

Newsletter of the  
Translation Company Division of the  
American Translators Association

# ATA TCD News



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# Letter from Marina Ilari, Administrator of the ATA TCD



Happy New Year! I am excited about what 2020 will bring to the Translation Company Division. I am proud to serve another year with the division alongside our assistant administrator, Alaina

Brandt, and the dedicated leadership council. Our division is made possible with the work of our volunteers who selflessly dedicate their time and effort to continue to advance TCD's mission to provide opportunities for division members to network, as well as to promote collaboration between translation companies and independent translators.

2019 was a great year for our division, especially during the ATA conference in Palm Springs. The TCD invited Andrew Lawless as its distinguished speaker. Mr. Lawless presented two 60-minute presentations titled "Overcome the Fear of Selling — and Do It Your Way" and "The Mindset of the Translator: Use It to Thrive". We were delighted to receive such positive feedback from both presentations, and I would like to thank Mr. Lawless on behalf of TCD for sharing his knowledge and inspiring us during the conference.

The TCD organized an off-site networking/social event during the ATA conference in Palm Springs at Brickworks American Restaurant. I am happy to report that the event was a success, with great food and activities. Thanks to everyone who came and made

this event one of the highlights of the conference for us.

Amongst our goals for 2020 is to continue publishing the TCD newsletter and support the Project Manager Special Interest Group. This initiative, led by Ray Valido with support from the TCD Leadership Council, provides a forum for Project Managers to collaborate, network, and share best practices in the field of project management. If you are interested in collaborating with our newsletter writing articles that are of interest to the translation industry and project managers, please contact us at [divisionTCD@atanet.org](mailto: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.

Thank you again to our kind volunteers. I am excited to work with you in 2020!

Best regards,

A handwritten signature in cursive script that reads "Marina Ilari". The ink is dark and the signature is fluid and personal.

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

# TCD Annual Meeting at ATA60

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The TCD annual meeting was held at the ATA60 conference on Thursday, October 24. During the meeting, Division Administrator Marin Illari presented to members what the Division accomplished in 2019, and our mission for 2020.

Alaina Brandt, our Assistant Administrator, was introduced and thanked for her work.

TCD's 2020 Nominating Committee was announced and welcomed Jake Irwin Estrada and Edna Santizo (committee chair). The Nominating Committee evaluates members of the TCD Leadership Council, and the wider Division if need be, as candidates for Administrator and Assistant Administrator. In summer 2020, the Nominating Committee will submit the slate

report with candidates' names to ATA Headquarters.

Illari also introduced Ray Valido, leadership council member and leader of the Project Management Special Interest Group, who talked about the PM-SIG initiative. Ray discussed what inspired him to start the PM-SIG: for project managers to have a space to share information and best practices. No such group nor ATA division previously existed, in which project managers could easily connect to each other. Project Managers play an essential role in the translation industry and many of them attend the ATA conference, so the PM Special Interest Group is a great addition to the TCD Division. People from the audience received the initiative with great enthusiasm. Several people commented on the fact that they agreed with Ray's vision and supported the PM-SIG.

An important part of the meeting was thanking the volunteers of the leadership council who graciously contributed their time to the ongoing process of being an effective operation and resource for each of the members of the ATA TCD.

After the agenda, the meeting became interactive, where members introduced themselves and got to know their fellow division members.

# TCD Networking Dinner

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The TCD annual networking dinner was held on Wednesday, October 23, from 7:30 PM to 10:00 PM at Brickworks American Restaurant and was a great success! Attendees gathered from all over the world for networking over appetizers, fire-wood pizza, salads, and dessert, all buffet style.



These were the three lucky winners of the memoQ raffle during the TCD annual networking dinner!



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## Industry Standards Demystified – Part 2

*By Monika Popiolek, ATA TCD Newsletter and Blog contributor and ISO/CEN industry standards expert*

### ISO 18841:2018 Interpreting services – Requirements and recommendations

ISO 18841 lays down basic requirements for the provision of interpreting services as well as recommendations of good practice. The standard was developed in response to the need to provide general service requirements for the provision of quality interpreting services and was conceived as an 'umbrella standard' for a series of ISO standards regarding interpreting. ISO 18841 provides requirements and recommendations for the delivery of spoken and signed communication across languages and societal

contexts and references interpreting specializations. The standard may be used in conjunction with other specialist interpreting standards.

