

# NITA Newsletter



**Karen Tkaczyk,**  
NITA's president  
2009–2011

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### About NITA:

NITA was founded in 2008 to help elevate the quality and availability of language services in the state of Nevada. Its goals include advocacy for the profession, political action for legislation (certification), among others. NITA offers its member professional development opportunities, free quarterly meetings with presentations, voting rights in board elections, networking and much more.

### Special points of interest:

- > First Las Vegas get-together held
- > Quarterly meeting for September finalized
- > Fantastic Health Care Interpreter Training course ongoing
- > NITA represented at NCIHC meeting in Las Vegas
- > NITA board members to present at annual ATA conference

### Note from the president

By Karen Tkaczyk

I hope you're having an enjoyable summer and that your business has not suffered from the recession. Since I last wrote NITA has had a great quarterly meeting, held in UNR in June, and held an exploratory meeting in Las Vegas that was well-attended. The spring healthcare interpreting training has finished with seven completing graduates. We have several new members too. Welcome!

Judy Jenner and I enjoyed writing an article on establishing a regional group for the ATA Chronicle. More about that on page 2.

I'd like to thank those of you who have volunteered recently. We will achieve more and more as the number of helpers increases. If you are interested, but not sure what volunteering might involve, please get in touch with me and I will give you an idea of the options.

There are one-off ideas like arranging a happy hour, all the way to roles on the board that need weekly input.

Finally, thanks to Judy Jenner, our wonderful vice president and newsletter editor, for her hard work.

### NITA represented at NCIHC annual meeting in Las Vegas

By Judy Jenner

The National Council in Health Care Interpreting (NCIHC) held its annual membership meeting at the Westin Casuarina in Las Vegas on May 27 and 28. NITA was able to secure a highly discounted table in the exhibitor area, which enabled us to display our brochures, information about the upcoming health care interpreting workshop, etc. Our goal was to meet fellow language professionals in the health care interpreting field and invite them to join our organization. The event was a true success for us! A heartfelt thanks to NITA member Roxane Dow, who graciously offered to help attend the table during both days.

NCIHC was generous to offer both Roxane and Judy free admission to the meetings in exchange for volunteering as note takers during the sessions, which was a win-win situation. NITA had the opportunity to learn about how a much larger national organization operates, and we are happy to report that we are right up there with the big guys in terms of organization and frequency of events. We made many valuable contacts in the industry and spoke with interpreters from Arizona and Utah, who are struggling to get their state organizations off the ground. We expressed our willingness to share our knowledge and experience with these organizations, and look forward to working with them.



Judy Jenner and Roxane Dow representing NITA.



**Quarterly Member Meeting Report****By Gladys Paulino**

Seven people attended the June general meeting held at the IGT Mathewson Knowledge Center at UNR. Attendance was down due to the last session of the rescheduled health care interpreter training, and possibly also due to a massive thunderstorm! In spite of the lower number we had a great meeting full of lively discussion. We were delighted to have Yves Tkaczyk, president of ClearSquare Associates and Marianne Pripps-Huertas, NITA co-founder, who gave two excellent presentations. Yves presented Tips and Tricks in Word. He showed us how to utilize some useful feature of Microsoft Word 2007, which included the use of shortcuts, using styles, tracking changes, PDF conversion, customizing the toolbar, etc. Application of these features can save time and eliminate unnecessary steps when working on a Word document. Marianne gave a presentation on Intercultural Communication. She discussed ways in which individuals communicate and express themselves in a variety of ways within and across cultural boundaries.

Both presentations were very informative and demonstrated ways in which we can improve efficiency and effectiveness in our daily tasks. The meeting concluded with a door prize by drawing names. The winner took home a copy of the software *The Translator's Toolbox: A Computer Primer for Translators* by Jost Zetzsche, a great tool filled with expert advice on technology and translation. The meeting was followed by an informal networking at the Chocolate Bar. The next quarterly meeting will be held on September 12 in the same location.

