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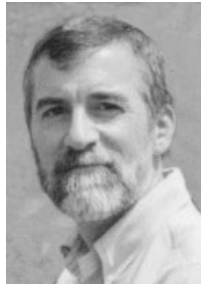
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CATI is a chapter of the American Translators Association. For more information, see the ATA website:

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From the CATI President

Spring is here – and another successful CATI conference is in the books!

By Mike Collins

Dear CATI colleagues,

It's spring again, and another successful CATI conference is in the books. Those of us who were able to attend enjoyed a great smorgasbord of stimulating presentations in the brand-new Education Building on the UNC Charlotte campus. Our thanks again to conference organizer **Maria Rodriguez** and to **Dr. Mike Doyle** and the student volunteers for their hospitality and help.

Spring also means that it's time for another issue of the *CATI Quarterly*. As usual, this issue is full of good reading and useful information. To see what's new, check out the section on new members and list of upcoming events.

As I mentioned, our 2007 conference was successful, well-attended, very educational, and lots of fun. If you couldn't be there, don't worry – a report appears in this issue of the *CATI Quarterly*. I hope you will enjoy it and the pictures that accompany it. One conference highlight for me was the opportunity to honor **Jackie Metivier** and **Monique Glass** for their long service to CATI. Our association is lucky to have such dedicated individuals.

This issue also features a great piece by **Eta Trabing** on stress management. This insightful article contains useful tips on self-examination and managing stress. That's something we all need from time to time, especially in the dead-

"... our 2007 conference was successful, well-attended, very educational, and lots of fun. If you couldn't be there, don't worry – a report appears in this issue of the *CATI Quarterly*."

line-crazy world of translation and interpretation. I know you will find it as informative as I did.

Also included is the first part of a report I have written on a troubling experience we had when one of our clients went bankrupt. Few of us are aware that we could be faced with losing much more than just outstanding invoices when a client goes belly up! The surprising conclusion will follow in the summer issue.

Spring is a wonderful season that is sometimes taken for granted here in the South. Winters are usually mild, and if we are busy, we hardly notice that the trees are leaf-

Continued on page 2

From the CATI President *continued*

ing out and the days are getting warmer.

Language is often taken for granted as well. Most people use it effortlessly, without thinking about how and why it works. After all, when we switch on a light, how often do we stop and think about what makes it possible?

But perhaps no other characteristic distinguishes us more as a species than our capacity for language. Our ability to speak and record our thoughts in writing has made everything we have around us possible.

Language is the thread from which the tapestry of our civilization is woven.

Our work as language professionals is important. Every time we

go to work, we are bridging a gap in understanding that our clients cannot cross without our help. And without the collaboration that trans-

“Language is often taken for granted as well. Most people use it effortlessly, without thinking about how and why it works.”

lation and interpretation make possible, our world would be a very poor place indeed.

So take pride in your profession, but don't forget to stop and smell

“Our work as language professionals is important. Every time we go to work, we are bridging a gap in understanding that our clients cannot cross without our help.”

the roses – and enjoy this latest issue of your *CATI Quarterly*.

Sincerely,

Mike Collins

We would like to hear from you!

If you have an opinion that you would like to share with your CATI colleagues on any of the ideas expressed in this newsletter, please write to the editor,

G. David Heath, at:

infoexact@mindspring.com

Submissions are subject to editing.

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CATI's 20th Annual Conference offered thought-provoking presentations and lively discussions

CATI's 20th Annual Conference, held on April 14, 2007 at UNC Charlotte, offered a full program of outstanding speakers and thought-provoking presentations, stimulating plenty of discussion among the more than 70 language professionals who attended the conference.



Receiving their awards from Mike Collins are, above, Jackie Metivier and, below, Monique Glass.



Below, Eve Lindemuth Bodeux giving her keynote presentation.



After welcoming the attendees, CATI President **Mike Collins** presented awards to **Jackie Metivier**, Immediate Past President, and **Monique Glass**, Immediate Past Treasurer, in recognition of their outstanding services to the Association.

Dr. Nancy Gutierrez, Dean, UNC Charlotte College of Arts & Sciences, opened the conference and welcomed the attendees.