The key areas covered by the standard are interpreting-related terms and definitions, minimum competence and qualification requirements for individual interpreters, and minimum requirements for Interpreting Service Providers (ISPs) operating as agencies. The concept of ISPs includes self-employed

interpreters who are sole-traders and operate as small agencies.

As a generalist standard, ISO 18841 is considered to be a good source of information for all industry stakeholders and newcomers on interpreting best practices and requirements.

Interpreters render spoken or signed communication across languages. Interpreting differs from translation, which is the rendering of written content into another written language in non-real time.

ISO 18841 also provides all the useful terms and definitions for the most important interpreting terms and concepts, such as: working languages (e.g. A, B),

types of interpreting services, modes of interpreting (e.g. consecutive, simultaneous), types of interpreting settings and specializations (e.g. community, legal, healthcare etc.), and descriptions of how the different types of interpreting services work in the various interpreting settings. Additionally, the standard offers language-related and ethical guidelines, and some insight into the technical aspects of the interpreting service.

As in the case of ISO 13611, the ISO 18841 is voluntary and does not supersede national standards or any legislation related to the interpreting sector or service, including court or legal interpreting.

Read the full article on the ATA-TCD Blog: <http://ata-tcd.com/industry-standards-demystified-part-2/>



**Author information:** Monika Popiolek has an MA in English, an Executive MBA and is a graduate of a PhD Management Program. She has been a specialist translator and interpreter for over thirty years and is also an authorized certified 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, member of ATA, TEPIS, SAAMBA, and many other organizations. She is the author of many publications, 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, EFQM, TQM). She was one of the editors for the ISO 17100 (Translation services – Requirements), Project Leader for two ISO standards (ISO 20771 and ISO 21999), and is the manager of the ISO TC 37 LinkedIn Industry Standards Group.

You can find and contact her on LinkedIn: <https://www.linkedin.com/in/monika-popiolek-a7a296/>.

# Connecting AI Specialists, Linguists, and Project Managers

*By Afaf Steiert*

Computers have shifted from serving the sole purpose of word processing and simple computation on top of our desks to fitting into our pockets and providing an assortment of tools to the user. The demand for more and more of these tools that expand beyond simple weather widgets resulted in the inception of a highly organic applications market that retains a relatively low barrier of entry. Considering that this demand shows no sign of slowing as smart phones surpassed desktop computers in 2014, and that the market is predicted to experience a 270% increase in 2020, it is in any app developer's interest to diversify the penetrability of their product into global markets (Safi, 2017; Takahashi, 2016). Translators have often come to me to express their discontent with projects that are related to mobile apps since there is a disconnect between what an LSP can do and what an app developer demands for their project. Creating a clear and defined scope of the viability of the success of a project and utilizing a translation management system (TMS) that the client can also be involved with will greatly assist in reducing wasted time and money for all parties involved.

To execute a successful internationalization/localization project on an app, it is important that language service providers (LSPs) and app developers increasingly become symbiotic in their knowledge of the other's industry.

