ATA TCD News

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Letter from Marina Ilari, Administrator of the ATA TCD

Happy New Year! Last year has been a stressful one, so it feels great to say goodbye to 2020 and start the new year off with more motivation and positivity. I'm excited about what 2021 will bring to the Translation Company Division (TCD). I'm especially proud to serve another year with the division alongside our assistant administrator, Alaina Brandt, and the dedicated Leadership Council.

It was great to see some of our members during the ATA virtual conference (ATA61) in October. The TCD annual meeting was organized via Zoom on Monday, October 19. During the meeting, we presented to members what the Division accomplished in 2020, and our mission for 2021. The meeting was also used to network and discuss what members would like to see from TCD in 2021.

The TCD nominated Katherine (Kit) Brown-Hoekstra as its Distinguished Speaker for ATA61. Ms. Brown-Hoekstra presented two 60-minute presentations titled "Helping Clients Turn Content into Business Assets" and "Pulling Localization Upstream: Integrating Content and Localization Processes." We were delighted to receive such positive feedback from both presentations. On behalf of the TCD, I would like to thank Ms. Brown-Hoekstra for sharing her knowledge during the conference.

Amongst our goals for 2021, the division is to continue publishing ATA-TCD News 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, to network, and to 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.

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.

Thank you again to our kind volunteers. I am excited to work with you in 2021!

Warmest regards,

Marina Ilari

Becoming a Localization Project Manager

By Angie Tapia

IMAGE SOURCE: freepik.com

Even in the midst of the COVID-19 pandemic, the demand for junior, senior, inexperienced, and experienced Localization Project Managers (LPMs) is soaring. This upward trend is nothing new. The 2017 Project Management Institute Report titled Management Job Growth and Talent Gap 2017-2027[i] estimated that by 2027 employers will need close to 88 million people working in project management roles. Given the demand, there is a pressing need for project manager (PM) training opportunities. Fortunately, there are several higher education institutions and programs that offer specialized training in Project Management. Particularly, some deeply understand and are geared toward our favorite industry: the language services.

But what makes a good LPM? Is it his or her knowledge of CAT tools? his or her mastery of different file formats? his or her ability to define the scope of a project and assign tasks efficiently? The ideal skill set, according to the PMI Talent Triangle[ii], is a combination of technical, leadership, and strategic and business management expertise.

Technical Skills

In her Localization Manager Core Competencies typology[iii], Alaina Brandt identifies the localization knowledge and skills necessary for the professional practice of localization management. This typology offers future project managers a clear overview of the technical skills they may need to develop or improve, while also serving as a checklist for seasoned project managers who want to expand their knowledge. Although the typology includes soft skills, it emphasizes the relevance of technical skills, such as Technology, Management, and Contextual ramifications.

Leadership Skills

Localization Project Managers in training can draw leadership inspiration from a teacher, a mentor or a first boss: someone who believed in them as an LPM and gave them a voice. Another place to connect with inspiring leaders and build leadership skills yourself is Women in Localization, a space for project managers and industry members to share their ideas and create a community.

Strategic and Business Management Skills

According to Renato Beninatto and Tucker Johnson in their article titled The General Theory of the Translation Company[iv], delving into how our work adds value and opens doors to new opportunities enhances the status of our profession.

The LPM Mindset

LPMs are at the core of the localization process. Our main goal is to meet the needs of our clients, whether they are internal or external. We sort out problems, expedite processes, and try to remember to eat lunch!

In our work, it's important to cultivate some fundamental skills that will help us to keep work running effectively. Over the years, I have developed and honed five skills that have been invaluable in dealing with difficult projects and daily hiccups. I like to call this combination of skills "The LPM Mindset," which includes time management, effective communication, problem solving, positive attitude, personal organization, and flexibility.

Time management: You should understand and be able to differentiate between what is important and what is urgent, as well as possible combinations of the two.

Effective communication: If you did not understand the message, do not forward it or pass it on. Good communication is essential in defining the scope of a project, so you don't want to gloss over any ambiguities.

Problem solving: You do not need to know how to solve everything, but you do need to know who to contact with questions.

Positive attitude: This does not mean that you need to be happy all the time. That would be unrealistic. Your feelings—whether you are unhappy, angry or anxious—are valid but should not keep you from communicating in an effective and assertive way that helps you achieve your goals.

Personal organization: Find what suits you best. You do not need to adapt to what is trendy. Pick one organizational method, even if it's just post-its or an Excel spreadsheet, and keep tweaking it to meet your needs. Make organization a central part of your work, keep refining your method, and trust your tools.

Flexibility: Our profession requires us to work with different tools, files, schedules, time zones, languages, and processes. But let's not forget that we can also innovate, create our own routines, and take on tasks that we were always curious about but never tried. The key here is to be open to constant change.