Below: NITA president Karen Tkaczyk, her husband Yves Tkaczyk, who presented on "Tips and Tricks in Word" at the June meeting, and fellow board member Grace Blaylock at a happy hour at Chocolate Bar following the June quarterly member meeting.



Would you like to be featured in the member news section? Please e-mail us as vicepresident@nitaonline.org.

**Volunteers needed to join our board of directors 2009–2011!**

Would you like to help NITA achieve its goal of elevating the quality of language services available in our state? Do you have the passion and the energy to help a young organization grow? We'd love to have you! Please e-mail us at [president@nitaonline.org](mailto:president@nitaonline.org).

**NITA Member News: Past president and Co-Founder Tracy Young Chosen as CHIA Trainer**

CHIA, California Health Care Interpreting Association, has chosen NITA past-president Tracy Young to be a State CHIA trainer for hospital bilingual employees and interpreters, and for administration staff. California has adopted the CHIA standards for all health care interpreters so CHIA training is being organized to meet this need.

Regarding the training of administrators, this is possible because Senate Bill 853 in California passed, which will ensure that health care plan members have access to health care services in the language of their choice. CHIA trainers are going into hospitals and supporting them with creating a Language Access Services Department and providing necessary resources to complete this task. There were only 20 trainers chosen for employees and only 5 chosen for administrators, so this is a great honor for Ms. Young, who says "I feel honored to work so closely with CHIA. It will be a model process for us to implement here in Nevada."

**NITA Making Headlines**

This past June, NITA's president, Karen Tkaczyk and vice president, Judy Jenner, wrote an article published in the American Translator Association's Chronicle, which is distributed to more than 10,000 members around the world. The article focused was on how to start your own translation and interpretation association, using NITA as an example. The article's title is: "Lessons from Nevada: How to Start Your Own T & I Association." We have received lots of good feedback on this article, and several associations-to-be are looking to our organization for guidance. We received this compliment from an ATA rep: "You folks in Nevada are putting everyone else to shame!". We couldn't have done it without all of you — a heartfelt thank-you to all you members who support our young organization!

Below: NITA's board of directors: Rossana Bertani-Roach, Karen Tkaczyk, Judy Jenner and Grace Blaylock at the University of Nevada, Reno.



## Board Reports—Some of the Decisions Made at Recent Meetings By Karen Tkaczyk

NITA Board meetings are held monthly in Reno, Nevada. All current NITA members are welcome to attend the meeting and bring their ideas and suggestions.



May Board Meeting (Held on May 6, 2009, at the South Valley Library in Reno)

- Approved official documents (Guidelines for new members, membership application form,)
- Approved bylaws issued
- New automated membership (PayPal) up and running and performing well
- 2008 taxes filed

June Board Meeting (Held on June 6 at the Starbucks on 400W 5t St #101, Reno, Nevada)

- Approved official font to be used in all NITA correspondence
- Approved ATA continuing education credits for November health care training
- Planned details for September and December quarterly meetings
- Confirmed no board meeting in July

August board meeting August 14, 2009, at 5:00 p.m. in the Raley's North Hills in Golden Valley in the Meeting Room. For further updated information, please see website at [www.nitaonline.org](http://www.nitaonline.org).

## The Entrepreneurial Linguist: Think of Yourself as a Business and as a Customer

By Judy Jenner

As language professionals, we all excel in the humanities, but many times, we don't focus on the business side of our profession — that's because it is typically not taught in translation programs. In order to get into the entrepreneurial mindset, start by doing two things.

First, stop thinking of yourself as "just" a freelance linguist and **start thinking of yourself as a business** (whether you are incorporated or not). This mindset will

help you manage your activities in a more strategic way. You are selling your services; therefore, you are a business. Start behaving like a one! A one-person business operated out of a spare room is just as much a legitimate business as a Fortune 100 company. Most of your transactions will likely be on the so-called B2B (business-to-business level), and you are an equal partner in these transactions. Give yourself a pat on the back; welcome to being an entrepreneur! If you need any help with incorporating (which has considerable tax benefits) or anything else, try using the free services by the Small Business

Administration's SCORE division, where retired executives can help you with everything from creating a business plan to seeking loans.