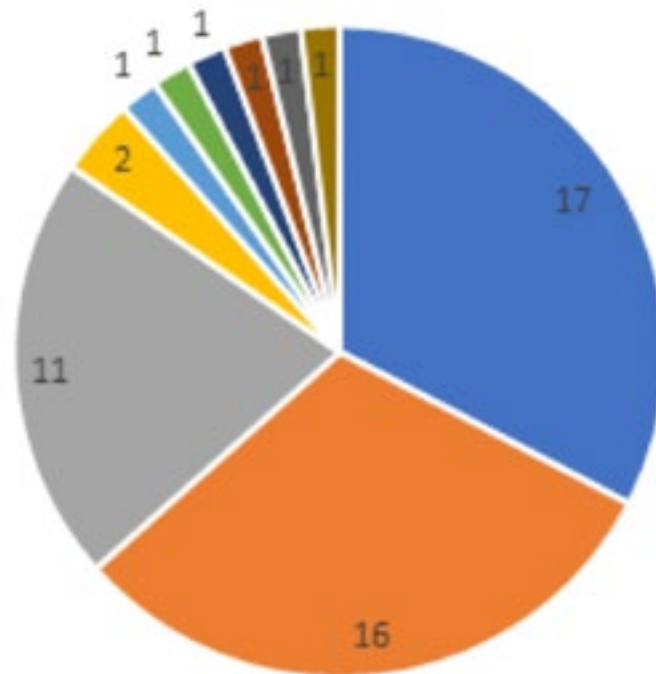
## The Demand

It has been commonly understood that internationalized applications will naturally have a higher rate of daily active users. That is why all LSP project managers must have a fundamental understanding of what is involved in translating an application, and they must understand the technical jargon that app developers bring while conversely preparing developers for the work localization demands from them.

LSPs that aren't attempting to reeducate their translators and adapt their pricing models for mobile applications are unfortunately going to miss out on a very large market share. It is especially fortuitous that the United States has typically shared a domination of the global market with Japan in having the most lucrative and successful publishers hailing from within from within the U.S. as seen in figure 1 (App Annie, 2017). With app developers protecting their profit margins, it's only natural that they will follow growth in the market (Asia, Africa, and the Middle East) and seek localization services accordingly.



## Top 52 Publishers of 2016



*Figure 1 (App Annie, 2017)*

App localization is far more than merely taking texts in an app and translating them. LSPs must make sure to set a strategy with the client to develop an understanding of what markets they expect to proliferate. If the client is keen on translating into one language, it is much more viable to take a deep localization approach to fully integrate into a few markets (e.g., Arabic). The broader the internationalization of the project, the more work that will have to be done to the user interface (UI). Internationalization within the mobile apps setting refers to the ability of the app to adapt to different languages and present itself as a native app to the user. In order to create multiple languages for an application, translators will need to identify the UI strings from the app code in order to

compile that text into multiple resource files. A fantastic way to simplify this process across large scale projects or highly layered and complex applications, such as social media apps, can be achieved through the investment of a TMS. Large scale LSPs often develop their own TMS, but smaller LSPs can easily remain just as competitive by utilizing various third party TMSs such as Onesky, Smartling, or Wordbee to allow a manager to monitor the overall progress of all parties in the project. It is fundamental to include the client within your TMS loadout to maximize the efficiency of the project.

Time is wasted in the process of allowing each contractor team to operate independently under the direction of separate project managers that continue to fragment client demands.

Furthermore, upon standard delivery updates to the client, a lag would exist between understanding the issues that existed in the UI and how linguists could aim at solving them through the TMS. This fragmentation, or stove-piping of information, is a classic attempt to disrupt any one individual from having too much information on the project.

This fragmentation, however, highly compromises the speed and quality of any of the work, since it perpetuates a cycle in which contractors are constantly left to repair the work they had just finished according to the previously untested and unrefined instructions that were given to them. This only results in contractor fatigue, which further hinders the project's timely success. It is far wiser to invest your project manager's time into sourcing trustworthy contractors that can preferably work in-house or can be held highly accountable throughout all stages of the project. By including them directly with the UI and allowing the client to have plenty of time to check in on how the translation impacts the application, it is far less likely to have a gap between translator and developer. Developers often have a misconception that non-developers will not understand their demands, but one does not need to be a developer to understand the basic demands of a UI. So it is up to the LSP to create a dialogue that can be transparently transmitted from developer to contractor.

Incorporate a localization tester that is fluent in both the source language and the target language so that they may be able to view both apps. Depending upon the demands of internationalization, merely mirroring the user interface and changing the text direction won't suffice for certain languages, and so further development would be demanded from the client. If you have these capabilities as an LSP, then your eye for detail must be sharp since internationalization

demands the app to adapt to other languages. Do not wait for issues to arise to provide such information. If all parties are aware of the complexity that exists in translating a mobile application and the capabilities that all parties have, then common inefficiencies can be aptly mitigated.

Finally, your project is not over when your translation is complete. Even with your own tester, components may be missed, a new demographic may begin downloading the application, or a variety of changes in the market will cause the localization project to fall short. It is a necessity for the client and for the LSP to continually check the app's ratings and comments in order to catch any further glitches and mistakes early before the market decidedly retires the app. If each step of this process is followed, then you shouldn't have any gaps between developer expectations and linguist abilities.