Why do I say this LPM mindset can be used in both our work and our daily lives? Because when life gets tough, we're better equipped to rise to the challenge when we are flexible and organized, and solve problems with a positive attitude, good communication, and a clear timeframe.

Being a LPM is not an easy task and it takes time to become an outstanding LPM. There is so much to explore and learn. And just when you think you know everything there is to know, new file types gain popularity with your clients, new tools are developed, and new processes are proposed. That's why this will always be a stimulating and thrilling field.

Bio: Angie Tapia studied translation and interpreting at Ricardo Palma University. She served as head of Language Services at the Lima 2019 Pan American and Parapan American Games. She teaches professional management, specialized software and interpersonal relationships courses within the Professional Translation and Interpreting program at the Peruvian University of Applied Sciences and is in her second year of the master's degree in Administration and Project Management at UPC. Angie serves as Business Development Manager at Terra Translations.

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The Connectivity of Language Translation and Tourism

By Aliagan Muhamed and Afaf Steiert

IMAGE SOURCE: freepik.com

The Great Language Barrier

The diversity of human languages is a feat worthy of displaying the organic, complex intelligence of our species. Though ever impressive and unifying, in our present globalized environment, it is a barrier. Being a hindrance of communication, it causes misunderstandings and misinterpretations among people. The pace of translation technology and increased access to language services is apparent; it is not the inability of people to communicate the barrier, but the lack of attention toward translation services. In 2012, the Rosetta Foundation declared April 19 the international "No Language Barrier Day." The intent for the day is to raise awareness about the existence of various languages not causing such barriers. In fact, language diversity is a good thing. Instead, lack of access to translation services is the barrier preventing communities from accessing and sharing information across languages[i]. The annual celebration of this day aims to raise awareness about the global community translation efforts.

We cannot underestimate the influence of language on human beings. Language differentiates human beings from other living things. When we communicate and express our feelings, we inform, share experiences and ideas with one another through languages. We share love, foreground our unionism, and educate one another for the betterment of the human race. While language is an invaluable tool, unfortunately, language barriers confine and hinder understanding—the existence of various languages limits the connectivity and relativity of people to the boundaries of their languages. It can be argued that the public sector ought to provide support toward incentivizing a dismantling of these barriers, to increase gains in research, improve tourism, and build stronger relationships with our neighbor's around the globe. In addition, this serves to stimulate the economy, and during the current pandemic, no economy can do without it.

Language Barriers and their Effects on Tourism

The tourism sector being absolutely demolished globally during the coronavirus pandemic and investments to dismantle language barriers can have a direct effect boosting the economy. Prior to the pandemic, tourism contributed around 10.3% of the global GDP[ii]. 2019 totaled 1.5 billion

in international tourist arrival (a 4% increase over the prior year)[iii]. This year 2020 was originally expected to reflect growth rates of around a similar percentage; unfortunately, the opposite has taken place[ii]. The tourism sector has been obliterated, considering the travel sector exclusively is expected to lose a 100 million jobs in this year alone[ii]. Many countries such as the British Virgin Islands, Maldives, Macau and Aruba depend on tourism for economic development and are currently suffering the economic weight of the pandemic[iv].

Tourism takes one to meet different people, taste culinary delights, and experience different cultures and languages. Dismantling initial language barriers can make a community far more receptive to visitors, while improving the economy as re-openings seem to set to inevitably occur. Consider that in a survey of 20,500 travelers, 26 percent reported language barriers as an obstacle to their tourism[v].

Tourists are also more vulnerable to committing illegal offences unknowingly due to the language barrier. From taking photographs of military installations, embassies, wearing footwear in some places, more commonly not wearing footwear in other places, to consuming alcohol and consuming drugs such as cannabis, both have variable enforcement in terms of legality globally. Without clear communication, tourists are more likely to be arrested further fouling the image of the respective country enforcing its laws if foreign nationals that base its tourism sector deem the treatment unfair. Avoiding such a detriment to attracting visitors is vitally important and it begins with properly translated materials.

Language Services are Vital for Tourism and the Economy

Language accessibility makes a foreign country more inviting and hospitable, and this encourages tourists for longer stays. Tourists must know basic things about the tourist destination. Otherwise, they may be breaking laws and regulations. For these reasons, standard translation of tourist text is necessary for the description of places, areas, sights, information on appliances and facilities, basic rules and regulations, price lists, and other materials tourists would contact. Airports or ports of arrival, booklets and brochures containing laws of the country that can be violated should be provided and explained to tourists in their own language; easily available guides may also make tourists feel more independent and capable of navigating a "foreign" land. Therefore, accessibility to language is a source of economic stimulus. In these trying times, when multiple businesses and governments liquidity grows tighter, investment into a more globalized language landscape may lead to many positive benefits associated with tourism and expand into a vibrant, capable, healthy, and strong economy.

