NORTHWEST TRANSLATORS AND INTERPRETERS SOCIETY

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Support Your Local Professional Groups: Gain Visibility as a Translator

by Hilary Fayen Higgins

Despite the growing dominance of the Internet and the current trend toward globalization, the booming translation and localization industry still remains largely unknown outside the high tech business sector. As a freelance translator living in a small town, I find myself constantly explaining to people what translating actu-

ally involves, how it differs from interpreting, and the importance of the translation profession in today's economy. However, I have found that one of the best ways to gain visibility as a translator and for the profession itself is to get involved in local professional groups and attend other high tech organizational meetings.

Just as membership in the American Translators Association (ATA) or one of its chapters is a vital networking tool, I have discovered it is just as valuable to get involved in non-translation related business organizations because this is where you will meet the professionals who will need your skills and expertise.

Case in point: I have recently begun attending meetings in Bellingham (where I live) of a local group called the Whatcom Communications Association (www. whatcomcomm.org). It's a group of

professionals involved in the field of communications. Professions include technical writers, novelists, marketing professionals, project managers, DTP specialists, journalists, and website design and content specialists. We meet once a month at a restaurant where we network for an hour or so and then someone gives a

presentation. Past presentations have included how to get articles and books published, science fiction and fantasy writing, technical writing, marketing, website design.

Though these topics may seem unrelated to translation, the most important aspect of attending these meetings is simply to meet and talk with

people who are well networked in the communications industry. My efforts paid off last month. As we were going around the table introducing ourselves, one woman introduced herself as a marketing manager for a small manufacturing company that had just been bought by a German company. My ears perked up, here's a translation opportunity, I thought. I introduced myself to her after the meeting, gave her my card, and said that she should get in touch with me for any translation needs she may have

ATA Accreditation Exam

April 28, 2001, 1 - 4 p.m.

University of Washington Seattle, WA

Continued on page 4



Northwest Translators and Interpreters Society

A chapter of

the American Translators Association

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Slavic SIG

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Editor

Anita Krattinger (425) 747-5240 Shoko Fujita-Ehrlich Rosa Bendezú Allen

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NOTIS NOTES

Welcome to New Members Jessica Bolding (Mandarin), Andrea Brugman (German, French), Elroy Carlson (German), Alicia Martinez (Spanish)

Welcome to New Corporate Members

From The Editor Internet Language Company Northwest Interpreters

One of the exciting changes of the new millennium will be the electronic distribution of NOTIS News. In addition to distributing a hardcopy of NOTIS News in the mail, we will send out email reminders when the new issue of NOTIS News is posted on the NOTIS website. From there you will be able to view and print your own copy, if you so desire. We hope to save trees, volunteer time, postage and mailing costs, and reach an even greater audience in a shorter time period! Ideally, we will phase out sending hardcopies altogether and electronic notification will become our standard method of delivery. Please let us know if you wish to continue receiving a hardcopy by filling out the form on page 7 and sending it to the NOTIS mailbox.

2001 NOTIS Directory Thank you very much to all those who came to help us mail out over 500 copies of the 2001 NOTIS Directory on December 2, 2000: Lilly May Bayley, Laura Cooper, Shoko Fujita-Ehrlich, Chila Harrington, Alfred and Marcus Hellstern and Caitilin Walsh, Larissa Kulinich and Jim Mavis, Jean Leblon, Alex Mosalsky, Toshiko, Lisa, Ken Jr. and Ken Wagner, Karina Watkins, Ann and Greg Wimmenauer, and Christina Zubelli. Many thanks also to Abby Clay for doing some preliminary work, Courtney Searls-Ridge for letting us borrow the postage meter, and Kirstin Dodge and Anita Krattinger for hosting this successful event.

Directory Advertising Thanks A big thank you to all those who advertised in the 2001 NOTIS Directory. The advertising revenues will make a substantial contribution to the cost of publication. If you do business with the advertisers, be sure to thank them for supporting NOTIS in this vital aspect of our member services.