The second thing you need to do is **think of yourself as a customer**. Now that you are thinking yourself as a business, put yourself in the customers' shoes. If you were them, what would you want? This is an essential question that you must ask yourself frequently. Your goal is to make things easy for your customer and building a solid working relationship. If you don't know what the customer wants, ask. I have this line on a post-it on my desk, and every time someone calls me for a quote, I ask myself: "If I were the person on the other side of the transaction, what would I want?" Seeing any business from your customer's point of view is a powerful tool.



### IT for Translators with Macs

One of the silliest anti-Mac myths is the notion that you will not find all the software you need on the Mac... You may not get the same quantity of applications that PC users can find, but the matter of quality is certainly not an issue. Thanks to aggressive marketing and superior looks and service, [MacUpdate](#) is king of this domain, and their latest gadget, [MacUpdate Promo](#), a dangerous fix for the software addict I am. Whether you are using a Mac or a PC, you are now familiar with the ad hoc updates your Apple or Microsoft sends to you from time to time. They help you to keep your system safe and working at its optimum. But what about the many applications running on it? Various degrees of memberships with VersionTracker or MacUpdate allow you to register your applications (automatically when with the provided

utility) and be informed when an update for those is made available by the developer. This is a fantastic and easy way to stay current and benefit from the latest productivity features of your applications. Moreover, when you try a new application, downloaded from the MacUpdate site while logged in as a registered member, that application is automatically registered and each one of its new updates triggers a message to your inbox—if you are so inclined.

RSS feeds can help you keep track, too, and this is where [MacUpdate Promo](#) kicks in: Everyday, you get a new, 24-hour only, promotion offering

### By Yves Avérous

you a fantastically cool application for a fraction of the price, some as low as \$5! [MacUpdate Promo](#) not only highlights the cool tools, but makes them also very affordable.

Among the latest promotions of note: **XSlimmer**, that reduces the size of your application removing the unnecessary parts, like the language packs.

Don't take my word for it and visit [MacUpdate](http://www.macupdate.com/) now (<http://www.macupdate.com/>).

**Note: The full article appeared on Yves' blog in 2007.**

**Yves Avérous** is an English → French translator and localization specialist in the Bay Area and a guru of all things Mac. Read his insight on: [www.transmug.com](http://www.transmug.com)

## Will Work for Food?

Kotányi, an Austria-based distributor of spices with international operations, recently put up an ad at Vienna's College of Translation and Interpreting looking for Italian interpreters to explain the functions of a complex new processing machine.

According to the information in the ad, the company would not pay for these services, but would provide lunch instead.

A formal protest letter sent to Kotányi by the Austrian Interpreters' and Translators' Association UNIVERSITAS fell on deaf ears. However, once the story made it into a newspaper and from there into a popular radio show about consumer rights, Kotányi sprang to action. The company claimed the ad was a "misunderstanding", but declined radio interviews and unsuccessfully tried to prevent the broadcast. Never underestimate the power of the media and the language professionals!

By Dagmar Jenner



## Connecting Worlds: 40-hour Health Care Interpreting Workshop with Tracy Young

We are happy to announce that our health care interpreting workshop, held on Saturdays in March, was a huge success. Our most heartfelt thanks to Tracy Young, NITA co-founder and outgoing President, for donating all her time to put on this workshop. Attendees at the workshop, held at St. Mary's hospital, which was very generous in working with us, learned a lot about the world of healthcare interpreting. One of our attendees, Barbara Hunt, sent us the following testimonial:

"The session was an enjoyable combination of instruction and attendees sharing their health care interpreter experiences, questions and perspectives with the group. The experiences students related played a significant role in our learning, in addition to creating the climate for the gratifying bonding that developed among us. Along with Tracy's presentations and the program's excellent written materials, the experiences and perspectives shared by the attendees led to many "aha" moments, even for the most experienced interpreters. Among these "aha's" was a greater understanding of the complexity and critical importance of the health care interpreter profession. Adding still more value to the program, both Tracy and the attendees shared a wealth of resources with the group, including books and online materials for the health care interpreter. Participants left the session with a new appreciation for the challenges of the profession and the skills needed to be a competent, trained health care interpreter—and the glow of a satisfying day spent with new friends."

