

Newsletter of the Translation Company
Division of the American Translators
Association

ATA TCD News



The 60th Annual Conference of the American Translators Association is quickly approaching. If you haven't already registered, there's still time! Visit the [ATA60 registration page](#) to secure your place at the conference and make sure you register for the Translation Company Division off-site event.

As you prepare for the conference, we'd like to share TCD news and recent activities. We look forward to seeing you in Palm Springs!

TABLE OF CONTENTS

- Letter from Marina Ilari, Administrator of the ATA-TCD
- Interview with Andrew Lawless, TCD Distinguished Speaker
- ISO 13611:2014 Interpreting – Guidelines for Community Interpreting
- LPM: An Insider’s Look at Localization Project Management
- The LM CC Research Study and Questionnaire
- TCD Events at ATA60!
- Thank You, Volunteers!
- Call for Volunteers
- Connect with Us

Letter from Marina Ilari, Administrator of the ATA TCD

4



I am proud to volunteer for the Translation Company Division alongside our assistant administrator, Alaina Brandt, and the dedicated leadership council. Our division is fueled by the work of all of our volunteers who

share our mission to provide opportunities for division members to network, as well as to promote collaboration between translation companies and independent translators.

This year, I'm particularly excited about the ATA conference in Palm Springs. The TCD nominated Andrew Lawless as its distinguished speaker. Mr. Lawless will be giving two presentations. In this issue of our newsletter, we have interviewed Mr. Lawless so that you can learn more about him and his anticipated presentations.

The TCD has organized an off-site networking/social event during the ATA conference in Palm Springs that will be held on Wednesday, October 23, immediately following the Welcome Celebration, at Brickworks American Restaurant. There will be some fun activities, including a drawing of memoQ licenses. Make sure you [register now](#) to the event as tickets last year were sold out!

TCD continues to support the Project Manager Special

Interest Group. This initiative is led by Ray Valido with support from the TCD Leadership Council. You will hear more about the initiative during the TCD annual meeting at the ATA conference. We look forward to providing a forum for Project Managers to collaborate, to network, and to share best practices in the field of project management. As part of this initiative, the TCD newsletter would like to include articles that are of interest to Project Managers. If you want to participate by submitting an article for our next newsletter, please contact us at divisionTCD@atanet.org.

If you would like to participate in the division, please don't hesitate to introduce yourself to Alaina or me, or send us an email: divisionTCD@atanet.org.

I look forward to seeing you in Palm Springs!

Best regards,

Marina Ilari

Marina Ilari
Administrator of the Translation Company Division of
the American Translators Association

Interview with Andrew Lawless, Distinguished Speaker of the TCD for the ATA conference



Professional Background:

Andrew Lawless of [Team Lawless](#) is a Strategic Interventionist who coaches leaders in content industries by implementing critical decisions and strategic pivots. He is a top-tier team performance coach who

is deeply rooted in technical documentation and localization.

After working with hundreds of business owners and executives for 20 years, Andrew developed a proven process that moves content teams forward, advances your career, deepens your relationships, and strengthens your emotional and physical resilience.

Andrew served as a trainer and consultant to the FBI's Behavioral Science Unit where he helped analyze the mindset of international hostage takers. Andrew is a finalist for the Kolbe Professional Award, which recognizes the positive impact he has made on leaders around the world by building on their strengths.

We are very excited about your presentations at the ATA conference in Palms Spring. Will you tell us more about your experience in the translation and localization industry?

I have a unique blend of experience in behavioral

sciences, publishing, technical documentation, and localization. My accomplishments include managing a corporate turn-around of Berlitz (now Lionbridge) in Central and Eastern Europe to transforming the World Bank's global approach to localizing its analytical work.

I presented my successes with transforming localization teams to President Obama's White House and testified before the US Senate on the importance of professional development in localization.

Will you give us a summary of your presentation, "Overcome the Fear of Selling - and Do It Your Way"?

The presentation is all about using your natural strengths in sales – and not using anyone's script, process, or tactic that make you feel like an imposter.