Keynote speaker and ATA-Distinguished Presenter **Eve Lindemuth Bodeux** set the tone for an outstanding conference with her presentation "Marketing Yourself on the Internet for Translators and Interpreters." Her presentation drew on her extensive experience of hiring translators. She offered sound advice for making a translator's or interpreter's résumé stand out, as well as information on where to register your skills online to reach new clients, where and how to post your résumé online, and how to share your information via email in the most efficient manner with both domestic and international clients.

CATI Vice President **Memuna Williams** gave a thought-provoking presentation entitled "Why Professional Development? Reflections on Renewal through Continuing Education." She made frequent references to Stephen Covey's best seller *The 7 Habits of Highly Effective People*, which strongly advocates taking time for renewal at different levels. Her presentation touched on intellectual, social, and spiritual renewal as reasons for continuing to learn as translators, and gave suggestions on how to keep abreast of what is going on in the profession through formal education while living and working as a translator.

The afternoon was devoted to two sessions, each offering attendees a choice among three concurrent and different presentations.

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In the first sessions:

- **Eve Lindemuth Bodeux** gave a presentation entitled "Technical Resources for Translators," which included Internet resources such as glossaries, search engines and other sites; inter-cultural and technical issues that arise when communicating electronically with international colleagues and clients; a review of computer-aided translation tools and voice-recognition software; and a review of related hard-copy resources.



Maria Rodríguez presents her hands-on workshop on simultaneous interpreting

- **Graciela G. White**, a CATI Board member, presented "The Basics of Project Management for Freelancers," which drew from her unique experience in this area to provide practical tips for enhancing professionalism in a multitasking environment. She spoke about applying basic project-management principles such as knowledge areas and conflict-resolution techniques to daily routine, how to plot one's own workload and availability, and how to perform simple earned value analysis to track work progress.
- **Brooke A. Bogue**, Manager of the Interpreting Services Program – Court Programs and Management Services Division of the Administrative Office of the Courts, gave a

presentation on "Administrative Office of the Courts Interpreter Certification Program." This dealt with the new "Policies and Best Practices for the use of Foreign Language Interpreting and Translating Services in the North Carolina Court System" manual and how it affects court interpreters. It also dealt with registration requirements for court interpreters, training, and the process for becoming a state-certified interpreter.

In the second sessions:

- **Junko Gilbert**, a CATI Board member, ran a hands-on session entitled "Wordfast — Inexpensive Trados Alternative." Many participants in this session brought their own notebook computers with the free trial version of Wordfast installed. Junko demonstrated how Wordfast is an easy-to-learn translation memory tool.
- **Dr. Michael Scott Doyle**, Professor of Translating and Translation Studies at UNC Charlotte, together with a panel of graduate students **Susan Amador, Lorena Delgadillo, DeOnna Gray, and Justine Sittema** presented a thought-provoking session "Theory and Method in Translation." It included such aspects as: What is the theory of translation and what kinds of theory are there? Why theorize? Who have been some of the major theorists over the ages? What theories have been influential? How has the theory of translation evolved? And where do we stand today in terms of theory and method? This session provoked some searching questions and lively discussion.
- **Maria Rodríguez**, a CATI Board member and Conference Chair, provided a non-language-specific hands-on workshop on simultaneous interpreting. Participants learned key skills for building speed and accuracy, and were able to practice shadowing, chunking, and simultaneous interpretation. ■

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Global Translation Systems, Inc., is proud to be a Gold-Level Sponsor of the Carolina Association of Translators and Interpreters. CATI has served T/I workers in the Carolinas and beyond for over 20 years, and has labored hard during that time to raise the level of professionalism and ethics in our field.

Global also wishes to recognize the many CATI members it counts among its vendors, contractors, and employees. Their efforts have contributed in no small part to our success over the years.

Global Translation Systems is a full-service agency providing multilingual translation, interpretation, and desktop publishing services. Founded in 1992, we serve a broad clientele, ranging from individuals to large corporate customers around the world. Our specializations include the fields of medicine and telecommunications.