UPCOMING EVENTS

Accreditation Exam

ATA Accreditation Exam April 28, 2001, 1 - 4 p.m. University of Washington, Seattle WA. *Pre-registration is required* and you must be a member of ATA. Information: Jean Leblon (425) 778-9889 or JM1130@aol.com.

Honyaku Gathering

After two very successful years of informal gatherings at Honyaku parties organized single-handedly by NOTIS Director Ray Roman, the Honyaku gathering has outgrown its informal capacity. NOTIS is considering establishing a Japanese Special Interest Group (SIG) in order to broaden the energy and volunteer effort that goes into organizing the Honyaku gatherings. If you are interested in joining the Japanese SIG and volunteering some of your time organizing the gatherings, finding venues, coordinating the menu and in general participating in a very delightful and social activity with other Japanese translators and their families, please contact NOTIS directors Ray Roman at (206) 522-9637 or send email to rroman@seanet.com or Ken Wagner at (206) 368-9271 or send email to kjwagner@msn.com.

Slavic SIG Meeting

The next NOTIS Slavic Special Interest Group (SIG) meeting will take place at the European Restaurant and Pastry Shop at 4108 University Way N.E., Seattle, on Tuesday, March 13, 2001, from 5:30 to 7 p.m. It is going to be another intellectually stimulating workshop centered around the translation of difficult words and terms. One of the highlights will be Mr. Ross N. Lavroff, the only consecutive professional simultaneous and Russian<>English interpreter in the Northwest, with 40 years of experience with the U.S. State Department. He will be available for questions. Please come and visit with your colleagues and enjoy a delicious dinner. For more information contact Larissa Kulinich at (206) 236-0286 or send email to larajim@earthlink.net.

How To Run Great Meetings

NOTIS Director and ATA President Ann G. Macfarlane will present this easy-to-follow class. Learn the ten principles that enable you to chair every meeting well, and the nine motions that let you handle 90% of your meeting's business. Topics include meeting preparation, the role of the presider, how to facilitate useful discussions, emotional and psychological aspects of

successful meetings, and the key elements of parliamentary procedure.

How to Run Great Meetings, February 21, 6:30 – 9:30 p.m. To register contact DiscoverU at (206) 365-0400 or www.discoveru.org.

Localization Workshop

The Localization Workshop at the Translation and Interpretation Institute at Bellevue Community College is a non-credit workshop open to translators who wish to gain a basic knowledge of software localization. Session 1 will consist of a discussion of terms, theories and the technical process of localization with special focus on the problems inherent in locale adaptation. Session 2 begins with a review and discussion of the project. Business implications and an explanation of the software development cycle will provide information crucial to success in localization. Since client education becomes a two-way street with a technically specialized clientele, problem-solving exercises from real-life situations will seek to enhance your client communication skills. Two Saturdays, March 4 and March 11, 2001, from 9:00 a.m. to 3:00 p.m., with an hour break for lunch. There is a \$175 fee. To register, please call (425) 641-2263. Space is limited. For more information, call (425) 649-3171.

How to Be Your Own Best Editor and Proofreader

NOTIS Director and ATA Secretary Courtney Searls-Ridge will present her popular workshop for translators on the vital subjects of proofreading and editing. The workshop has been reworked and updated to include fascinating new material. Attendees will enjoy a pleasant and stimulating afternoon and leave with immediately useful information to apply in their professional lives. Members of NOTIS, WITS, SOMI and TTIG: secure your spot and get the best rate by registering in advance. Send a check to the NOTIS mailbox postmarked by March 1st for \$20, indicating "March workshop" on the memo line. Fee for non-members, registrations after the deadline and walk-ins: \$30. (FYI this workshop has a \$50 fee at the ATA conference.) We regret that we can not offer refunds after March 1, but if you register and later can't attend, we'll ship you the extensive handouts.

