

CHICATA NEWS

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Annual Conference features marketing strategies

by Melissa Ramer

Outstanding speaker + lush setting + fascinating colleagues = CHICATA's Twenty-First Annual Conference. Located at Chicago's Talbott Hotel, this all-day conference on Saturday, May 1st, was attended by 43 people. Judy Jenner of Twin Translations was the charismatic speaker. The subject: "The World Is Your Marketplace: Direct Client Acquisition and Web 2.0."

Judy Jenner is the Entrepreneurial Linguist and has a book and website of the same name. You may have also seen her column in the ATA Chronicle. With an MBA in her back pocket, Judy

raises the level of professionalism for the translation industry through her example and practical experience. What follows is some of what I learned from Judy.

Web 2.0 is the new buzz word for the internet. The second version of the internet is interactive, user-driven, and participatory. This cloud platform can provide "viral" marketing, or online word-of-mouth promotion, that is free and easy to use.

A presence on the web is vital for your business. The more presence you have, the more accessible you will be to your colleagues and future clients. But what kind of presence is that? Your reputation is really all you have in the end, says Judy. Whatever you say on the web will probably live forever. Mind your web reputation as well as you would your local reputation.

A professional-looking website is a good place to start. Google offers a free website template.

Linked-In is a vital resource for connecting with colleagues and being available to potential clients. Think of it primarily as a resource for growing your network rather than as an avenue for direct advertising. Do choose your connections thoughtfully: you should link only with those whom you know and would readily recommend. This is an excellent avenue to recommend others professionally and to be recommended.

Above right: Judy Jenner. Photo by Ulf Buchholz. Left: photo submitted by Anne Serr.



Do you tweet? Judy does, and recommends Twitter as another way to participate in web 2.0. The 140-character tweet length is also an excellent tool for honing writing skills: you must be concise. Just as you choose Linked-In connections thoughtfully, consider who you follow on Twitter.

What about Facebook? Judy participates in web 2.0 in this way, also, seamlessly integrating her professional and personal lives.

Why be involved in so many forms of online communication? While search engine algorithms are not fully known, what is evident is that search engine optimization is related to web presence. The more links you create and the more recent your updates are, the more likely you will be found by a search engine.

All of these venues favor the confident professional who has found her own voice and knows what her business goals are. How to get to that point? Here are two exercises Judy recommends. First, practice your elevator speech. It should not sound canned; let it be natural. Know what you want to say—concisely—so well that it flows off the tongue. Get your thoughts in order and then practice out loud any chance you get, aiming for a 30-second

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CHICATA NEWS

PRESIDENT

John F. Bukacek
president@chicata.org

SECRETARY

Marie Clarke-Doane
marie.clarkedoane@gmail.com

TREASURER

Cristina Villanueva
nowinspanish@yahoo.com

PROGRAMS

Olimpia Hernandez
olimpiahdez@yahoo.com

EDITOR & DESIGNER

Rocio Jaramillo
mrociocj@earthlink.net

WEBMASTER

Pippin Michelli
webmaster@chicata.org

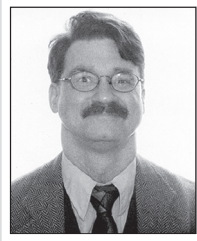
MEMBERSHIP

Vojin Drenovac
drvojin@comcast.net

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Message From the President



I hope that everyone had an enjoyable summer. Following our annual conference in May, CHICATA took off the months of June and July, as is our usual custom. In August, we had our CHICATA Fest social gathering at the home of Yves Lassere and Cristina Villanueva. It was a wonderful event, and a good time was had by all!

Our regular programs resumed in September, with a workshop on Developing a Business Plan, conducted by Olimpia Hernandez. The workshop was very informative and provided many practical tools for developing a business plan. More programs are in preparation for the coming months. Please keep an eye on your e-mail in-box for announcements of future CHICATA activities.