Located in Chapel Hill, North Carolina, in one of the most technologically progressive areas of the country, Global is dedicated to providing high-quality, efficient, and effective service to our customers, and to promoting fair, honest, and respect-based relationships with all those who work with us.

For more information about our company, please visit us at www.globaltranslation.com.

For information on obtaining translation services or joining the Global team, please contact us at info@globaltranslation.com, or call us at (919) 967-2010.

Interpreter/translator stresses, and ways to manage them

By M. Eta Trabing



A commonly accepted definition of stress today is that it is "a condition or feeling experienced when a person perceives that demands exceed the personal and social resources the individual is able to mobilize."¹

How stressful a situation is depends on how we perceive the situation and if we feel we can cope with it or not. If we think we can manage it, then we perceive it as a challenging situation; if we think we cannot manage it, then it becomes an overwhelming situation that produces great stress. Our perception of things is the key.

When we encounter stress, we have the option of one of these three basic responses:

1. "Fight or flight" — a basic survival instinct that works for the short-term. It gets us out of physical danger quickly and helps us survive, but it gives us little control over a situation. Our judgment isn't working properly and we do not make good decisions; or
2. "Adaptation or coping" — the long-term effect of frequently being exposed to stress. We accept stressors as quite normal and inevitable, although we may have resisted them at first; but eventually, we burn out, in fatigue or exhaustion and without further resistance; or
3. We can decide to change the way we think about stressors, and we can change them (or us) so that they no longer affect us negatively as stressors.

How stress can affect us

In our personal and working lives, stress is subtle and comes from a multitude of things: work overload, juggling priorities, impossible deadlines, and conflicts with clients, co-workers, or family members. These stresses divert mental effort, reduce our performance, and make us unhappy. If we feel stressed, we begin to doubt our ability to handle a given event. So the threat is gener-

"In our personal and working lives, stress is subtle and comes from a multitude of things"

ally mental rather than physical.

These effects of stress can also affect our health, either physiologically or behaviorally. Physiologically, these stressors can cause heart disease, immune system problems, headaches, irritable bowel syndrome, anxiety, depression, and possibly even cancer. Behaviorally, they cause negative thinking that affects our everyday view of life, which can translate into too much drinking or smoking, not exercising properly, eating too much or too little, losing of sleep, and becoming irritable and angry.

Some of us, however, seem to thrive under pressure — we work faster and better, we concentrate completely — we have to have deadlines or we procrastinate. As pressure increases, we perform better. When there is no pressure, there is boredom and little incentive to focus our attention or energy, especially if something more interesting is around to distract us. When there is just enough pressure or stress, we perform at our best. If the pressure keeps escalating, however, then anxiety begins to accumulate, causing stress to the point of being uncomfortable or unbearable.

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Bilingual Communications offers services in Spanish and English exclusively. By concentrating its time, energy, and resources on a single pair of languages, the company is able to offer expert services in its specialty areas.

The company's president, Jackie Metivier, is from Mexico and travels there often. This enables her to keep up with her native language and culture, a necessity for service to the local North Carolina Hispanic market, 69% of which is from Mexico.

While most of the company's work is from English to Spanish, Bilingual Communications uses qualified native speakers of English for translation from Spanish to English.

For further information, please visit our Website at:

www.bicomms.citysearch.com

¹ American Institute of Stress

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Interpreter/translator stresses *continued*

The more we stress, the more negative thoughts appear to take over our minds. This negativity escalates quite rapidly. We become hostile, critical, and angry. Both decision-making and creativity become impaired because we cannot process all that now overwhelms us. Depending on our personalities, some of us can take only a little extra pressure to perform well, while others of us will need more pressure to perform well.

When we are feeling well, fully concentrated and performing well, we're using all of our skills, we're totally involved or focused, and work just flows. Distractions don't deter us and we think clearly. This is a very creative, efficient, and satisfying state of mind. It is ideal for a challenging translation that takes concentration, clear thinking, and large chunks of time without interruptions, or an easily flowing interpretation in a congenial environment.

Remember, stress is a condition or feeling experienced when a person perceives that demands exceed the personal and social resources the person is able to mobilize. So ... how do we make it more manageable?