Next workshop:  
November 9 –13 with Tracy Young at St. Mary's hospital in Reno. Rooms at Circus Circus: \$35 (great deal!). Cost for NITA members: \$350. More info: <http://tinyurl.com/>

## Former ATA President Ben Teague Dies in Tragic Georgia Shooting

Ben Teague, a long-time member of the American Translators Association and its former president in the 80s, was a much respected and beloved language professional for more than 30 years. Active in his local community, especially in theater, which was his great passion, Ben Teague was attending a theater picnic in Athens when a

local university professor opened fire, looking for his estranged wife. According to bystanders, Ben Teague tried to calm the shooter down and protect the intended victim, resulting in his own tragic shooting death. The translation community responded with an enormous outpour of sympathy and support. Ben Teague, a widely

respected German and Russian into English translator, is survived by his spouse of more than 40 years, Fran. For more information, please see: [http://www.onlineathens.com/stories/043009/new\\_434912546.shtml](http://www.onlineathens.com/stories/043009/new_434912546.shtml)



## Member Profile: Sylvia Ahlbrandt, English->German Technical Translator

This newsletter marks the first edition of our Member Profile series, in which we introduce one of our members to the NITA community in an effort to get to know each other better. Last month, we interviewed Sylvia Ahlbrandt, who is a resident of Henderson, NV and a English->German technical translator.

### How did you become a technical translator?

I hadn't planned on becoming a technical translator; it was rather a series of events that took me down that road. Fresh from university in Germany, my first job was with a US manufacturer of construction equipment. In the course of 3 years, I became well acquainted with their products and established glossary of terms. My next employer was a French valve manufacturer. I was responsible for English, French, and German translations. My boss, an engineer, would take me down to the workshop and show me the equipment and how it worked. The "hands on" experience helped me get a feel for technical details. After moving to the US, I became a free-lance translator. One of my first clients was an agency with a need for translations in the agricultural field. As my husband's family owns a farm, I could always ask them when questions arose. When I couldn't find the German translations in any of my references or dictionaries (this was long before the advent of the internet), I'd call an uncle in Germany who was a farmer. In the course of the years, I became acquainted with more technical fields.



### What's the most challenging project you have worked on?

Every novel product, every niche of a particular industry that is new to me is a challenge, because all require in-depth research, not only of vocabulary, but also to gain an understanding of the concepts.

### What do you enjoy the most about your chosen profession?

It's hard to put it into words (no pun intended), but I just love finding different ways of conveying a message into the other language. I find myself doing that when I read magazines, look at billboards, watch movies... just about everywhere.

### How do you keep your target language skills (German) fresh, as you live in the source language?

It used to be more challenging, but nowadays with the internet, I can read German newspapers, listen to German news, watch German TV... I talk to friends and family on the phone several times a week, and every two years, I return to Germany for about 2 months.

### What's the one dictionary (print or CD-ROM) that you cannot live without?

There are two technical dictionaries that I use on a daily basis, and I couldn't really choose between them: One is Richard Ernst, Wörterbuch der industriellen Technik, the other is the Fachwörterbuch Technik und angewandte Wissenschaften (Langenscheidt), both on CD-ROM.

NITA member and German translator Sylvia Ahlbrandt at work in her cozy home office in Henderson, NV.

## Website Updates

We are working very hard to bring you fresh and new content to the NITA website on a weekly basis. We are constantly adding new events, both those organized by NITA as well as by other regional, national, and international associations, as well as news from the industry and other information of interest to our members. Be sure to visit frequently.