The reason for weak sales is an empty pipeline, which results from insufficient prospecting. The latter scares many translators and localizers because most sales tactics go against their grain. Instead, they beat the same old contacts again and again. The results are often projected with reduced prices and tiny profit margins.

It does not have to be that way. Once you understand the nature of rejection, objections, and brush-offs, you can effectively address them by being authentic, being you. The whole game changes.

What inspired you to present at the ATA conference?

I have supported the buy-side of localization for over a decade and managed multi-million dollar RFPs for my clients. My main frustration has been that it is rarely the best vendor who wins, but the one with a salesperson who masters influence better.

More often than not, for example, it's the vendor who engages the client most during test translations. The ones that engage their best resources and triple check the deliveries tend to not make the cut. It all comes down to selling, not production.

I want to level the playing field, so that the best vendor wins, and not the one with the better salesperson.

In the last twelve years, we have experienced the greatest expansion of the global economy in the history of humanity. If you have not grown significantly during this period, I need to ask: 'What else needs to be in place for you to grow?'

The answer is a winning sales mindset.

You currently work coaching business leaders through implementing critical decisions and strategic pivots. What do you like most about this type of work?

My biggest reward is when I can lean back, look at a person and their team and think: 'This is what I have helped them become.' That is an intrinsic value that cannot be paid with money. And when I started out, money was hard to come by.

I enjoy telling my own underdog stories because I want to remind people that if they are only in it for the money, they will not succeed in the long run. The translator who is passionate about attracting business into their home country will always beat the big localization vendor who is just focused on the next quarter – if they know how to master influence.

It is also true that loneliness and isolation are the number one challenge amongst CEO and business owners. Forming a team that can transform and propel their business is next. So my job is mainly about developing two qualities: the ability to master influence and act with confidence.

Having a business is hard. Each time we level up, we face new problems. In other words: We want new problems. They mean that we are growing. They also often mean cashflow problems, hiring and retention issues, eroding confidence, finding energy, burnout, and putting our loved one second.

What if there were practical strategies and tools to find fulfillment in and outside of your business? The quest for them has fascinated me my entire career. And now it's my business. I found, created, modified, and adopted some of the best solutions currently known in business. I am passionate about using them to change as many lives as I can.

What is the most important take-away that you will want from attendees of your presentations?

Failure in sales is not caused by a deficit of talent, skills, or training. Not a rare language pair, lack of cutting-edge technology, being a small or big vendor. Not clumsy communication and presentations. Not an inability to close. Not terrible sales managers. The brutal fact is that failure in sales is an empty pipe, and, the root cause of an empty pipeline is the failure to prospect, which, in turn, is a matter of mindset.

Wherever your sales growth is right now, it is a summary of your action and reaction to brush-offs, rejections, and objections. Not prospecting is also an action.

Develop the freedom to be yourself in sales, couple it with a few strategies and tactics that fit your natural talents, and nothing will stop you unless you let it.

ISO 13611:2014 Interpreting – Guidelines for Community Interpreting

ISO 13611 establishes criteria and sets recommendations for community interpreting during oral and signed communication, providing access to services for people who have limited proficiency in the language of such services. Community interpreting occurs in a wide variety of private and public settings and supports equal access to community and/or public services. The ISO 13611 guidance document addresses community interpreting as a profession, not as an informal practice (such as interpretation performed by friends, family members, or other people who lack the competences and qualifications or who do not follow a relevant code of ethics).

This standard also establishes basic principles and practices necessary to ensure quality, community interpreting services for all language communities, for end users, as well as clients (requesters) and service providers. Furthermore, it provides general guidelines that are common to all forms of community interpreting and apply to settings where speakers of non-societal languages need to communicate to access certain services.

The settings requiring community interpreting may vary and can include, among others, the following:

- Public institutions (schools, universities, community centres, etc.)
- Human and social services (refugee boards, self-help centres, etc.)

- Healthcare institutions (hospitals, nursing homes, etc.)
- Business and industry (real estate, insurance, etc.)
- Faith-based organizations (rituals, ceremonies, etc.)
- Emergency situations (natural disasters, epidemics, etc.)