How we can manage stress

First, we must recognize what our stressors are, and whether they are short-term or long-term. Make a list; here are some ideas:

- Too much work? Too little?
- Not enough control over work or play?
- Unfair treatment?
- Too much or too little recreation or socializing?
- No recognition or reward?
- Difficult coworkers or family members?
- Personality conflicts on various fronts?
- Conflict of values? Quality vs. the almighty dollar? Breaches of ethics?

- A death among family or friends? A new baby in the house?
- A major purchase that is straining finances?
- A new relationship? A divorce? Are you moving?
- Someone close diagnosed with a serious disease?
- Fill in your own blanks.

Insight changes many things and brings about a turning point. Once we know what's wrong, we cannot pretend any more not to know.

We cannot eliminate all stressors from life, if we could, we would-

“Insight changes many things and brings about a turning point. Once we know what's wrong, we cannot pretend any more not to know.”

n't learn anything. The things we live through and survive or learn to live with are the things that make us who we are. We are the product of our scars, as the saying goes. We learn best during tough times. When things are easy and good, we just happily sail along and don't learn very much — we just enjoy the ride! To live a full life, we need some of both: tough and easy. For life to be interesting there must be some tension — not too much and not too little would be ideal, of course. We need to be motivated but not overwhelmed. Each of us has a different threshold of what we enjoy or dislike or hate, and a different threshold of our physiological and psychological responses to these. These thresholds change as we get older or if various crises occur at once.

Sometimes, when various things go wrong at once, we don't have time or energy to worry about each one to its full extent, so we only worry about the most important and the others are relegated to second, third, or fourth place. If only one major thing goes wrong, then we assign it the full measure of our worry. This shows us that major worrying is non-productive and

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probably also unnecessary.

Just identifying one or more stressors and being aware of their effect on us is not enough, but it is the beginning. Below are some suggestions for making changes to reduce the stress in our lives. Not all will work for all people or with all stressors, and you may find solutions that this article hasn't touched on or thought of, but here are some ways that may help:

- Identify the things that stress you out. Make a list, don't pretend they don't exist; in your mind, they do.
- Notice how your body responds to stress. What physical or mental reactions do you have? So what can you do to change these or make them more manageable?
- Can you take a break to relieve them?

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Interpreter/translator stresses *continued*

- Can you take the time to make a change (time management, goal setting)? Does your sanity depend on making the time to make the changes?
 - Look at the stress and see if you are actually helping to make it worse; sometimes we do, by overreacting or indulging in self-pity.
 - Do you feel you must be in total control of everything going on around you? Or do you feel you must please everyone all the time? Try to adopt a more moderate view.
 - Ask others for help. Sometimes, we just have to ask; others are not mind-readers and are more than willing to help.
 - Try to put your emotions into perspective. Don't play the "worst scenario" situation in your head over and over. It's totally non-productive.
 - Understand that you don't need to control your emotions completely, just the extent to which they rule you.
 - Try yoga breathing, deep breathing to get heart rate and breathing back to a normal level.
 - Try yoga or tai-chi relaxation techniques or meditation; these will reduce muscle tension, blood pressure, and heart rate, and settle your mind.
 - Some medications, when prescribed, can help calm you down in the short term. However, once their effect wears off, you will still have to deal with the stressor.
 - Exercise to build up your physical strength. Walk, swim, bicycle, jog, exercise ...
 - Eat properly; nutritious, balanced meals. Keep your ideal weight (whatever it is!).
 - Avoid stimulants.
- Take breaks when you can. Get enough sleep. Lack of sufficient sleep can be physically and mentally damaging, especially over a long period of time.
 - Develop some mutually supporting relationships/friendships. Join a church or group that makes you feel good about yourself and what you do.
 - Set realistic goals that are your goals and not someone else's expectations of you.
 - Expect some failures, sorrows, and frustrations — that's life! Learn from them and move on.
 - Be good to yourself. Give yourself credit for all the things you do well. Don't blame yourself over everything that goes wrong. Stop thinking in terms of fault. Find solutions.
 - Stop reacting and start acting.
- "Can you take the time to make a change (time management, goal setting)? "**
- "Stop reacting and start acting. Visualize yourself being successful and having things under control. Athletes do this all the time."**
- Visualize yourself being successful and having things under control. Athletes do this all the time. Visualize yourself acting because you want to win and not reacting just because you don't want to lose.
- If any of you have more good ideas for stress reduction, please share them with all of us in a subsequent article in the *CATI Quarterly*.
- M. Eta Trabing**, translator, instructor, writer, retired interpreter, ex *CATI President*, and owner of *Berkana Language Center* (see www.eberkana.com) has been in the *T/I* business for about 38 years and now lives in Houston, Texas.