Over the past year, we have had many excellent programs. I would like to thank the Immediate Past Vice-President for Programs, Erika Kugler, for all of her hard work on innovative programs. I would like to welcome our newly-elected Vice-President for Programs, Olimpia Hernandez. Olimpia has a wide range of experience that will be very helpful in planning CHICATA programs.

Membership in CHICATA is stable, at about 132. Our Vice-President for Membership, Vojin Drenovac, works efficiently “behind the scenes” to maintain our membership records. I would also like to thank Cristina Villanueva, our Treasurer, for her hard work on the finances of the Association. I would also like to thank Rocio Jaramillo for her dedication to the *CHICATA News*. The CHICATA Secretary, Marie Clarke-Doane, has been taking care of her new baby, and thus unavailable to attend the Annual Meeting, so the Immediate Past Secretary, Spring Stillman, recorded the Minutes. A great big Thank You to all volunteers for your help!

The CHICATA web site remains a challenge. Our hosting service recently “upgraded” its system, but in doing so, it created migration problems which affect the operation of our web site. Our Web Master, Pippin Michelli, has been working on this problem. Once the technical issues are resolved, we should be able to create a “Members Only” section for the CHICATA web site.

In conclusion, I would like to thank Sungki Cha for his generous donation of \$100 to defray the costs of the CHICATA Conference. Thank you, Sungki - CHICATA certainly appreciates your support!

Sincerely,

John F. Bukacek

Annual conference

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mini-speech that describes who you are (professionally) and what you uniquely have to offer.

The second exercise is one Judy conducted at the conference. Create text for promotional material, a summary statement with substance and pizzazz. It can be helpful, as it was at the conference, to do this as a small-group activity, interviewing each other and brainstorming marketing phrases. Aim to create a template that can be tailored for individual customers.

As Judy emphasized, it is important to offer customers solutions to their particular problems rather than “just” your services or services they don’t need. How to remember these particulars? Keep track of the details. Create a concierge list of client information.

How to get those clients you’ll want to keep track of was the second topic of the conference. For starters, the entrepreneurial linguist recommends: Consider yourself a business first and a linguist second. Do you present yourself professionally? Some quick tips to take your professional pulse: Do you return phone calls and respond to emails promptly? Do you follow up? Do you use business templates to prepare quotes and send invoices? What does your business email address say about you? Avoid cutesy monikers at all costs.

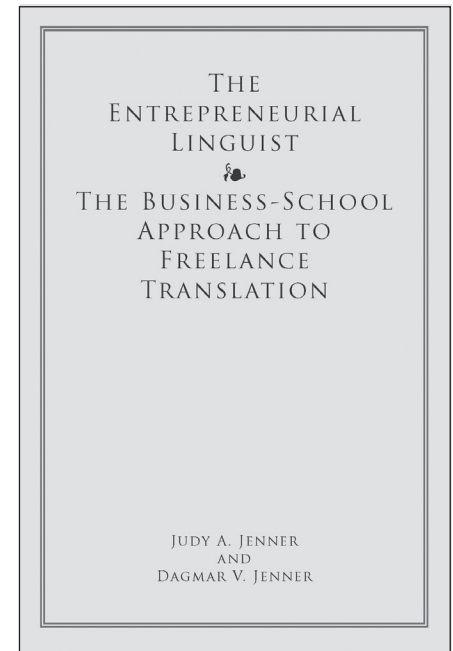
Some of Judy’s suggestions for making contacts with potential clients include attending trade shows, doing targeted volunteer or pro-bono work,

and giving association talks. And the “baby shower” strategy: be prepared to briefly explain what you do if asked (even at a nonprofessional event), and always have your business cards on hand. You never know where your next customer will come from. A truck stop was Judy’s strangest place for getting new work.

Judy’s description of the Latin American strategy for developing contacts is the antithesis of the cold call. If you have identified a potential client you would like to meet, find someone who knows you both and can vouch for you. (This is an ideal time to scroll through your Linked-In contacts’ contacts.) Ask friends to set up introductions, but don’t assume that you are owed this favor. Treat it as the privilege it is, acknowledging your mutual friend by copying her in your first contact email and by thanking your matchmaker for the introduction.