The ISO 13611 international standard also provides general guidance for the provision of community interpreting services. As a result, this standard addresses and refers to all parties involved in facilitating any communicative event that enables access to community services, such as members of linguistic minorities, community interpreters, community interpretation service providers, public institutions, and other stakeholders who provide services to diverse linguistic communities.



Interpretation that enables access to public services may also include services provided in legal settings (police stations, courts, prisons, etc.) that facilitate equal access to justice. However, it needs to be stressed here that in developed countries, legal interpretation is a specialized, professional field and is not considered part of community interpretation, which is not the recommended form of providing any legal interpretation services. Note that the standard that actually covers specialist legal interpretation services (in terms of both requirements and recommendations) is ISO 20228:2019.

ISO 13611 does not supersede national standards or legislation that address any sector of interpretation, including court or legal interpretation.

As a guidance document, ISO 13611 is non-certifiable and not really used in Europe, where interpretation services are heavily regulated, but it is quite popular in the USA and several other countries where there is less regulation and documented best practices in this area.

References:

<https://www.iso.org/standard/54082.html>



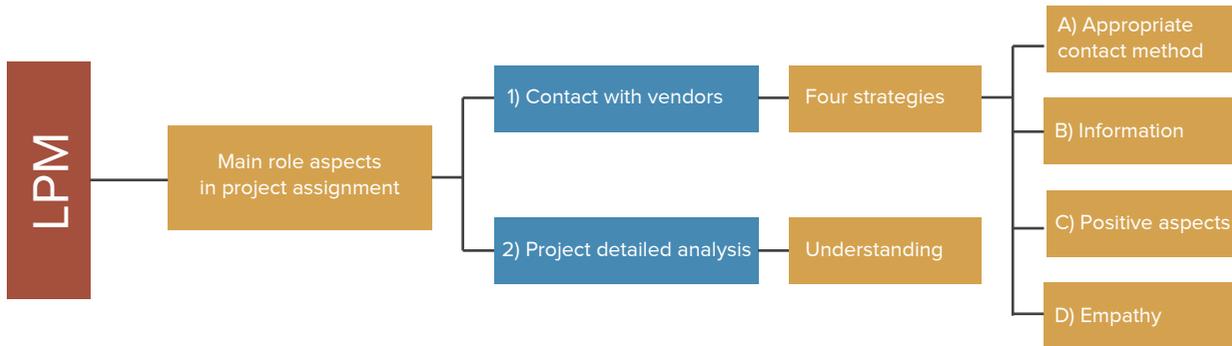
Author information: Monika Popiolek has an MA in English, an Executive MBA and is a graduate of a PhD Management Programme. She has been a specialist translator and interpreter for over thirty years and is also an authorized and certified [sworn] legal translator, CEO

of MAart Agency Ltd. since 1991, President of the Polish Association of Translation Companies (PSBT) since 2009, Head of National Delegation and Chair of the ISO TC 37 Mirror Committee at PKN, OASIS, ISO and CEN expert (since 2007) as well as and the EUATC Liaison Rep. to ISO TC 37, long-term member of ATA, TEPIS, SAAMBA, and many other organizations. She is the author of many publications, a member of the editorial board of the JIAL journal (John Benjamins Publishing Company) and has presented at more than 25 leading international conferences. Her research specializations are: quality management, translation quality assurance, specialist translation and standards (e.g. EN 15038, ISO 17100, ISO 9001, ISO 9004, ISO/IEC 82079-1, ISO 13485, ISO 27001, ISO 20771, ISO 21999, XLIFF, EFQM, TQM). She was one of the editors for the ISO 17100 (Translation services – Requirements), is currently the Project Leader for two ISO standards (ISO 20771 and ISO 21999), and manages the ISO TC 37 LinkedIn Industry Standards Group.

You can find and contact her on LinkedIn:

<https://www.linkedin.com/in/monika-popiolek-a7a296/>.