Standardization and Professionalism in Language Translation/Localization

The major reason why language translation and localization are important for tourism is to ease communication. If the translation is not done efficiently, there could be misinterpretation, misinformation, and confusion. These negative effects can be worse than having access to translation. For efficient translation, the translator must be professional and should localize or standardize the translation considering the tourist/foreigner's original culture.

IMAGE SOURCE: freepik.com

Across the globe, there are poor translations being produced, on both governments and businesses behalf, that have a high comedic appeal while likely lacking in their effectiveness in attracting tourists into their businesses.

When the translation is not done well, language is often left out. In some languages, intonation, and phonology render different meanings. Standardization and localization in translation must be an important part of the quality control process for language service providers (LSP), to assure the comprehension and the efficiency of the translation into the target languages.

Translation and language access to the tourists are a form of stimulus to the global economy. Adjusting to our new COVID-19 world to revitalize tourist economies, health information will be a vital necessity to decrease the spread of the virus through travelling and tourism in future.

*Special thank you to Yasin Steiert for editing this article.

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Remote Interpreting (RI): Professional Standards and Self-Care for Interpreters 🎧📋📞🖥️

By Adjo Mireille Agbossoumonde

IMAGE SOURCE: freepik.com

In this article we will focus on the importance of following **professional standards** even in remote interpreting settings, self-care for remote interpreters and interpreters at large, and **tips** to help you deal with interpreter trauma.

Now more than ever before, language service companies are providing language solutions that empower companies to communicate with their clients wherever they may be and/or do business globally, especially during this COVID-19 pandemic by bridging the gap of language barrier through remote interpreting (RI) in various settings.

THREE MAIN TYPES OF RI

To provide an understanding of what types of interpreting fall under this umbrella term, and how they differ from one another, the next sections will discuss the three ways in which virtual interpreting can be performed or delivered: over-the-phone interpreting **(OPI)**, video remote interpreting **(VRI)**, and remote simultaneous interpreting **(RSI)**.

It is worth noting that there has been more demand for **RSI** (on different platforms) since the beginning of the current pandemic with the cancellations of conferences.

It is used for virtual meetings such as Multilingual conferences, corporate events, meetings, workshops, training and/or daily briefings. For more details see this Nimdzi article on the subject: [The Virtual Interpreting Landscape](#).

Telephone & Video Remote Interpreting (OPI & VRI): Consecutive

Mostly used in these main settings:

- Medical (telemedicine and in person health care)
- Legal/Court (depositions or general court proceedings & Immigration)
- Educational: Parent-Teacher conferences, other IP meetings, and more
- Business: customer service, meeting and more

WHY ARE PROFESSIONAL STANDARDS IMPORTANT EVEN IN REMOTE SETTING?

The main reason is that, like in any other profession, professional interpreters are required to abide by the standards governing their profession whether they are working on-site (face-to-face) or remotely.

Observation: During this pandemic, we have noticed a new trend of different actors in our industry relegating

standards to the sidelines or completely ignoring them, including language companies, interpreters and clients. We should always uphold them. For reference, check out the following links:

- National Code of Ethics for Interpreters in Health Care
- NAJIT Code of Ethics and Professional Responsibilities
- AIIC Guidelines for Distance Interpreting, published: January 11, 2019. Last updated: March 17, 2020
- Code of Ethics and Professional Practice of the American Translators Association

WHY OPT FOR TEAM INTERPRETING IN LEGAL SETTINGS?

- **Practical** (helps with interpreter fatigue): We know that conference and sign language interpreters work in pairs, taking turns every 20-30 minutes to relieve one another. Team interpreting is also used in court proceedings—notably trials and depositions—but not all courts use it.

- **Essential to accuracy and completeness of the message:** The quality of the interpretation depends on it. Given the responsibilities associated with performing this complex task of interpreting that leads to fatigue, it is crucial that both interpreters work as a team to deliver the message accurately. See the recent NAJIT Position Paper on Team Interpreting In Court-Related Proceedings.

- **Advocacy and client education:** Interpreters need to advocate for themselves when needed, and inform the clients or end users of the benefits of team interpreting. They also need to follow the relevant code of ethics for the best outcome possible for all parties.

SELF-CARE FOR REMOTE INTERPRETERS

FAQ: Do remote interpreters experience trauma while performing their duties?

A: Yes, they do, and so do all interpreters. Thus, the importance of self-care.

Workspace
Generally remote interpreters work with one or more language services companies. They log into their servers or take calls using a landline (recommended) or a mobile phone.