Using the metaphor of a first date, Judy recommends treating a first meeting as a getting-to-know you encounter rather than an opportunity for a sales pitch. Take the time to get to know your potential customer and their needs.

“No Pain, No Gain” is the first principle of direct client acquisition: if you are not willing to put in the hard work and have patience, this may not be the right business model for you. For those willing to pursue it, Judy offered a wealth of ideas and information based on her training, experience, and knowledge of the field.



Why might it be worthwhile to pursue direct clients rather than, say, to work for an agency? Direct clients tend to value quality over price and generally have less time pressure. Taking control of your professional life, you can cultivate clients in the areas you like. If you satisfy the client, you may create a mutually beneficial, long-term working relationship.

There is no question: you will be in the company of competitive colleagues. Nurture this network. In fact, you may want to keep an eye out for an “editing twin” in the same language pair. Judy has this in a twin sister, but the principle is transferrable and highly beneficial.

This editing twin arrangement can work as a trade-out if comparable workloads exist, or a mutually agreeable system for charging can be agreed on, either by the hour or by the word. Direct clients expect print-ready documents, so having someone to proofread and edit your work is ideal.

How to get started in implementing these ideas? Have a plan. Do your homework, researching your industry. Identify and focus on targeted clients. Nurture repeat customers, but don’t



Above right: Judy Jenner’s book. Four copies were given away as raffle prizes. Above: Audience. Left: Olimpia Hernandez and Deborah Joyce helping with registration.

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The challenges of appropriately translating subtitles and dubbing of films

by *Elaina Komala*

Roughly thirty people—CHICATA members and non-members alike—came together on April 10 to learn about and discuss the difficulties of translating for film at “Mistranslating Culture Through Film: Subtitles, Dubbing, and What Gets Left Out.” The event was hosted by Lake Forest College and exclusively featured panelists who are professors in the Modern Languages and Literatures Department. This event was open to the public and was attended by both current and former Lake Forest College students interested in pursuing careers in translation and/or interpretation.

CHICATA member and French professor Cynthia Hahn discussed specific elements that should be considered when subtitling, including whether or not to include subtitles for a film’s soundtrack. Citing an example from the film *La Haine (Hate)*, Hahn argued that being able to understand the lyrics of a particular song may enhance the viewer’s experience of the film. Therefore, without knowledge of the song’s language and without subtitles, the filmmaker’s very deliberate choice of music is lost on the viewer. Hahn mentioned many examples of cultural references dropped in translation.

In the second panel, Patricia Scarampi, a French and Spanish professor, continued the discussion of lost cultural references, particularly those related to humor. She spoke about the difficulties in translating humor, which involves more than just source and target languages. The translator must take into account the target audience, which affects the tone of the language.

Humor is particularly hard to translate because oftentimes it comes from wordplay, which cannot be translated literally. Scarampi gave excellent examples of this in Spanish and English

subtitles of French films. She also briefly mentioned some of the most common issues with dubbing.

The tone changed slightly in the third panel, presented by Spanish professor David George. He discussed the lengthy process of translating and editing film subtitles. George had experience working as a consultant for film subtitling, and he gave his impressions and frustrations from his first-hand experience.

He described the differences in the processes of translating the original screenplay and then, once the film had been made, consulting on the subtitles to ensure they fit the needs of the filmmaker. In this particular case, the subtitles had been translated for a United Kingdom distribution, and the filmmaker wanted them to be reworked for an American audience.

Inevitably, common themes came up in the three very different presentations. Mistranslation runs rampant in the film industry, and as a viewer and multi-linguist, I often think I could have created better subtitles or dubbing. The most frustrating part is that most mistranslations can be avoided.

