the city by keeping its conference there, and has under-

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Ambassador Service Group is proud to be a sponsor of CATI. ASG is a team of professionals dedicated to being Your Official Messengers. Communications is the key to businesses and relationships. Whether your business takes you to Yale or jail, Ambassador can assist you with your interpretation and translation needs. Since 1991 we have assisted clients around the Research Triangle and the world with their interpretation and translation needs in the fields of business, law, government, and health care.

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info@ASGWorld.com

taken several *pro bono* efforts to help the local citizenry. But how was the city itself doing?

The downtown area around the conference hotel, Canal Street, seemed by and large recovered. Tourists were everywhere in the French Quarter and, with a little effort, it was possible to forget how ravaged this city had been barely a year ago. Once outside the downtown, however, the illusion of recovery quickly faded.

On Saturday, a couple of us received a guided tour of some of the most devastated areas of the city from a local, David LeBlanc. Without a moment's hesitation, David sacrificed a good chunk of his day off to show us the Lower Ninth Ward, parts of St. Bernard's Parish, and the Lakeview neighborhood. Fourteen months after the storm,

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Way Down in New Orleans ... *continued*

these areas still resembled ghost towns. Storefronts were wide open, debris scattered about inside. Houses here and there were being repaired, but many, many more were empty. Every structure bore the telltale hand-painted X symbol recording when it was searched, and what was found, sometimes with a chilling note, such as "1 Person Dead" or "No Pet Found." David was able to tell us the story behind each neighborhood's tragedy, putting a human face on the desolation. And we barely scratched the surface...

But there is hope.

Each ATA Conference I have attended has left me feeling re-energized, and I know many of my colleagues feel the same way. We come home with new ideas, new perspectives, and a desire to change for the better. While we may not be able to make every change we would like to, all good things begin with hope. This is true whether we are looking for new directions in our lives or rebuilding a city.

The people of New Orleans have a long road ahead of them. Another successful ATA conference has given us many new avenues for professional growth – I hope that in



Reiko Tani and Manuela Garcia, both of Global Translation Systems

some small way it helped out our hosts as well.

"Each ATA Conference I have attended has left me feeling re-energized, and I know many of my colleagues feel the same way. We come home with new ideas, new perspectives, and a desire to change for the better. "

Mike Collins is the President of Global Translation Systems, Inc., an agency established in 1992 and President of CATI. He has a Masters Degree in Slavic Linguistics and is a former Fulbright scholar to Yugoslavia. He also currently serves as President of CATI. He can be reached at:

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If you have news that you would like to share with your CATI colleagues, please write to the editor, G. David Heath, at infoexact@mindspring.com. Submissions are subject to editing.

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Durham Technical Community College is a charter member of the North Carolina Community College System. When the North Carolina General Assembly authorized a small appropriation to establish a limited number of area schools to be known as industrial education centers in 1957, Durham already had a vigorous program in adult education through the Vocational and Adult Education Department of the Durham City Schools.

A Practical Nursing program had been established in 1948; other programs included training in mechanical drafting, architectural drafting, and electronics technology. In addition, literacy skills training was offered for adults. Courses to upgrade the skills of workers were also offered in a variety of trades.

The Community Spanish Facilitator Certificate Program offered by the College prepares students to act as paraprofessional Spanish interpreters in the community. Courses are taught within a cultural context and include community service projects. This is a day and evening program. The required courses are offered during lunchtime and evening hours to accommodate working students.

For information, visit the College's website at:

www.durhamtech.edu/html/prospactive/programsofstudy/spi.htm

A Chance to Meet Old Friends and Discover New Products

By Junko Gilbert



This conference gave me a good chance to rekindle friendships with translators whom I met at past ATA conferences. I welcomed this opportunity because I missed two ATA conferences prior to the 47th Annual Conference due to personal reasons.

During the conference, I was working on a translation job and finishing up my own presentation on legal documents at a hotel in New Orleans, so I could not attend all the sessions that I wanted to attend. But I did go to some social gatherings, dinners, and the conference dance.

Having a dance fanatic as a roommate, I decided that I was going to dance instead of sitting around and watching others. We four Japanese translators stayed on the dance floor for over an hour, getting good exercise out of it.