Tip: Have water with you. You will need it! If you need water while on a long call or if you start coughing and choking for some reason, inform the client: "This is the interpreter, and the interpreter needs a water break" or "The interpreter needs to be excused," if you need to relieve yourself.

TRAUMA: Tips to cope with work related trauma
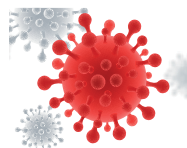
As we all deal with the anxiety caused by the coronavirus pandemic, we want to take a moment and acknowledge all the brave interpreters who help ensure equal access to vital community services such as health care, justice, and education. Interpreters are essential workers too. You can download the safety tips for Providing Interpreting Services During COVID-19.

I trained professional interpreters to be neutral, impartial, strong emotionally, and not to be attached to the story they are interpreting. Still, interpreters are human like everybody else, so these stories can affect them emotionally and even physically at times.

Tips for Coping with Interpreter Trauma

•   **Breathing:** Take a deep breath (you can stop and breath even on a call).

•   **Debriefing:** Talking to a professional or another colleague can be extremely helpful. Note that some companies have debriefing protocols in place, but they are very few.

•   **Exercise:** Studies have shown that exercise is good for our emotional wellbeing and balance.

•   **Laughter therapy:** Humor is good for you. See this article on the topic: Stress relief from laughter? It's no joke.

•   **Breaking the isolation:** "Physical distancing is not social distancing." Make the call! You might consider joining a professional organization if you do not belong to one yet, which affords you the opportunity to network. Safely spend time with others, friends and families.

•   **Anything else** (cooking, dancing, singing, yoga, meditation, mindfulness) that works for you.

Learn critical self-care techniques for remote interpreters in this webinar. You're Worth it! Self-care for Remote Interpreters: An Urgent Priority by Marjory Bancroft.

Adjo aka Mireille Agbossoumonde dreamed of becoming a Journalist because she admired a native Ewe Journalist growing up in Togo. Because of her love of languages, she went on and graduated from Université de Lomé, Togo, with a Bachelor in English and Linguistics and a Master's degree in Translation English-French and became a Sworn (Certified) Translator and Interpreter in 2000. She also obtained a Certificate in Pedagogy from the National Institute of Education Sciences (INSE) and a Professional Development Certificate/Badge for Simultaneous Interpreting from NYU, New York university in 2016. Before moving to the US, she was a high school teacher and taught English as a Second Language (ESL) for 6 years and here in the US, she taught French as a Second Language in Atlanta Public Schools, GA-USA for 4 years. She is currently an experienced French Conference/RSI and remote interpreter (French, Ewe & Mina) and has been a full time interpreter since 2009 specializing in medical, legal and immigration court interpreting. She is also a federal Language Consultant as a Member of the NLSC, National Language Service Corps. She also served as Contract Interpreter Monitor for USCIS (2010-2017).

Adjo likes singing, dancing and cooking for her family and friends (now for friends impacted by COVID-19) when she is translating, interpreting or running her company, Le Pont Translations LLC (Founder and CEO) based in Atlanta where she resides.

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Industry Standards Demystified – Part 5

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

ISO 18587:2017 Translation services — Post-editing of machine translation output — Requirements

ISO 18587:2017 defines some best practices for managing post-editing of machine translation output and sets minimum requirements that have to be met in order to demonstrate translation service provider's (TSP's) conformity with the standard.

The reasoning behind the standard is that the use of machine translation (MT) systems has become very popular, hence the translation and localization industry has been experiencing an increased demand for MT post-editing services. Furthermore, it is argued that Translation Service Providers (TSPs) and clients have come to realize that the use of MT systems plus post-editing is a viable solution for translation projects. These need to be completed within very tight time frames and/or with reduced budgets, uniform, very high volume or repetitive projects.

Last but not least, a few studies indicate that thanks to the use of MT (with post-editing), a lot of content that would otherwise remain untranslated is made available to the public in multiple languages (and languages of small diffusion), overall translation costs can be decreased, and the launch of products on specific markets, as well as the flow of information, can be accelerated and facilitated.

It is posited in the Introduction to the **ISO 18587:2017** standard that TSPs implementing its requirements in their MT post-editing process will be able to:

a) improve translation productivity,

b) improve turn-around times,

c) remain competitive in an environment where clients show an increasing demand for using MT content.

The caveat here is that there are still no MT systems with an output which could be qualified as equal to the output of human translation; therefore, the final quality of the MT output still depends on human translators and, for this purpose, their competence in post-editing. The rate at which MT systems are evolving nowadays makes it impractical to produce overarching ISO standards in this area. **ISO 18587:2017,** therefore, restricts its provisions to that part of the process which begins upon the delivery of the MT output and the beginning of the human process which is known as post-editing.