March, 10. 2001, 1-4 p.m., Western Washington University, Belllingham. Register by March 1st for the early registration rate (\$20).

Continued from page 1

since I am well networked within the translation industry. She called me a week later asking me to simply review an English to German translation that she wanted double-checked before going to print. I helped her out quickly and reliably. She was very thankful and promised to contact me again in the future.

Small groups such as this also provide excellent opportunities to give presentations and educate others on the ins and outs of translation and localization. In fact, I gave a presentation on "Writing for a Global Audience" in January. I'm excited about such an opportunity because it is going to allow me to present my profession to other communicators who I think will benefit from knowing more about what we do. After all, these are the people who will be writing the website content, marketing material or technical specifications that you may

have to translate. The more they know about what you do, the easier that translation job might be in the future.

Another organization that I have

been slowly getting involved with is WITI, short for Women in International Technology (www.witi.org). This is a high tech organization made up entirely of and for women professionals. As stated on their website. WITI's mission is to "increase number of women executive roles in technology and technology-based companies, to help women to become more financially independent and technology-literate, and to encourage young women to choose

A colleague of mine and I drive down to Seattle once every other month to attend the WITI Seattle chapter meetings. Each meeting is sponsored by a different company at a different location. Boeing

careers in science and technology."

sponsored the most recent meeting. A large group of women professionals gathered in the Skyline room inside the Boeing Museum of Flight in Seattle. The speaker was Barb Claitman, who is the head of Boeing's new E-Commerce division and the creator of myboeingfleet.com. She discussed her personal key management philosophy and how it helped her to get www.myboeingfleet.com off the ground (no pun intended).

During the first hour of a WITI meeting, attendees have the opportunity to network with other women professionals at their tables as well as enjoying the goods from the buffet. During the second hour, the speaker gives her presentation and the third hour usually consists of some activity where everyone at the table has to discuss issues relevant to the presentation and then share them with the rest of the group.

Renew Your NOTIS Membership Today!

The first few times I attended the WITI meetings, I was a bit intimidated by these high powered women. What was I, a small-time freelance translator, doing here? However, as a translator, I am part of the high tech business, I belong here. The more I attend these meetings, the more I find these women to be supportive, encouraging, and genuinely interested in what I do. Not only that, these meetings provide me with insight into the world's leading high tech companies. I have met all kinds of women in technology, tech writers from RealNetworks, localization and project managers from Microsoft, programmers from Intel, marketing

"Gain Visibility as a Translator"

managers from Boeing and Borland. WITI is a great way to really get a feel for what is happening in the high tech industry and to see where it is going. I'd also like to point out that these meetings are not just limited to women working for high tech corporations. For example, at a meeting last April, I met an eighth grade science teacher who attended because she was interested in learning more about how to get her female students interested in technology as a career.

Another key organization for translators wanting to get involved in new organizations is the Society for Technical Communicators or STC (www.stc.org). Like WITI, they have regional chapters and hold an annual conference like the ATA. There is something in this organization for everyone thanks to its special interest groups, which include groups

for International Technical Communication (of interest to translators), Marketing Communication, Lone Writer, Consulting and Independent Contracting, and many more.

Whether you live in a large city or even in a small town like I do, take heart, there are many opportunities to spread the word about our profession. Contact your local Chamber of Commerce or check the business section of your paper to find out about business group meetings in your area. As professionals in a booming industry that does not receive a great deal of attention, we need to gain visibility, so support your local professional groups. They may not know it yet, but they will need you.

Hilary Fayen Higgins works as a fulltime freelance German > English translator and can be reached at hilfayhig@home.com experience in this post.