It is always good and often inspiring to talk to other translators about what they are doing now in terms of the fields of translation, technologies they are using, and any other strategies they have. One buzz phrase I heard is "translation of a clinical trial for a medicine for patent application." There seems to be an enormous volume of translation in this field.

One of the best things that happened to me during this conference was that I talked to a WordFast representative who installed the WordFast program on my laptop computer and gave me 30 minutes of

individual instruction on how to use it. Do you know WordFast? I didn't know the program until this conference. A translator friend of mine asked me to check it out during the conference. So I went to the booth during the last 2 hours of the last day. I wish I had gone there earlier and asked more questions.

WordFast is a translation support tool compatible with Trados, but unlike Trados it is free up to 500

"During the conference, I was working on a translation job and finishing up my own presentation on legal documents at a hotel in New Orleans, so I could not attend all the sessions that I wanted to ..."

translation units or 110 KB. If you want to buy it, it is about \$300 (250 euros), which includes upgrades and support for 3 years. There is also a free, additional program called PlusTools, which includes an alignment tool and an HTML tagging utility, among other tools. In short, WordFast is similar to Trados

"It is always good and often inspiring to talk to other translators about what they are doing now in terms of the fields of translation, technologies they are using, and any other strategies they have ..."

but with simpler and possibly more limited functions. Yet not everyone uses all of the elaborate functions available in Trados, which comes with a 300-page manual for each of the five or more components.

WordFast has two basic Eng-

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In Town Optical is a boutique offering top customer service, in English *and* Spanish.

At In Town Optical, Andres Quintana is committed to serving the Hispanic market, and to ensuring that all eyewear is dispensed according to the individual need of every customer. When he came to the US in 1980, he spoke only Spanish. Since then, he has acquired a second language: English. This has allowed him to provide eye care products and services to Spanish- and English-speaking clients since 1994.

Working as he does in two languages at In Town Optical, Andres understands the importance of good communication.

Speaking two languages does not make you a professional interpreter — it requires skill and training. In Town Optical salutes those who serve as professional interpreters, and is pleased to support CATI and translation and interpreting professionals as a Bronze Sponsor.

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Wake Forest, NC 27587

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Website:

www.intownoptical.com

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News and Upcoming Events

CATI 2007 Annual Conference

The CATI 2007 Annual Conference will be held at UNC Charlotte on April 14. Further details, when available, will be on the CATI website (www.catiweb.org) and in the Spring edition of the *CATI Quarterly*.

CATI is looking for speakers for the afternoon concurrent sessions. These sessions may or may not be language specific. Sessions may be 45 minutes to 1 hour in length.

If you are interested in sharing your skills and experience with your colleagues, please contact **Maria Rodriguez** at mdrinterpret@yahoo.com or complete and submit the form in the members-only section of the CATI website no later than January 25, 2007.

ATA Board of Directors Meeting

The Board of Directors of the American Translators Association will meet January 27 and 28 at the Sheraton Hotel in Boston, Massachusetts. The meeting is scheduled for 9:00 am to 4:30 pm on Saturday, January 27, and 8:30 am to 12 noon on Sunday, January 28.

As always, ATA members are welcome to attend. Time is reserved at the end of each session for member comments and questions.

If you have any questions, please contact Walter Bacak, ATA Executive Director, at (703) 683-6100, ext. 3006, or walter@atanet.org.

The Sheraton Hotel is at 39 Dalton Street, Boston, Massachusetts 02199. Phone: (617) 236-2000

ATA Board of Directors Reception

Marian S. Greenfield, President, and Jiri Stejskal, President-elect, of the American Translators Association cordially invite ATA members to join the ATA Board of Directors for a reception at the Sheraton Hotel Boston, Massachusetts on Saturday, January 27, 2007 from 6:00 to 7:30 pm.

RSVP to Maggie Rowe at ATA Headquarters, (703) 683-6100, ext. 3001, or Maggie@atanet.org.

Attire: Business Casual

Hotel Address: Sheraton Hotel, 39 Dalton Street, Boston, MA 02199. Phone: (617) 236-2000

Model Translation Contract Available

Uwe Muegge, the author of "Translation Contract: A Standards-Based Model Solution," announced the availability of a PDF version of his book for immediate download.