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A Practical Nursing program had been established in 1948; other programs included training in mechanical drafting, architectural drafting, and electronics technology. In addition, literacy skills training was offered for adults. Courses to upgrade the skills of workers were also offered in a variety of trades.

The Community Spanish Facilitator Certificate Program offered by the College prepares students to act as paraprofessional Spanish interpreters in the community. Courses are taught within a cultural context and include community service projects. This is a day and evening program. The required courses are offered during lunchtime and evening hours to accommodate working students.

For information, visit the College's website at:
www.durhamtech.edu/html/prospactive/programsofstudy/spi.htm

Insult to injury: When your client goes bankrupt

Part 1: The initial shock

By Mike Collins



When a major client filed for Chapter 11 bankruptcy some two years ago, it came as quite a shock. Not only were some \$7,000 of outstanding invoices now pro-

protected against collection and unlikely ever to be paid in full, but a stable, long-term, and mutually profitable relationship with a favorite client was suddenly in doubt. All that was bad enough. Then we got the letter...

Bankruptcy is a fact of life in the business world. Companies fail for all sorts of reasons, and the personal and commercial repercussions are often wide-ranging. For suppliers to those companies, the disruption can be difficult or even crippling. Everyone is familiar with the most common issues: unpaid invoices, (potential) loss of an important customer, uncertainty about the future. But not everyone is aware of one potential nasty surprise.

The law provides for several types of bankruptcy. The most common of these are Chapter 7 Liquidation), Chapter 11 Reorganization), and Chapter 13 (Debt Repayment Plan). Under Chapter 7, a court-appointed trustee oversees the liquidation and distribution of the bankrupt party's assets to creditors. Chapter 13 is most often filed by individuals earning regular income, and involves arranging to make partial payment of debts to creditors. Chapter 11 is commonly filed for by businesses in financial trouble, and that is what our client chose.

A few well-known things happen when Chapter 11 bankruptcy is declared. The bankruptcy filing date represents a sharp dividing line:

Any outstanding debts or invoices owed by the declaring company before that date are frozen. It is in fact illegal for creditors to try and collect debts protected under bankruptcy. A trustee is appointed by the court to handle the affairs of the company. The tasks include examining the records of assets and liabilities, determining how much can be repaid to which creditors, defining categories of debts (e.g., secured vs. unsecured), and more.

Vendors can continue to work for the reorganizing company. Any work performed after the date of filing is handled and paid according to the existing business practices; that is, any payments owed for such work are written on a clean slate, theoretically without fear of non-

“The bankruptcy filing date represents a sharp dividing line: Any outstanding debts or invoices owed by the declaring company before that date are frozen.”

payment. Indeed, companies that refuse to do business with a reorganizing company just because it has filed for Chapter 11 may be subject to penalties under the law, although enforcement of this stipulation might be difficult in less obvious cases.

When our client declared Chapter 11 bankruptcy in November of 2004, we were generally aware of these facts, and learned others in consultation with our attorney. We therefore wrote off (literally and figuratively) the outstanding invoices and went back to work with our client.

A steady stream of correspondence began arriving in regard to the filing: notices for entry of claims, confirmation of claims, filing deadlines, requests for lists of outstanding debts, ballots for accepting or rejecting the liquidation plan,

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In Town Optical is a boutique offering top customer service, in English **and** Spanish.

At In Town Optical, Andres Quintana is committed to serving the Hispanic market, and to ensuring that all eyewear is dispensed according to the individual need of every customer. When he came to the US in 1980, he spoke only Spanish. Since then, he has acquired a second language: English. This has allowed him to provide eye care products and services to Spanish- and English-speaking clients since 1994.