LPM: An Insider's Look at Localization Project Management



We all know that the role of a localization project manager (LPM) can be stressful. An LPM performs under tight deadlines, budget constraints, various work teams, and specific client requirements. Nevertheless, their position can be very satisfying. You learn new things all the time; you build relationships with vendors; you foster loyalty among both clients and linguists; you share the daily aspects of life with colleagues, you have opportunities to tackle professional challenges, and so much more.

Of all the lessons I've learned during my experience as an LPM (and I'm still learning), there are two major best practices that have had a positive impact on my day-to-day work. First, I learned the importance of establishing effective communication with the linguistic vendors that we contact. Second, I learned the value of analyzing the project and workflow in detail. In this post, I will describe some strategies that I believe are worth bearing in mind every day. These are not magic formulas, because a strategy that works for

one LPM may not be helpful to another. After all, the job, by its very nature, tests us with unforeseeable challenges we have to tackle quickly and often cannot be met with the knowledge we already possess. Instead, I will focus specifically on effective project assignment.

1. Contact with Vendors

An LPM manages projects related to translation and works with vendors (including linguists, translators, editors, localizers, voice-over artists, and graphic designers) who accept a job at an agreed rate. When tackling a complex project, it's important that we bear in mind that there is always a vendor searching for what we offer. Our responsibility as LPMs is to find that interested vendor.

Based on my experience, there are four strategies I found most successful in helping with that search.

A) Choose the right contact method. After building a relationship, vendors come to understand and know what we need. But there are other times--either because of unfamiliarity with the linguist or the complexity of the project--in which there are more appropriate methods for communicating our needs. When the project that we have to offer is complex (e.g., has a lot of specific instructions, is unique among our daily projects, etc.), I find that sending an email is the most effective contact method because we can view everything together in a single thread. We can include all of the information in the body of the email and attach any relevant documents. It also allows us to organize our text in a more orderly way compared to instant messaging. I admit that I have approached new vendors with complex projects using other methods of communication and found it to not be as effective. The more orderly our request looks, the more interesting it will appear to the vendor. What translator would want to tackle a complex project that promises to be a hassle?

Another case is a rush project on which you need a vendor to start working right away so you can deliver the project within a tight deadline. In this case, I think instant messaging is the best form of communication. If the translator responds right away, we can explain what we need and ask if they can assist. If that person cannot do the job, we can continue looking and not waste any valuable time waiting for emails, since this method does not allow us to check if our message has been read, if the recipient will answer, or if they are online.

B) Include all the relevant information. It is imperative to include all important pieces of information. There are times when key details might be omitted from a message containing a project proposal. I suggest making a checklist that includes

the following:

- The type of service is being requested: translation, editing, QA, voice over, etc.
 - Language pair
 - Delivery date and time
 - Tool(s) to be used. This point is key. If unclear, the vendor may not be able to work using the required tool and might use a different one. This would require us to reassign the project.
 - The size/scope of the project. I always specify the total number of words, pages, hours, and documents so that the vendor can evaluate whether they will be able to handle the project. In addition to new word count, it is always important to provide the complete word count, including: new words, fuzzy matches, and repetitions. The vendor should analyze everything that they are expected to do, and thus evaluate if they can commit to the project and its established deadline.
 - References. Any available reference material should be sent to the vendor. Vendors who want to see references are not trying to complicate the process. It is reasonable for a vendor to want to see what kind of project they will be working on. Providing an example can give vendors an insight as to whether the project is suitable for them or not. Sometimes, if the topic requires a lot of research, it can slow down a process that would otherwise take less time. This can also help us prevent reassignments if the vendor rejects the job after checking the reference material.
- C) Highlight the positive aspects of the project. As an LPM, one recognizes that some projects are

more attractive than others. Some have positive attributes that make us enthusiastic about assigning the project. For instance, the translation tool to be used is really practical, the topic is interesting, or the project is long and will be profitable for the translator. Part of effective communication and efficient project assignment is knowing which aspect of the project would interest a vendor and highlighting that in the proposal we send. If we predict that it is a good opportunity for the vendor, it does not hurt to mention that in our message.