"Translation Contract" is based on the most relevant international translation standards, and the individual forms in this collection can be customized to suit the needs of both translators and translation clients. The bound version continues to be available at Amazon and bookstores everywhere.

Uwe Muegge has more than ten years of experience in the translation industry. He currently serves as corporate terminologist at Medtronic, the world's largest manufacturer of medical technology, and teaches Computer-Assisted Translation at the Monterey Institute of International Studies, the premier post-graduate institution for translator training in the United States.

For more information, visit: www.muegge.cc

A Chance to Meet Old Friends and Discover New Products *continued*

lish-language instruction manuals, one for the beginner level (39 pages) and the other for the advanced level (44 pages). It also has manuals in various other languages. PlusTools has its own 29-page manual. I printed all of these manuals and kept them in a binder for easy reference. The manuals have misspelling and other errors, and they sound awkward partly because, I think, they are translated from French.

WordFast also has support communities in English and other languages where you can post your questions and receive tips and answers from experienced users.

I recommend WordFast to translators who have not used any translation support tools or who have pur-

chased Trados but are not using it much, for whatever reason. I belong to the latter category. You can download WordFast free from its website (www.wordfast.net) I am ready to purchase it because I'm getting close to the maximum limit for the free version.

Junko Gilbert, *ATA-certified translator (English into Japanese)*, has been translating since 1983 upon college graduation in Japan. She is experienced in various fields with special emphasis in legal documents. She will be graduating with an associate degree in paralegal studies in May 2007. She has been an associate member of the ATA since 2000, Carolina Association of Translators and Interpreters (CATI) since 1997, and the CATI Board of Directors since 2003.



From the Editor's Desk

Growing Membership and a Dynamic Board of Directors

By G. David Heath

With a close to 200 members and a new, dynamic Board of Directors, CATI enters 2007 as a thriving professional association that is well-positioned to represent the interests of its growing membership.

Michael Collins, the incoming President, needs little introduction to most CATI members. He has served the association well as a Director for the past 4 years and as Vice President since the Summer of 2005, is a frequent speaker at CATI conferences and a regular contributor to the *CATI Quarterly*. CATI members can be confident that the

association will be in good hands under his leadership.

Memuna Williams, the incoming CATI Vice President, is new to the CATI Board but not to CATI. She is certain to bring fresh, new ideas to the association's leadership. As reported in the Summer 2006 edition of the *CATI Quarterly*, she was named the National Association of Women Business Owners (NAWBO) Charlotte 2006 Rising Star of the Year in May. In June 2006 she was one of NAWBO Charlotte's keynote speakers and spoke about success strategies. She begins her contributions to the *CATI Quarterly* with an article on niche marketing as a strategy for translators and interpreters on page 3 of this issue.

Janet Austin, the new Treasurer, is no newcomer to the CATI Board, having served it well as Secretary (1992 -1996), Vice President (1997- 2000), and President (2001-2002). Welcome back, Janet!

Georgia Betcher, who has served CATI as a Director since the beginning of 2006, takes over as Secretary.

Manuela Garcia, a newly elected CATI Director, will bring proven project management experience and a lot of enthusiasm to the CATI Board. For her most recent contribution to the *CATI Quarterly* see her article on internships at Global Translation Systems in the Summer 2006 edition.

Junko Gilbert, who has served on the CATI Board since 2003, remains a Director and will undoubtedly continue to bring her valuable perspective to the Board.

Maria Rodriguez, who has served on the CATI Board since 2001, will continue as a Director and will continue to make an exceptional contribution as Conference Chair.

A fourth Director position remains vacant.

No reference to the CATI Board would be complete without a word

"No reference to the CATI Board would be complete without a word of sincere thanks to the Board members who now leave it after serving the Association so well"

of sincere thanks to the Board members who now leave it after serving the Association so well:

Jackie Metivier, who was President from 2003 through 2006

Alice Bolaños, who has served on the Board since 2005

Monique Glass, who has been CATI's Treasurer for the past 7 years, and

Martha Ochoa, who has served as CATI Treasurer since 2003.