In general, **ISO 18587:2017** provides requirements for the core processes, resources, and other aspects necessary for the delivery of an MT post-editing service that meets applicable specifications. Applicable specifications can include those of the client, of the TSP itself, and of any relevant industry best practice.

The Scope of **ISO 18587:2017** states that the document provides requirements for the process of full, human post-editing of machine translation output and post-editors' competences, and it is intended to be used by TSPs, their clients, and post-editors. It is only applicable to content processed by MT systems and ISO 17100:2015 is referenced here as the standard that deals with translation services in general.

ISO 18587:2017 defines a set of best practices for providing MT post-editing services and sets minimum requirements that have to be met in order to demonstrate translation service provider's (TSP's) conformity with the standard. In theory, adhering to these best practices and requirements helps design and manage a process that delivers post-edited content which meets the client's specifications.

ISO published this standard in April 2017 as the first international standard for MT post-editing

service requirements. While it is not considered to be the most well-written or useful standard out there (because some of the requirements are obviously unrealistic and ignore actual industry practice), it is definitely a standard that industry players should be aware of. This version of the standard will probably undergo extensive revision in 2023.

There are several key requirements which the TSP must adhere to in order to meet the requirements of **ISO 18587:2017**. The TSP needs to assess the relative quality and its suitability for MT plus PE (in consultation with the client) prior to making an offer, and recruit qualified and competent human resources as well as proper technical resources, and design a process which meets the requirements of the standard. **ISO 18587:2017** also states that the TSP shall be fully responsible for the entire post-editing project.

Human resources are important to the standard. There must be a documented HR process in place (for recruiting qualified post-editors). The standard also sets out specific qualifications and competences for the various people involved in a translation project, and the post-editor's competences are very similar to the minimum requirements set for translators in **ISO 17100:2015**. However, it is not enough for the TSP to check that the human resources (mainly post-editors) have the required competences and qualifications, but they must also be kept on record and updated regularly.

ISO 18587:2017 states that there must be a written agreement between the client and the TSP. If the client and the TSP come to this agreement over the phone or email, the TSP is expected to write it up and send it to the client as confirmation of what has been agreed. The agreement has to reference all the commercial terms and project specifications.

IMAGE SOURCE: freepik.com

The standard additionally specifies that there must be a process to obtain feedback from post-editors on the performance of the MT system, which can, when appropriate, provide input toward improvement of the MT systems used and processes followed. The TSP has to ensure that the post-editor always meets the following objectives during the post-editing process:

- comprehensibility of the post-edited output,
- correspondence of source language content and target language content, and
- compliance with the post-editing requirements and specifications defined by the TSP.

Read the full article here.

Reference: https://www.iso.org/standard/62970.html?browse=tc

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 authorised 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, the EUATC Liaison Rep. to ISO TC 37, member of ATA, and many other organisations. Monika 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 international conferences. Her research specializations are: quality management, translation quality assurance, specialist translation and standards (particularly ISO 17100, ISO 9001, ISO/IEC 82079-1, ISO 27001, ISO 20771). 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.

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Meet the New Members
of Your ATA-TCD Leadership Council

Gloria Cabrejos

BIO: Gloria Cabrejos is an English>Spanish translator and editor. Her areas of specialization include community relations, mining, oil & gas, and the environment. She founded GCK Traducciones in 1997 in Lima, Peru where she resides. Gloria is the vice-president of the Peruvian Association of Professional Translators (ATPP, BOD 2018-2020). She joined the ATA in 2015 and began volunteering in several committees of the Spanish Language Division (SPD). Gloria belongs to the SPD Leadership Council since 2018 and currently serves as chair of the SPD Editorial Committee and is the editor of SPD's blog and newsletter.

Why are you interested in joining the leadership council for TCD?

I am interested in joining the leadership council for TCD because I've been a passive member of the TCD for several years and now I would like to have an active participation. I can bring my experience as an ATA volunteer to the TCD. I have been an active member of the Spanish Language Division (SPD) since 2015. I've served the following SPD committees: Website Committee (2015-2020), Editorial Committee (2016-present, first as member and then as chair, since 2018), Podcast Committee (2019-2020), and Professional Development Committee (2019-2020).

Jose Varela-Ibarra

BIO: I am a transcultural linguist, fully bilingual & multicultural, with a Ph.D. in Spanish. A former university professor, I founded, directed, and taught the translation and interpreting programs at San Diego State University, Imperial Valley Campus, and at The University of Texas at Brownsville.

I served as a standards setter and grader for the National Association of Judiciary Interpreters and Translators' federal-level examination. With NAJIT colleagues I created and conducted training workshops coast to coast, and in Mexico and Brazil.