From The NOTIS Board of Directors

New Year's Resolutions

A very quiet transition took place over the holidays: the NOTIS officers and office manager are new faces (with the exception of Vice-President Abigail Clay, who scooched over to the Treasurer's seat). We also have three fresh faces on the board: Anita Krattinger, Sara Koopman and Ray Roman, all of whom have already stepped into their new roles quite capably. Of course, the saying goes that everything old is new again, and you'll note a seasoned hand at the helm. One of our founding members, Jean Leblon, has graciously agreed to serve another year as President, and we are thrilled to have his

As I round up files to hand off to Jean (goodness, but they've accumulated!), I can't help but take stock. I inherited a household in great order, a hard-working, fun board, and the three years have literally flown by. We tackled a Cascadia conference, celebrated our tenth anniversary, recovered, and then got down to work again. We registered our own domain name, and our Web site has grown to include an embarrassment of information. We extended our reach down to the City of Roses, successfully hosting our first out-of-state gathering in Portland, Ore. In the last year, though, the work has been organizational: the decision was made to become a chapter of ATA, and we have finally managed to obtain tax-free status with the IRS. Both of these moves place NOTIS in good stead to continue to thrive for at least the next decade.

However, our work is far from finished: Next up is migrating the distribution of the venerated *NOTIS News* over to electronic media (never fear, the paper one will not disappear altogether!), and if we can find the right person, compiling a complete index. There are some fresh rumblings out there about finally getting the directory online on our Web site. More white papers are slated for the client education dossier. And I'm sure other things will come up!

Of course, these things need somebody's energy to tackle them, so don't be surprised if someone taps you on the shoulder. These kinds of volunteer opportunities are a terrific way to acquire new skills in a supportive environment, so I hope you'll take advantage of them and call us up!

I thank you for the privilege of serving you, and wish I could take all the credit for being able to hand things over in such good shape. It was an easy decision to remain on this board for another term, and I am thrilled to be able to be "just" a board member at last, looking forward to tackling projects with renewed vigor.

Caitilin Walsh, Immediate Past-President

Ave Atque Vale

NOTIS salutes **Carol Leibowitz**, who served as Director and Secretary of the Society for several years but now has left the Pacific Northwest for warmer climes. Thank you, Carol, for all you did for NOTIS. **Anita Krattinger**, our very first Office Manager, has relinquished her post to **Christina Zubelli**. Anita performed an invaluable service in establishing the role of Office Manager, and has kept us on an even track for quite a while! Welcome Christina, in your new job. Congratulations to Anita, **Sara Koopman**, and **Ray Roman** on their election as directors. We appreciate Sara's service as Membership Chair, a detailed and labor-intensive job to which she brings special energy and creativity.

Thanks and congratulations to **Jean Leblon**, who continues his long record of service to our profession with a second stint as President; to **Shoko Fujita-Ehrlich**, who broadens her service to include the role of Vice-President; to **Abigail Clay**, who after supporting the President in the role of "Veep" will now serve as Treasurer; and to **Ray Roman**, who has agreed to serve as NOTIS Secretary.

Finally, farewell to **Jochen Liesche**, who cheerfully kept our books and our finances straight for many years and now has left the NOTIS Board. Jochen was a superb Treasurer: thank you! And farewell to **Courtney Searls-Ridge**, who has stepped down from the Board after more than ten years of service. Courtney served as Secretary, President and Program Chair. She has been an inspiration to all her fellow directors in her tireless devotion to the Society, planning creative programs, mentoring new members, and bringing a special spark to all she does. We'll miss you on the Board, but hope that you will continue to play a part in all NOTIS does. "Don't be a stranger!"

From Our Friends at WITS

You may remember that last year our collegue Jan Weisman was diagnosed with cancer and that she underwent surgery, chemotherapy and radiation. Now, unfortunately, her illness has taken a turn for the worse. Her cancer has metastasized to her brain. She is receiving radiation again, but she cannot work at all since her eyesight and her balance have been affected. She would be very happy to hear from you all, and if you are able to, we also suggest some kind of financial asistance to the fund that is still open in her name: Jan Weisman Fund, Washington Mutual Bank, Act.# 179-4139-6.

Thank you very much for your support and assistance at such a critical time.