Undoubtedly, the attendees of this event will take more notice of mistranslation when watching subtitled or dubbed films from now on. Perhaps some will be inclined to join the industry to help better the quality of subtitles and dubbing.

Personally, I have always been a fanatic of the subject, and I very much enjoyed all of the presentations. With a vast topic and limited time, the event only left me wanting more. Luckily, I was able to spend some additional time getting to know the panelists and CHICATA members afterward. The session was followed by dinner at Southgate Restaurant in Lake Forest, to which about twenty people came. ●



Officers discuss CHICATA matters at the Annual General Membership Meeting. From left to right: John Bukacek, Erika Kugler, Cristina Villanueva, Cecilia Davila, and Spring Stillman.

Annual conference

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neglect to develop new clients. And for ongoing encouragement, join your CHICATA colleagues at meetings and at the CHICATA Corner. You never know who you might run into. ●

Melissa Ramer translates from Spanish to English and is the Manager of Translations at Valtera Corporation in Rolling Meadows, IL. She may be reached at mrramer@valtera.com.



Volunteers that helped make the conference a success. From left to right: Sungki Cha, Olimpia Hernandez, Erika Kugler, Veronica Hall, Judy Jenner, Deborah Joyce and John Bukacek. Photo submitted by Judy Jenner.

Elaina Komala is a recent graduate of Lake Forest College. She is looking to begin a career in which she can use her language skills. She speaks English, Spanish, French, and Portuguese. Elaina can be reached at elaina.komala@hotmail.com.

Simultaneous interpretation equipment: Tips and recommendations

by Rolando Hasbun

Every professional interpreter is aware of the critical aspects of interpreting that make the difference between a successful and a not-so-successful performance on the job. But the tool that is perhaps the most valuable, critical and least understood by clients is simultaneous interpretation equipment. Although equipment is considered as a burden and an unnecessary expense by many clients and some agencies, in reality an interpreter is only as good as the system he or she uses.

At CHICATA's February 27 meeting, Mr. Brian Mahoney, owner of the Plus One Audio and Video company (www.plusoneav.com), presented information that encompasses the basic and the not-so-obvious, along with helpful hints and caveats regarding the use of simultaneous interpretation equipment.

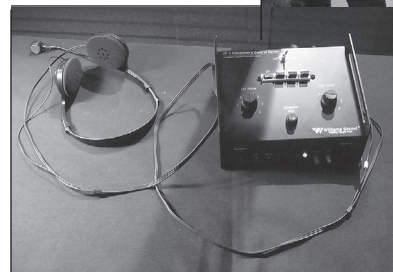
Mr. Mahoney is perhaps the most knowledgeable supplier of equipment in the Chicago area. With almost twenty years of experience supplying equipment for events in the Chicago area and beyond, Mr. Mahoney is no stranger among experienced interpreters.

In addition to securing superb equipment, he gives special attention to audio quality and assigns highly competent technicians to monitor how the equipment performs and to assist in the logistics. This approach provides peace of mind to interpreters, who won't have



Above: Audience listens. Photos submitted by Erika Kugler.

Right: Brian Mahoney speaks while Roberto Mendoza helps with the Plus One interpretation booth. Below: Williams Sound IC-1 control box and Audio-Technica ATH COM2 headset.



to deal with technicalities so that they may focus on the delivery of their linguistic expertise.

During his presentation, Mr. Brian Mahoney covered two main areas: Portable Interpretation Equipment and Conference Style Systems.

Portable equipment is used rather frequently nowadays, Listen being the manufacturer of choice. Components are small and can easily be shipped around the country. Receivers and transmitters are easy to program and no on-site technician is required.

Obviously the main advantage of portable equipment is being able to have multiple listeners standing at a maximum distance of 150 feet from the transmitter. The average battery life is thirty hours for receivers and fifteen for transmitters.

For the conference style systems, Mr. Mahoney had graciously set up an interpretation booth in the meeting room, and provided a demonstration with the help of Mr. Roberto Mendoza, a Chicago interpreter with a very impressive background.