We have also recently revamped the log-in button to our members-only section. It is now located in the top left-hand corner on the homepage ([www.nitaonline.org](http://www.nitaonline.org)). This is where you will log in to participate in the Forum, update your profile information, and log in for the very first time if you are a new member. We are proud to bring you a strong website and look forward to any comments or suggestions for improvement that you might have.

**Opinions wanted!**

**Professional development**

**What types of seminars or events would you like to see? The board would love to hear your input.**

**Please e-mail us!**

**Quarterly September and December Meetings Planned**

September meeting	December meeting	Holiday Social
<p>Will be held at UNR on Saturday, September 12, 2009, starting at 10:30 a.m., concluding at 1:30 p.m. The event is free and open to the public.</p> <ul style="list-style-type: none"> <li>• Dr. Nelson Rojas from UNR: "Literary Translation: Introductory Notions"</li> </ul> <p>Join us for lunch afterward! More information to come via e-mail.</p>	<p>Will be held at UNR on Saturday, December 5, 2009, starting at 10:30 a.m., concluding at 1:30 p.m. This meeting is free and open to the public and will feature a presentation by:</p> <ul style="list-style-type: none"> <li>• Andrea Krlickova, Supreme Court of Nevada: "Modern History of Court Interpretation: The Nuremberg Trial of Nazi War Criminals"</li> </ul> <p>Join us for lunch afterward! More information to come via e-mail.</p>	<p>Please give us your input! We are planning our first-ever NITA holiday social. Would you like it in December or in January after the business is over? This will be a great opportunity to come out and mix and mingle with fellow linguists! We know December seems very far away, but it will be here before you know it. Stay tuned for more details. This get-together will be held in Reno, and, if possible, also in Las Vegas.</p>

**NITA Members to Present at ATA's 50th Annual Conference in New York City**

**By Judy Jenner**

In early June, the American Translators Association announced its speakers for the 50th Annual Conference in New York City during the week of October 28—31. Both NITA's President, Karen Tkaczyk, and NITA's Vice President, Judy Jenner, were among the selected speakers and will join many high-caliber fellow presenters. True to her specialization, Karen, who has presented on the past two ATA conferences, is giving a presentation for technical translators, based upon her

previous industrial experience. It is entitled "If I Spent a Day in a Chemistry Laboratory..."

Judy Jenner is addressing the subject of how to market translation services and gives tricks and tips from business school in her well-received presentation "Lessons from Business School: The Entrepreneurial Linguist." For more information about this annual conference, which will feature 150 educational sessions and more than 2,000 attendees, please see the ATA's website

at <http://www.atanet.org/conf/2009/>

Several NITA members have confirmed their attendance at this fantastic annual event. The conference fees for the three-day event are at \$325 for ATA members who register by September 25. The organization has secured a block of rooms at the conference hotel, the Marriott Marquis, for \$200 a night. Rooms are going quickly. Let us know if you plan to go, need a roommate or would like to join us for a NITA happy hour in New York City. This intense conference is one of the best investments in your professional development all year.



**Translation Business Corner: Scams and Controversies**

**by Judy Jenner**

**Scam Alert**

Many of our colleagues have been receiving an e-mail similar to the one below from a Gmail address (which already raises a flag as to the validity of the potential translation buyer):

We currently need German to Spanish Translators. If you're interested to work with us please contact us by e-mail as soon as possible.