#### The Incorporation of Artificial Intelligence

What was covered in this article primarily addressed a traditional mobile phone app that requires analog user interaction to control it. A common trend in application technology had been the incorporation of artificial intelligence (AI) assistants such as Samsung's Bixby, Google Assistant, or Apple's Siri. LSPs are a large component of these projects because these AI assistants must first be taught a language and its various nuances to effectively understand it and connect certain utterances to different commands. It is understandable why a certain level of fragmentation exists on such projects since the levels of confidentiality are quite high. Nevertheless, it is in the LSP's best interest to build upon the fundamentals outlined within this article to avoid large losses in both project expenditure and reputation.

## Conclusion

As with any specialization, the environment between developers and linguists will likely improve with time. The better an LSP can familiarize itself with the basics of app development, the more easily it can guide the client. In many client interactions, there is an assumption that translating the language in an application should be as easy as translating a document. This is far from the truth, since unlike a document in which there is only one variable (words), an app is far more complex. An LSP need not be concerned about providing ample time for the introduction of the project until it gains traction. In an industry that is based on clicks per minute, downloads per minute, and megabits per second, it's important for LSPs to adjust developers' working culture to the language industries. We're an industry that is based on human capital, not code, and it's our job to make developers understand that.



Afaf Steiert

Afaf is an Arabic translator and interpreter. She obtained her M.Sc in plant molecular biology from the University of Basel, Switzerland. She presently lives in California and serves as President and co-founder of Afaf Translations, where she works as a conference Arabic interpreter and oversees all medical translation services.

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## Meet the New Members of Your Leadership Council

The work of the ATA-TCD would not be possible without the contributions and guidance of the Leadership Council. The TCD welcomes the following new Leadership Council members to our team!

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Graciela Isaía Ruiz



Graciela has been a certified translator in Argentina since 1993 and an ATA Certified Translator since 2000. Specializing in Aviation, Law, and Finance, she runs the Excelsus Translation & Training Center in Buenos Aires and

has built a solid portfolio of clients throughout the years. She has trained and shaped a network of professional translators in several specialized fields and has broad experience in coordinating large teams of translators. She is also a head professor at the Argentine Catholic University where she has been part of the training program for certified translators since 1994. Graciela is also the Head of the postgraduate degree program in Translation in Economics and Law at the same university. She has always contributed her time to the advancement of the profession in several professional translators associations, including having volunteered for the ATA since 2000.

Why did you join the ATA TCD?

*"I joined the TCD because I wanted to go on learning from networking with other translators and interpreters running translation companies worldwide and to share experiences with them. As part of the TCD LC, I would like to help the Division advance through passionate teamwork and love for our profession."*

Cynthia Penovi



Hi, everybody! My name is Cynthia and I am a professional translator from Buenos Aires, Argentina. My twin sister and I run Argentum Translations, a woman-owned, minority, and family-run language services provider based in the United

States. I've been working in the translation field since 2011 and I hold a B.A. in English-Spanish Technical, Scientific, and Literary Translation, as well as an M.A. in Art and Communication. Ever since I was a child, I've been very interested in languages and other cultures. I also enjoy a good challenge, which led me to explore other areas of the industry and become a Spanish Proofreader and a Teacher of Spanish as a Foreign Language. I moved to the United States in 2016 where I worked as a Translation Project Manager before opening my own company with my sister. I've been an active member of different professional organizations such as AATI (Argentine Association of Translators and Interpreters), MATI (Midwest Association of Translators and Interpreters), and CATI (Carolina Association of Translators and Interpreters). I love working with my clients to overcome language and cultural barriers, expand their businesses into new markets, and connect with the entire non-English speaking community. When I was invited to join ATA's Translation Company Division, it was an offer I could not refuse. My role in the Leadership Council allows me to contribute to the development of our profession and the industry, share expertise with other leaders, and foster cooperation between professionals in the field. I feel very proud and honored to be part of this community!

Afaf Steiert



Hi everyone! I joined the ATA in 2006 as an Arabic translator/interpreter, and I learned a lot from attending and networking at ATA conferences. I obtained my M.Sc in plant molecular biology from the University of Basel, Switzerland. I presently

live in California, but I've also lived in Holland, Italy, and Switzerland for several years where I was exposed to different languages and cultures.