A typical conference system configuration includes one booth per

language, one transceiver, interpreter headphones and microphones, audience headphones, and speaker and audience microphones.

The advantages of conference style systems include the creation of a much better environment, isolation from room sounds, and direct feed via headphones and headset microphones. Even then, one has to be aware that ambient room sound can be difficult even with sound reinforcement.

Mr. Mahoney's recommendation for the interpreters' volume and switching control box is Williams IC-1, an easy-to-use and affordable model that works well for one, two, or three languages. For events with more than three languages, a Philips console may be a better choice.

Due to time limitations Mr. Mahoney was unable to cover all the subjects in his agenda. We can only hope that he gets invited again by CHICATA in the near future to present information about the state of the business, future market trends, booth placement hints, how to prepare, and more. ●

Rolando Hasbun is a Spanish translator and conference interpreter with twenty years of experience serving the language needs of business organizations and academic institutions throughout the US, mostly in the areas of business, industry, and training and development. He may be reached at rolahasb@aol.com.

Views and feedback on CHICATA's twenty-first conference

Anne Serr interviews a long-standing member, Susan Hoffman, regarding her impressions on this year's annual conference.

Anne: How long have you been a member of CHICATA?

Susan: I have been a member for ten years.

Anne: Was this your first CHICATA conference? If not, how many have you attended?

Susan: No, this wasn't my first conference. I try to attend the conference and the monthly meetings each year, but I have to work most Saturdays.

Anne: How was this year's conference different from past ones regarding subject, participation, speaker, and networking opportunity?

Susan: I think that the use of social networking tools on the internet in order to boost your business has been

discussed this year more than in the past. I think the participation was good as it usually is at the conferences. The speaker made people enthusiastic about her topic. Conferences are always a good networking opportunity.

Anne: What information from the conference did you find most useful to your translation business?

Susan: I think the tips for creating web sites and how to use social networking are good ideas.

Anne: What tools and/or tips have you put in place as a result of learning from the conference?

Susan: Since I work full time as a librarian at the main Chicago Public Library downtown in the Business, Science, and Technology Division, I have not had a chance to do as much translating as I would like on my own time. But I would start by creating a web site and using the tips the speaker offered. I have had a chance to do some translating at the library in my capacity as a librarian when someone needed a reference question to be translated

from German to English or Russian to English.

Anne: What was not covered that you would have liked to have addressed?

Susan: I think the speaker covered a lot about her topic. It sparked what could be an ongoing discussion of the use of social networking in the translation world. Translators can get a chance to show how important they are through social networking.

Anne: Would it be helpful to you to have these types of tools and tips highlighted in the CHICATA newsletter each quarter?

Susan: Yes, that definitely is a good idea. ●

Susan G. Hoffman translates German and Russian to English and specializes in technical, business, and library science. She may be reached at 773-667-1364 or sgfhoff@sbcglobal.net.

Anne Serr translates from French to English and specializes in marketing, advertising, commerce, legal, literary and international relations. She may be reached at a-serr@hotmail.com or 312-315-7483.



Above: Attendees busy at the conference.
Photo submitted by Anne Serr.

CHICATA's 2010 CALENDAR OF EVENTS

- January 23, 2010:** Annual shop talk meeting.
- February 27, 2010:** Simultaneous interpretation equipment.
- March 20, 2010:** Legal responsibilities and negotiating.
- April 10, 2010:** Film, subtitles and dubbing.
- May 1, 2010:** CHICATA's twenty first annual conference.
- August 7, 2010:** Summer potluck social gathering.
- September 11, 2010:** Developing a business plan.
- October 9, 2010:** Speech recognition tools.
- November 6, 2010:** CHICATA Interpreters Institute.
- December 4, 2010:** International holiday pot-luck party.

CHICATA NEWS

Post Office Box 804595
Chicago Illinois
60680-4107
312-836-0961
www.chicata.org