WITS Board of Directors



International Translators Conference in Slavonice, Czech Republic Call for Papers

Slovonice is an urban heritage site in the beautiful countryside of South Bohemia, right on the Austrian border. The entire area has a rich history. The town had its heyday in the 16th century and was miraculously preserved by neglect. This sparsely populated landscape of fishponds, forests and gentle, rolling hills dotted by castles and villages where time stopped will be the site of the translators conference from September 20-23, 2001. The conference language will be English. Abstracts about any topic of interest to translators should be submitted by April 30, 2001. Abstracts of a maximum of 100 words should be submitted in MS Word format by e-mail to zuzana007@hotmail.com. Final decision will be made by May 31, 2000. More information can be found at www.scholaludus.cz.

A Practical Guide to Localization, Second Edition

The fully updated and revised second edition of this most useful book contains chapters about translating software, online help and the latest on translation tools. It details what localization engineers need to know about developing, engineering and testing software and online help projects. For project managers, there is all the information needed in planning translation projects. The book has been designed both as reference work and a teaching tool. Updates, additions, links and exercises can be found at www.locguide.com.

A Practical Guide to Localization, by Bert Esselink, published by John Benjamins Publishing Company, ISBN 1-58811-006-0, Paperback, US\$32.95.

PLD 7th Annual Spring Meeting

The preliminary program includes topics such as Avoiding Portuguenglish: It's Not Just a Matter of False Cognates; The Art of Dubbing Films for TV; Sports Terms Used Figuratively in English: What to do in Portuguese?; Accents, Spelling, etc: Who Needs a Spelling Checker?; Building a Balance Sheet from Scratch and many more.

For more information on the 7th Annual Spring Meeting of the Portuguese Language Division of the ATA at the Radisson Hotel Charleston, South Carolina, March 30-31, 2001, please contact Vera Abreu, Portuguese Language Division Administrator, at veraa@mindspring.com.

Translation and Interpretation Institute

The T&I Institute offers a certificate program for linguistically-skilled people of diverse educational backgrounds who wish to pursue a career in translating and interpreting. Courses are offered at Bellevue Community College, Bellevue, WA.

WINTER 2001 (Jan 3 - March 22)

*Introduction to Translation & Interpreting 10 Thursdays, Jan 4 - Mar 8 Taught by Martha Cohen/Anne Quinn

*Fundamentals of Translation 10 Wednesdays, Jan 10 - Mar 14 Taught by Courtney Searls-Ridge/ Jochen Liesche

*Technology for Translators & Interpreters 10 Thursdays, Jan 4 - Mar 8 Taught by Caitilin Walsh

*Ethics & Business Practices (INTRP 106) 10 Tuesdays Jan 9 - Mar 13 Taught by Michelle Privat Obermeyer/ Susana Stettri Sawrey

Non-credit Workshops

*Essential Skill-Building Seminar for Consecutive Interpreters Jan 27, 9:30 am - 4 pm Taught by Christina Perez-Lopez

*Advanced Skill Building for Consecutive Interpreters Feb 3, 9:30 am - 4 pm Taught by Christina Perez-Lopez

*Localization Workshop Feb 4 & Feb 11, 9 am - 3 pm Taught by Ulrike Irmler/Tsukao Kawahigashi

*Skill-Building for Medical Interpreters Mar 3, 9:30 am - 4 pm Taught by Christina Perez-Lopez

To request a brochure call 425-649-3171. To register for Institute courses, you must first register as a BCC student by calling 425-641-2222. International students please call International Student Services first at 425-649-3118. For information about specific course content call the Academic Affairs Office at 206-938-3252. All classes and workshops are subject to change or cancellation by The T&I Institute or BCC. In most cases, advanced language-specific classes will run with three or more students. Please notify the Academic Affairs Office at 206-938-3252 as soon as you can estimate in which quarter you expect to be ready for your advanced classes. In some cases, classes cancelled because of low enrollment will mean that you are not able to finish the certificate program as quickly as you anticipate.