Mike Collins offered this tribute to Jackie Metivier: "I have seldom enjoyed working with someone as much as I have with Jackie on the CATI Board for the last 4 years. During that time, I have been repeatedly impressed with her dedication to the association and its members, and her willingness to devote her time and energy to keeping it strong. She is a leader in every sense of the word — open and diplomatic, dedicated and strong, and ready to push hard for what she believes. CATI has prospered under her leadership, but she leaves us with one problem: some mighty big shoes to fill."

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The *CATI Quarterly*

The *CATI Quarterly* is a publication of the Carolina Association of Translators and Interpreters, a nonprofit organization 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, G. David Heath, at

infoexact@mindspring.com

Please contact CATI at (919) 577-0840 for advertising information.

Focus on Members

New Members

CATI welcomes the following new members who have joined the association in the past 3 months. The new members are listed here with their language pairs and preferred fields, if available.

Judith Noval, Greenville, NC 27858. English>Spanish T/I. Education, Health Care, Linguistics, Law, Law Enforcement, Real Estate

Andres Quintana, Wake Forest, NC 27587. English>Spanish T; Spanish/English I. Health Care, Ophthalmic, Optics.

Teresa Blanco Sampson, Greenville, SC 29607. Spanish>English I. Law, Law Enforcement, Criminology, Health Care, Family Planning, Medicine.

Ruth Vargas, Shelby, NC 28152. Spanish>English T/I. Family Planning, Health Care, Medicine, Physical Therapy, Psychiatry, Radiology.

News About Members

Marianela Mañana of Durham Technical Community College, Durham, NC, was a co-winner in the “Responding to Community Needs” category of The National Council of Instructional Administrators (NCIA) 2006 Exemplary Initiatives Competition. The award was won for Durham Tech’s Spanish Facilitator program.

The NCIA, which is headquartered at the University of Nebraska—Lincoln, is a professional organization affiliated with the American Association of Community Colleges (AACC). Its awards recognize outstanding ways to enhance the quality of higher education provided at the two-year institutions in the United States.

Each year, community colleges submit a variety of “Best Practices” that correspond to annual award categories. The NCIA awards will be presented at the NCIA Celebration Breakfast on April 14 as part of the group’s Instructional Leadership Academy in Tampa, FL.

CATI Website Gets a New Look for 2007

Visitors to the CATI website may have noticed several fairly substantial changes. The most important changes were made in response to two requests from the CATI Board:

1. To make the members-only login more prominent and directly accessible from the home page.
2. To make the “Find a Translator of Interpreter” function more prominent. Because many potential clients use this function it is one of the most valuable benefits of membership.

The members-only section is now one click away from the home page and uses each member’s member number and e-mail address, bringing it more into line with current practice. Members who do not have an e-mail address can use the first 4 letters of their last name in all-lowercase, as with the previous website design.

Other website priorities remain unchanged. These include:

1. Clear, easy navigation
2. Optimum legibility, thanks to the use of typefaces that have been demonstrated by extensive usability testing to provide best-possible legibility for online reading
3. A high ranking in search engines

If you are a CATI member, please remember to visit the members-only pages frequently because they are regularly updated with new content.

Note also that when stating your areas of specialization you are not restricted to any broad predefined categories. No matter what your specialization or niche is, you can include it in your “preferred fields” and a potential client who searches for that particular specialization in your language pair will find your profile.

From the Editor’s Desk *continued*

Junko Gilbert had this to say about Jackie Metivier: “She had such a strong leadership for CATI ... I don’t know how she found time to respond to issues and questions brought up to her as President of CATI ... I admire her for all she has done for CATI.”

And **Alice Bolaños** offered these comments about Jackie’s presidency: “I have always been impressed

with the quality of CATI’s officers, but Jackie has far exceeded my expectations; especially for a non-profit organization where all the officers and Board members are volunteers ... Jackie is not afraid to stand up for what she knows is right and fair. Thank you, Jackie, for being an excellent role model for future translators and interpreters, as well as an exemplary officer to those who might aspire to lead CATI.”



CAROLINA ASSOCIATION OF
TRANSLATORS & INTERPRETERS

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We 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,

G. David Heath, at:

infoexact@mindspring.com

Submissions are subject to editing.