Currently, I am the President and co-founder of Afaf Translations where I work as a conference Arabic interpreter and oversee all medical translation services. I speak 5 languages and have strong knowledge of all Arabic dialects.

I worked as Marketing Director at NCTA board (Northern California Translators Association) for two years. I am interested in joining the ATA-TCD to learn more about leadership, and to share and expand skills between translators and companies.

Paula Penovi



Hi, everyone! I am an ATA-Certified Translator and a Certified Medical Interpreter who is very passionate about languages and linguistics. I hold an M.A. in Medical and Healthcare Translation from Spain, and a B.A. in Technical, Scientific, and Literary

Translation from Argentina. Guess what? I have an identical twin sister who is not only my best friend but also an amazing translator! We recently started a boutique language agency in the US called Argentum Translations. It has been a fun and interesting challenge so far, but we have found a lot of support in the ATA and its Translation Company Division. I had to jump at the opportunity to join the Leadership Council because I am very excited to create interesting content and initiatives that will guide us to be better business owners, translators, project managers, and professionals in the industry. There is no better way to thrive than as a united and informed community that makes the effort to raise standards and generate more knowledge to improve our practices!

# Association & Division News

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- In December 2019, the ATA issued a [Statement of Position](#) on California Assembly Bill 5, which classifies translators and interpreters as employees of — rather than independent contractors to — the LSPs they provide services to, unless those translators and interpreters have incorporated business. With similar legislation potentially on the horizon in other U.S. states, it's important that members proactively share the ATA position with representatives. Members are also asked to notify ATA representatives if similar legislation pops up in their states.
- Check out the great work by Matt Baird and the ATA PR Writers Group. In his article, "Content Marketers: Time to Call In the Language Professionals" on MediaPost (published on December 18, 2019), Baird gives U.S. companies tips on reaching the 96% of worldwide consumers located outside the United States through translation, transcreation, and localization.
- The ATA-TCD Yahoo listserv has moved to our closed ATA-TCD LinkedIn group. If you haven't yet requested to join our group, do so today to join in on division-related discussions! New requests to join the group are approved on a quarterly basis.

*Thank you, volunteers!*

Our thanks to the ATA-TCD leadership council: Marina Ilari, Alaina Brandt, Monika Popiołek, Ray Valido, Virginia Joplin, Graciela Isaía Ruiz, Cynthia Penovi, Paula Penovi, Afaf Steiert, Larisa Horback, and Luciano Oliveira.

Our thanks to volunteers Josue Padilla and Meg Murphy.

Our thanks to webmaster Luciano Oliveira for managing the ATA-TCD website.



## Call for social media!

Curating relevant and up-to-date content for TCD social media accounts on LinkedIn, Twitter, and Facebook requires the contributions of many. Have you encountered an article or piece of media that you believe is relevant to our Division? When you do, please consider submitting the item to the ATA-TCD Social Media Posts web form:

<http://ata-tcd.com/project/social-media-posts/>

Items submitted will be reviewed by the TCD Communications Committee prior to being posted on social media accounts. Submission does not guarantee that the item will appear on TCD social media accounts.

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

### Other ways to get involved?

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
- Save the date for the #ATA61 conference in Boston: October 21-24, 2020!



## SUBSCRIBE TO OUR TCD DISCUSSION FORUM

As a member of ATA's TCD, you have a great opportunity to network with other companies, translators, and professionals. To do so, you will need to have a LinkedIn account and ask to join our Group. Here's the link:

<https://www.linkedin.com/groups/4762599/>

\* Once you have asked to join the ATA TCD group, our leadership council will validate that you are an ATA TCD member and grant you access to the group.

If you have any questions, feel free to contact us at [divisionTCD@atanet.org](mailto:divisionTCD@atanet.org) with your full name and your ATA member number.

You can also connect with us via these other great methods:

- Join the division: <https://www.atanet.org/divisions/>
- Visit our website: <http://ata-tcd.com>
- Read our newsletter: <http://ata-tcd.com/newsletter/>
- Follow us on Twitter: [https://twitter.com/ata\\_tcd](https://twitter.com/ata_tcd)
- Like us on Facebook: <https://www.facebook.com/ataTCD>

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