I am a U.S. Courts Certified Interpreter, Translator, Author, Editor, and Publisher of e-books, glossaries, and a newsletter, Translators & Interpreters Careers. Certified in Digital Marketing, I run four websites.

I am now focused on helping law firms win cases, corporations and small businesses grow their brand, and all better serve their clients.

Why are you interested in joining the leadership council for TCD?

I have been a translation industry advocate, a professor of translation and interpretation, and a freelancer for 30 years. I would like to contribute to our expanding TCD's reach in the marketplace.

Garry Guan

BIO: Professional interpreter, translator, professional anthropologist and consulting archaeologist. He holds a bachelor's degree in history and archaeology from Peking University, one of the most prestigious institutions in China, and a master's degree in anthropology from Beijing's Central University of Nationalities, as well as a five years study in a Ph.D. program in Anthropology at University of Pittsburgh. After completing the coursework for a Ph.D. in archaeology and anthropology at the University of Pittsburgh, he served as a senior archaeologist for numerous archaeological and environmental consulting firms, and as Managing Editor of Chinese Cultural Relics, between 2014 and 2019. He was appointed as the Research Associates of History of Arts and Architecture at University of Pittsburgh in 2017.

He acquired Asian American Publication, Inc. in 1995, providing business directories and community resource guides for the burgeoning Asian American population in metropolitan Atlanta and the State of Georgia. In the meantime, he embarked on a new career as freelance translator and interpreter. Later that same year, he founded Asian American Media Group, Inc., now A-A Language Services, LLC, offering a full range of multilingual and multimedia communication services in all languages to private businesses and government agencies around the world. The dynamic enterprise culminates his vision to promote understanding among cultures in both the local community and the global marketplace.

Guan is very active in the community as well as Georgia politics. He was the Republican Nominee for State Senate District 5 in 2010 and again this year for State Senate District 40. He served as the Assistant Administrator of Translation Company Division (TCD) (1999-2000) and the Administrator of Chinese Language Division (CLD) of American Translators Association (ATA) (2006-2008), the President of Atlanta Association of Interpreters and Translators (AAIT) (2001-2002) and the Chairman of the Board immediately after (2003-2004). A graduate of Atlanta Regional Leadership Institute Class 2006, he had served in multiple non-profit charitable organizations, on the boards of the National Family in Action, Inc., the Partnership for Community Action, Inc., and the Asian American Resource Center, Inc. He also served as the President of Rotary Club of North DeKalb (presently Atlanta), and Chairman of Fellowship and Recreations for Rotary International District 6900.

Why are you interested in joining the leadership council for TCD?

After January 5, 2021, I may not be too busy with political activities, since the election would be finally over and I would like to contribute to the organization with my knowledge and experience gained through more than 25 years in this industry.

Meet the New Members
of Your ATA-TCD Leadership Council

Charo Welle

BIO: Accredited Latin America & US Spanish translator and editor, owner of VerasWords Translation Workroom, specialized in public media and communication, marketing, education, healthcare, and religion, serving US-based and global clients since 1999.

Since joining the American Translators Association (ATA) in 2001, Charo has actively promoted the ATA's goals through her volunteer work, including serving as member of the 2018-2019 ATA Nominating and Leadership Committee, serving as the Spanish Language Division (SPD) division administrator (2016-2020), as SPD assistant administrator (2010-2012 and 2014-2016), SPD Intercambios' editor (2007-2010), SPD Webmaster (2011-2018), and member of SPD Leadership Council (2010-2020), among other roles. Recognized for her leadership and contributions to the translation and interpreting professions, Charo is the recipient of several accolades including the 2006 ATA's School Outreach Award, the 2014 ATA's Harvie Jordan Scholarship, and the 2019 Hispana Realizada's Inspiración Hispana (Hispanic Women Inspiration) award. She has also been recognized for her years of volunteer work in her community and in many worthwhile projects.

Charo is currently pursuing a Master's in Communication with a concentration in Marketing Communication and a focus in Creative Writing from the University of Denver. She also holds a Bachelor of Arts in Communications degree from the University of Denver, graduating magna cum laude, an Associates of Arts degree from Eastfield College, graduating with high honors, and an English into Spanish Professional Certificate in Translation Studies from New York University.

When not working, this native of the Dominican Republic, can be found serving her community, mentoring her peers, practicing ballet, speaking or writing articles on communication and translation.

Why are you interested in joining the leadership council for TCD?

I joined the ATA-TCD I think since its inception because I find relevant its goals to foster understanding and respect, and to bridge the gap between freelancers and LSPs. I am interested in volunteering my time and experience as a successful freelancer to help the TCD attain these goals and the important goal of training ATA and TCD members and bringing cooperation between them and LPS.