D) Put yourself in the translator's shoes. Finally, we cannot forget that the vendor will not be indifferent to the disadvantages of a project. For example, a project can appear less attractive if the deadline is very tight, if the topic is very specific, or if the tool used for the job is not very accessible. I think it is important for LPMs to acknowledge the disadvantages of the project and understand if the vendor does not want to accept certain working conditions. As I said before, we will surely be able to find someone who will accept the project and does not mind the conditions. In fact, these factors may be in the translator's interest if, for example, they prefer to work nights or weekends.

2. Detailed Project Analysis

In general, LPMs manage many projects at the same time. Some of the tasks they perform include reading instructions, analyzing documents in a software application, contacting multiple vendors, answering questions about ongoing projects, and solving problems. For this reason, LPMs are often unable to analyze every project in detail. However, I believe it is essential to make time to go over a project multiple times if we come across complex instructions or if our

risk alarm goes off. I always tell myself that a 300-word project does not require the same attention as a 30,000-word project. Having this in mind helps me manage my time and stress level if any problems arise with smaller projects. Of course, though, we have to manage every project to the best of our ability. Nevertheless, dealing with unforeseen problems in a small project is not the same as with a larger one. Anticipating potential problems and crafting solutions helps focus our attention on the projects that need it the most. For example, if I make an error assigning a 300-word document and have it translated into Portuguese instead of French, or if I assign the project using memoQ instead of Trados Studio as the client requested, either problem can be solved quickly. I can hire a trusted and available vendor to translate the document into the correct language and it would be ready in a few hours. Or I can use the TM from memoQ to pre-translate the file in Trados Studio, a process that could take five minutes at the most, even on a slow computer.

However, if the job is larger or more complex (e.g., if there are style guides and specific instructions), the problems that arise could take longer to solve and may even generate additional costs. These are the types of projects that require additional attention, and in some cases, daily monitoring.

Moreover, I think it is important to mention that if as LPMs we do not understand the requirements or the full scope of a project, it is very likely that the translator won't understand them either. They will depend on us when things are unclear. That is why part of the success in assigning lies in having perfectly understood the workflow. We need to know how to manage the necessary tools and programs in order to be the go-to person for the project, and above all, have control over it. While the idea of having control

may sound a bit strange, I believe it is key and helps reduce the potential stresses of a job. Having control over a project gives us confidence and makes us feel secure about our abilities. In order to achieve that, we have to understand the project as fully as we can so that we can make wise decisions from start to finish. It is in failing to do this that we are often faced with problems that no LPM would want to deal with.

If you are a linguist or PM and you have a suggestion or comment,

I would love to hear them to continue learning and writing about this topic.

Please write to me at
marisol.perez@terratranslations.com



About the author:

Marisol Pérez Laglaive has a bachelor's degree in Linguistics and Literature. She has worked in several positions related to writing—subtitler, proofreader and author—for 9 years. She works as a Localization

Project Manager at Terra Translations and writes about her interests (politics, TV shows and other subjects) in her Medium profile. Contact: marisol.perez@terratranslations.com.

Help Define the Core Competences Necessary for the Professional Practice of Localization Management: Take the LM CC Questionnaire

The Core Competences of the Localization Manager is a research study being conducted at the Middlebury Institute of International Studies at Monterey by Alaina Brandt and research assistants Cheng Qian, Vanessa Prolow, and Xiaofu (Rick) Dong.

ISO standards are exceedingly clear that industry regulation falls to LSPs. LSPs, in turn, assign industry regulation to localization managers, since localization managers are the ones to screen the providers with whom they contract for services.

Since localization managers are assigned such a great responsibility, it just makes sense for our industry to standardize the competences necessary for the role.

The broad objective of the LM CC research study is to identify the core competences that are shared across diverse roles in localization management with the long-term aim of contributing to international standards of best practice related to the professional practice of localization management.

To that aim, we are now beginning to survey of the industry on the core competences necessary for localization management. Help define industry regulation by taking our [Core Competences of the Localization Manager questionnaire!](#)

ATA-TCD Volunteer Spotlight: Meet the team!