"Innovations"

IJET-12@Monterey/2001

Twelfth International Japanese/English
Translation Conference

Saturday, May 26 and Sunday, May 27, 2001

Monterey, California

Cost (includes dinner Saturday night at the Monterey Bay Aquarium)
Standard fee: \$200, Student rate: \$100

The twelfth IJET conference will be held in Monterey, California, an area of breathtaking natural beauty as well as world-class sights including the renowned Monterey Bay Aquarium and Pebble Beach Golf Course. Only two hours from San Francisco and an hour from Silicon Valley, Monterey offers not only top level conference facilities and accommodations but a wide variety of leisure activities as well.

This IJET conference will cover many issues of interest to Japanese and English translators, but will place special emphasis on the technical innovations that have had such a powerful impact on the world over the last few years, especially on the translation industry. A limited number of rooms is being offered at a special rate at the Doubletree Hotel, and early hotel reservations are recommended. More information can be found at http://www.ijet.org/ijet-12.

NOTIS Directory on the Web

Now that the Webmistress can concentrate on the Web site, she's been thinking that it's high time to get a searchable directory online. We've got everything we need except someone to help us tackle this kind of project. We work in Microsoft Access and Front Page. If you've done this before, or would like to expand your knowledge in this area, we'd welcome your help. Please contact the Webmistress at info@notisnet.org with questions or to sign up!

Updated NIB

The Winter update to the electronic NOTIS Directory, the NOTIS InfoBase (NIB), was posted at the beginning of January. Look for it on the NOTIS home page (http://www.notisnet.org). Changes to information for the next update need to be sent to info@notisnet.org by the 15th of March.

Membership Renewal

Thanks to all of you who have renewed their membership for 2001! Membership rates remain the same for 2001: \$35/yr for individual and institutional members, and \$50/yr. for corporate members. Please let us know if you have a new address, email or phone number when you renew. Remember, the electronic *Directory* updates quarterly and we want potential clients to be able to find you. If you have not renewed your membership in NOTIS, this is your last copy of *NOTIS News*.

Electronic Distribution of NOTIS News

We will start implementing the electronic distribution of *NOTIS News* and send out email reminders when the new issue of *NOTIS News* is posted on the NOTIS website (www.notisnet.org) in PDF (Portable Document Format). Ideally, we will phase out sending hardcopies altogether and electronic notification will be our standard method of delivery. Please let us know if you wish to continue receiving a hardcopy by filling out the form below and sending it to *NOTIS News*, P.O. Box 25301, Seattle, WA 98125.

	Yes, I would like to continue receiving a hardcopy of NOTIS News in the mail.
NAME	(Please print):
ADDR	ESS:



CALENDAR

DATE	EVENT	DETAILS	TIME & PLACE
Tuesday, February 27, 2001	NOTIS Board Meeting	All interested members welcome	Call NOTIS voice mail or president for details
Saturday, March 10, 2001	NOTIS Program "How To Be Your Own Best Editor and Proofreader"	See Page 3 for details	Western Washington University, Bellingham, 1-4 p.m.
Tuesday, March 13, 2001	Slavic SIG Meeting	Social gathering with workshop and special guest Ross N. Lavroff, Russian Interpreter	European Restaurant and Pastry Shop, 4108 University Way N.E., 5:30 p.m. to 7 p.m.
Monday, April 2, 2001	NOTIS Board Meeting	All interested members welcome	Call NOTIS voice mail or president for details
Saturday, April 28, 2001	ATA Accreditation Exam	For more information contact Jean Leblon at (425)778-9889 or JM1130@aol.com	University of Washington Architecture Hall, 1-4 p.m.
October 31 - November 3, 2001	42nd Annual conference of the American Translators Association	Fax ATA at (703) 683-6122 or send Email to conference@atanet.org	Regal Biltmore Hotel, Los Angeles

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