Thanks

Donald

DAIMOND TRANSLATIONS

[e-mail:daimondtrans@gmail.com](mailto:daimondtrans@gmail.com) Please do not reply to this message. The sender is trying to give you work as long as you purchase a Sysran software. For more information, please see: <http://tinyurl.com/m82jgb>

**LinkedIn Free Translation Controversy**

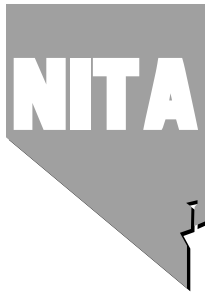
LinkedIn, the world's largest professional networking site (join NITA's group, see more information on page 7), has recently created quite a stir. In June, the company sent an e-mail to roughly 10,000 translators, essentially asking them to translate the site's interface for free. Translators worldwide joined the outrage about a large company's disdain of our profession. LinkedIn sent a clear message that it does not consider translation a highly specialized professional service. Collectively, the translation community wondered if LinkedIn had also sent an e-mail to

attorneys, asking them to review some contracts in exchange for a premium membership (worth \$30 or so)? We doubt it. As should be expected, LinkedIn faced substantial public scrutiny, and even the paper of record, the New York Times, reported on it. Read the article here: [http://www.nytimes.com/2009/06/29/technology/start-ups/29linkedin.html?\\_r=2](http://www.nytimes.com/2009/06/29/technology/start-ups/29linkedin.html?_r=2)

Incorporated 2008

NITA  
P.O. Box 21207  
Reno, NV  
89515

Phone: 775-772-9319  
Fax: 775-847-0659  
E-mail: info@nitaonline.org



Note from the editor:

Many thanks to our contributors, including technology guru Yves Avérous, NITA president Karen Tkaczyk, Gladys Paulino, and Dagmar Jenner. I am grateful to Maricarmen Cresci for proofing this newsletter.

Our NITA newsletter is published quarterly. We want to turn this newsletter into a consistent source of fantastic information for our members. The Board welcomes all contributions from members. Articles should be roughly 250 words and include a short biography and a picture. If you wish to write a piece, or would like to help with the creation of the newsletter, we would very much like to hear from you!



Judy Jenner, Editor  
NITA Vice President  
vicepresident@nitaonline.org  
702-541-4647 Skype: judyjenner

Create your profile in the Member's Directory on the website!

Join us on LinkedIn!

In spite of its recent faux pas with the translation industry (see opposite page), LinkedIn is an essential marketing tool. It is the world's largest professional networking site with more than 30 million users. If you haven't done so, be sure to create your free profile (we recommend foregoing the premium worldwide, list your qualifications, and even get recommendations. There's also a section for groups, and NITA has one. Simply search for "NITA" and join us! Board member Judy Jenner is the group's administrator and will post messages and discussion forums. Join free at [www.linkedin.com](http://www.linkedin.com).

NITA Reports from Southern Nevada

By Judy Jenner



NITA members Giuseppina Gatta, Jeffrey Buntrock and brand-new NITA member and UNLV visiting professor Iria González-Liaño at Coffee Bean & Tea Leaf on May 30, 2009.

**May 30** marked a casual get-together of NITA members and soon-to-be members in Las Vegas. I was delighted about the turnout at the Coffee Bean & Tea Leaf across the street from UNLV, with roughly 10 language lovers in attendance. We had the opportunity to mix and mingle, and I'd like to thank everyone for coming out and joining us. We are all very excited about the possibilities for our organization in our corner of the state, and look forward to many more get-togethers. Another meeting casual get-together is being planned for early September. I will be sending out information about that via e-mail. If you'd like more information, feel free to contact me anytime at [vicepresident@nitaonline.org](mailto:vicepresident@nitaonline.org).



Judy Jenner at CHICATA on May 16.

On **May 16**, I was delighted to represent NITA at the Chicago Area Translators and Interpreters' Association (CHICATA) Annual Conference as one of their speakers in Chicago. CHICATA has been in existence for more than 20 years, and they gave me the chance to attend their annual quarterly meeting after the conference. As a NITA board member, I am always very interested in learning how organizations structure their meetings, presentations, and conferences. I am happy to report that we are well on our way of becoming an organization of CHICATA's caliber. We are getting closer to having our own formal conference and we expect to continue making progress towards this goal. By working with other translation organizations, we can learn from each other, exchange information, and share resources. For instance, the NITA newsletter will start its collaboration with CHICATA's newsletter by providing either reprints or original content.