Meet the New Members
of Your ATA-TCD Leadership Council

Aniella Vivenzio

BIO: I was born in a multicultural family, with a European father and a Caribbean mother, from a very young age I began to communicate in languages other than the mother language that is Spanish. At university I studied in the medical area for 4 years and when I arrived in the United States I was able to mix these two skills, which have allowed me to develop professionally as a medical interpreter. I also did studies in the area of professional dubbing having as a mentor Mr. Renzo Jiménez, voice for Latin America of main characters in movies, comics and television series.

Why are you interested in joining the leadership council for TCD?

I consider it an honor to be able to belong to this division, which will allow me to expand professionally since translation and interpretation are tools to connect different cultures and ways of thinking, and the fastest way to reach a larger audience is through the digital network.

Thu Maulden

BIO: Founder and manager of VietnamUSA Communications, LLC (https://vietnamusacommunications.com), "Your Bridge between Vietnam and the USA."

A *summa cum laude* U.S. master's graduate in Strategic Communications and Public Relations with several years working in the legal environment and international business, Maulden specializes in building mutually beneficial relationships. Throughout her career, Maulden has gained extensive experience in providing comprehensive translation and interpretation (English<>Vietnamese) services for legal documents, business contracts, business meetings, marketing materials, video/audio transcripts, press releases, e-news letters, website, social media content, and education (particularly IEP).

Furthermore, Maulden is a compassionate supporter of Vietnamese victims of domestic violence in the US.

Why are you interested in joining the leadership council for TCD?

I hope to help with the efforts to define what best directions for the division to pursue.

Meet the New Members of Your ATA-TCD Leadership Council

Chikako Kogaio

BIO: Chikako Koga worked as a technical officer at a local governmental office in Japan for about a decade. Koga started working as a translator/interpreter about six years ago, working through associations such as ATA, Proz.com, and SDL.plc. Koga worked translating through ProZ.com, completing the JP><EN basic credential of the JTA, and a patent credential through Babel University. Koga specializes in IT, the medical field, and patents related to the technological industry, working together and with many industries in the global economy. Koga has joined the ATA since working as a translator/interpreter in Japan is difficult without joining the ATA. Through the ATA, Koga hopes to add to her translation/interpreting experience.

Why are you interested in joining the leadership council for TCD?
I would like to take this opportunity to get to know the ATA-TCD Council very well.

Call for Proposals for ATA62

The American Translators Association is now accepting presentation proposals for ATA's 62nd Annual Conference, which will be held October 27-30, 2021 in Minneapolis, Minnesota. The ATA Annual Conference attracts attendees from all over the world, bringing, bringing together translators, interpreters, educators, project managers, and company owners. Making a presentation to such a diverse audience is an excellent way to build your reputation and résumé, widen your networking circle, and position yourself as an expert in your field!

ATA62 will be a hybrid (in-person and virtual) conference. All speakers should be prepared to present in person in Minneapolis, unless ATA makes a decision to hold a fully virtual event. You will be asked to note your willingness to present in person only, virtually only, or either in person or virtually on the proposal submission form.

Proposals must be received by March 1, 2021. Submit your proposal here.

IMAGE SOURCE: freepik.com

ATA61 Virtual Conference: Training for Translation Companies

In 2020, ATA made a historic move by shifting our annual conference to a virtual event in response to the pandemic. Planning for the next annual conference is underway. While we hope that conference will be in person, we are also appreciative of the extended access to high quality training afforded by the remote conference option.

If you attended the virtual conference, you can still take advantage of your registration to access session recordings until April or May. Please find below **over 25 sessions from the ATA61 Virtual Conference that are related to translation company operations**—that's over 25 hours of training and our list is by no means exhaustive! Check out these recordings—and even more high quality sessions related to translation in a myriad of languages and specializations—to start another year of localization services and training on the right foot. . . with professional training and continuing education.

Business of Translation & Localization

- 075 - **Measuring Value: Helping Clients Turn Content into Business Assets** by Katherine Brown-Hoekstra. Katherine was the Distinguished Speaker of the TCD. View this great session to learn how to add even greater value to your client partnerships.

- 086 - **Pulling Localization Upstream: Integrating Content and Localization Processes** by TCD DS Katherine Brown-Hoekstra. Attending this session is a no brainer for all of us who understand that localization should be planned for well before content is actually ready for translation.

- Session 123 - **Client Acquisition Strategies for Language Professionals (Research Study Results)** by Virginia Katsimpiri. Join this session if you would like 50 ideas about how to obtain new clients for some inspiration!

- Session 055 - **Pricing Strategies in a Service Industry** by Daniel Sebesta. Learn alternative pricing models to cost-driven pricing in this session about the bottom line of businesses.