We are using this newsletter post as a chance to highlight the ATA-TCD's newest volunteers: Josue Padilla and Meg Murphy! Josue and Meg are both students and have graciously volunteered to assist the ATA-TCD in addition to their master's level coursework. They will primarily support the Communications Committee, and we look forward to seeing their contributions over the coming months! Please read on to meet our newest volunteers in their own words.

Josue Padilla



Hello, everyone! My name is Josue Padilla, and I'm currently pursuing an M.A. in Translation & Localization Management from the Middlebury Institute of International Studies at Monterey (better known as "MIIS"). Prior to pursuing an M.A., I received a B.A. in Chinese Language & Culture from U.C. Berkeley in 2017. I am also a 2017 recipient of the U.S. Department of State's Critical Language Scholarship. I spent this past summer interning for the globalization team at NetApp, where I've grown personally and professionally, and met wonderful professionals who have inspired me. I'm Southern California born and raised, but I seem to be bouncing back and forth between Southern and Northern California a lot in recent years. My hobbies include taking photos,

watching movies/Netflix, and studying up on languages. A random fun fact about myself: I've been playing the alto sax for about 6 years! Though it's been a while since I've last played, I still enjoy listening to the jazz tunes that inspired me to play in the first place. I hope to be able to channel my creativity and knowledge to help the ATA-TCD grow and prosper.

Meg Murphy



Hi, I'm Meg! I'm a Translation and Localization Management student at the Middlebury Institute of International Studies at Monterey. I'm originally from a small town in Minnesota, so you know that I'm OH-kay! My language of study is Spanish, which I learned at high school, college, and as a missionary for the Church of Jesus Christ of Latter-Day Saints in Ecuador. I love singing, reading, dancing, and playing video games. I shamelessly sing show-tunes to myself when the desire hits me, not only in the shower. I make myself run because I know it's good for me, not because I enjoy it. I can do hard things! I graduated from Brigham Young University-Provo with a Bachelor's of Arts in Spanish Translation with two minors in Localization and Global Business. I've worked for a language service provider for over a year. I love to work with linguists from all over the world! I'm excited to share and expand my media skills with the ATA-TCD.

TCD Events at ATA60!

We hope you'll include the below TCD events in your ATA conference schedule!

14

Don't miss the chance to win a  **memoq** freelance license at the TCD Networking Dinner. Join language company professionals, translators, and interpreters for food, drinks, and networking. This is a great opportunity to share ideas with colleagues, forge collaborative partnerships, meet prospective customers, and learn more about the Translation Company Division.

 **memoq** has generously provided three freelance licenses which will be raffled after the dinner.

Don't miss your chance to win!

Cost: \$60 per person (includes tax and gratuity)

Tickets must be purchased in advance. [Click Here](#) to purchase. Register early, limited seating! Reservations accepted on a first come, first served basis.



image: Freepik.com

TCD Annual Meeting

The annual meeting of the TCD will be held on Thursday, October 25, from 4:45 to 5:45 p.m. During the meeting our administrator will give an update on the activities of the association. Ray Valido will also introduce the Project Manager Special Interest Group to the TCD.

Thank you volunteers!

Our thanks to the ATA-TCD leadership council Marina Ilari, Alaina Brandt, Virginia Joplin, Susanna Mitton, Monika Popiołek, Ray Valido, Larisa Horback, Patricia Leon Fedak, and Alex Martínez Palomares.

Our thanks to volunteers Josue Padilla and Meg Murphy.

Our thanks to webmaster Luciano Oliveira for managing ata-tcd.com.



image: Freepik.com



ATA-TCD is solely supported by volunteer-members. Please get involved!

- Help moderate our social media channels
- Write blog articles
- Present webinars
- Volunteer at the ATA Annual Conference
- Join the Leadership Council
- Plan events like the annual ATA-TCD dinner
- Attend the ATA conference in Palm Springs!

If you are interested in one of these or other opportunities and want to learn more, contact us at divisionTCD@atanet.org.



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