- Session 114 - **Highchairs in the Home Office: Working with Kids in the House** by Danielle Maxson. This timely presentation gives strategies for all those superhero parents who are caring for and educating their children on top of providing top notch quality translation work—shout out especially to moms!

- Session 038 - **Future-Proofing Your Business and Career** by Renato Beninatto. Check out this session to learn career and business strategies right from the CEO of Nimdzi Insights.

Localization Industry Trends

- Sessions 011 and 021 - **Issues and Challenges Facing the Language and Translation Industry, Parts I & II** by Said Shiyab and Abdulaziz Aldhohayan - These sessions offer big picture considerations that contribute to informed decision making on business strategy.

- Session 046 - **Data-Driven Pricing: Toward a Sustainable Business Model in the Age of Neural Machine Translation**. Another hot button topic. . . In this session, Marciano presents an alternative pricing model for NMT.

- Session 058 - **Corporate Social What? Introduction to Corporate Social Responsibility and How It's Usually (Mis) interpreted in the Post-Soviet States** by Veronika Demichelis. This great session gives you strategies for taking your corporate values from lip service to an actionable aspect of your company culture.

- Session 006 - **Cybersecurity** by Monique Longton. This session offers tips for improved data security in an increasingly digital world.

- 084 - **Advocacy 101 for Independent Contractors: It's Pretty Easy** by Lorena Ortiz

Schneider. This session by Schneider, founder of CoPTIC, the organization that advocated for the recognition of the professional status of translators and interpreters in California legislation is not to be missed given that similar national legislation is looming.

Processes, Automation & AI

- Session 031 - **Plain Language Strategies for Successful Communication** by Romina Marazzato Sparano. This important and informative session gives key strategies for writing content for translation, that is, without the inconsistencies and ambiguities that slow localization processes.

- Session 066 - **New Client, New Terms: Glossary 101** by Karl Pfeiffer. Consistent terminology use is at the core of quality localization services. Learn the basics of compiling glossaries in this great session.

- Session 083 - **Getting Started with Terminology Management** by Alaina Brandt. Learn about a full terminology workflow, from specifications to termbase entries, in this session.

- Session 095 - **PDFs, OCR and Formatting, Oh My!** Dealing with Flat PDFs Quickly and Efficiently. This highly acclaimed session gives tips and tricks for processing a most difficult file type. . . the dead, or uneditable PDF!

- Session 130 - **Automating Translation Tasks: AutoHotKeys for Non-Programmers** by Nora Díaz. This very popular and useful session addresses a hot topic within localization: automation.

CAT Tools & Specialization Specific Training

- Session 032 - **Audiovisual Translation Using SDL Trados Studio** by Paul Filkin. A great session for project managers who want to keep up with technological advances intended to make the processing of a complex file type more efficient.
- Session 049 - **The Invisible in Audiovisual Translation** by Tiina Kinnunen. This presentation gives a comprehensive look at audiovisual workflows.
- Session 072 - **Game Localization: Models and Process** by Carme Mangiron, with moderation by Deborah Wexler. A great session on a fun and creative specialization within localization: games.
- Session 082 - **Game Localization: Quality Assurance and Technological Developments** by Carme Mangiron. Another great session for keeping up with advancements in this fun and creative domain.

Localization Vendor Management

- Session 020 - **Working Together: Finding Harmony in the Language Services Company/ Language Services Provider Relationship** by Rick Antezana. This solid session reports on strategies for promoting positive, ongoing exchanges among companies and their vendors.
- Session 026 - **Rosters: How Do You Get on Them? How Do You Find Them?** By Beth Angel. This great session teaches localization vendor management specific to the role of interpreting.

- Session 094 - **Translation Teams: Collaboration over Competition**. Join this session to learn how professional translators approach translation collectives and the benefits to quality of working with collectives.
- Session 121 - **Translation Scams** by Carola Berger. Another great session cross listed under data security and localization vendor management. Check this session to raise your awareness of contemporary translation scams.
- Session 056 - **ISO 17100 and Beyond: ISO Standards for Translators and Interpreters** by Robin Bonthrone. This session could be cross listed under a number of headers. View this session to have common misconceptions about the important ISO 17100 dispelled.

Thank you, volunteers!

IMAGE SOURCE: freepik.com

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.

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 #ATA62 in-person and virtual conference in Minneapolis: October 27-30, 2021!

If you are interested in one of these or other opportunities and want to learn more, contact us.
http://ata-tcd.com/project/contact-us/

TCD

Connect with us!

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. Find the link for it here.

* 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 with your full name and your ATA member number.

You can also connect with us via:
• Join the division: https://www.atanet.org/divisions/
• Visit our website
• Read our newsletter
• Follow us on Twitter
• Like us on Facebook

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