Working as he does in two languages at In Town Optical, Andres understands the importance of good communication.

Speaking two languages does not make you a professional interpreter — it requires skill and training. In Town Optical salutes those who serve as professional interpreters, and is pleased to support CATI and translation and interpreting professionals as a Bronze Sponsor.

In Town Optical
1241-14 South Main Street
Wake Forest, NC 27587

Tel: 919-554-0860

Website:

www.intownoptical.com

hearing notices, and many, many more. Forms were filled out and signed, information provided, and fine print duly read.

Then we got the letter...

It appeared in the mail like the others on the letterhead of the legal firm handling our client's reor-

“The idea of our small company somehow manipulating this huge client seemed laughable. We had never heard of such a thing... but our lawyer had.”

ganization / liquidation. At first, it seemed to be one more formality to be taken care of. The letter mentioned a “Preference Claim,” the 90-day preference

“Then we got the letter ... By the time we were finished reading and digesting it, we were in utter disbelief.”

period, monies received by our client during said preference period, and more. By the time we were finished reading and digesting it, we were in utter disbelief.

There are a couple of legal terms associated with bankruptcy that I did not mention above — *preference* and *voidable preference*. Basically, these refer to a situation where one creditor is paid or compensated preferentially at the expense of others during the period before Chapter 11 is declared. It works like this:

Say Company A is a buyer and Company B is one of Company A's suppliers. Company B becomes aware that Company A may be in financial trouble, and begins to suspect it may declare bankruptcy. Company B knows that if that happens, it may not get paid for work it has done, so it pressures, negotiates, or otherwise “encourages” Company A to pay its debts to Company B ahead of other creditors. If Company B is successful, it may be able to minimize its losses after Company A files for bankruptcy.

To prevent and mitigate just such occurrences, the law provides for a *preference period*, which is defined as the 90 days prior to the declaration of bankruptcy.

Preference or *preferential payments* refer to payments made during this 90-day period where the payee was given preferential treatment over other creditors.

Voidable preference means that where the court/trustee deems such payments were made

preferentially, the preference can be voided, and the preferential payments made earlier must be repaid. In our scenario above, if the trustee judges that the payments made to Company B were preferential, it can assert preference and demand repayment of those monies on behalf of (the estate of) Company A.

It may now be clear to you where all this is going....

The letter we received was a claim on us to repay over \$21,000 we had been paid for work done during the 90-day period before our client filed for Chapter 11. The letter went on to say that “applying credits for new value” reduced the amount to around \$20,000, and then made an offer to settle for roughly 80%, or \$17,000, “...in order to avoid the time and expense of litigation...”

The idea of our small company somehow manipulating this huge client seemed laughable. We had never heard of such a thing...but our lawyer had. He explained the preference concept to us and the standard defense against it, and asked for a record of our invoicing and payments with this client for the past year. If it came to litigation, the burden would be on us to show that (1) there had been no change in the way we had done business with this company over the past year, and (2) that we had done business in a manner consistent with our industry.

While our attorney was reviewing the material, we received a letter recalling the first one. This second communication stated that the earlier Preference Claim letter had been sent in error, and apologized for any inconvenience. Our anger dissipated a bit—obviously it had been a mistake, as our attorney confirmed when he said that everything was in order with our payments, and that any case against us would be very weak. We sent a bill with justification for the

“Things remained quiet for over a year except for the occasional item of bankruptcy-related correspondence. But there was more to come...”

legal expenses we had incurred to the attorney who had sent us the original preference letter (though we did not really expect a response).

That was in April of 2005. Things remained quiet for over a year except for the occasional item of bankruptcy-related correspondence. But there was more to come....

Mike Collins is the President of Global Translation Systems, Inc., an agency established in 1992, and acting President of CATI. He has a Masters Degree in Slavic Linguistics, is a former Fulbright scholar to Yugoslavia, and has over 20 years' experience in translation. He can be reached at:

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Part 2, “Settle or Fight?” will be published in the Summer 2007 edition of the CATI Quarterly.

A welcome to new members

CATI welcomes the following new members who have joined the association in the past 3 months. The new members are listed here with their language pairs and preferred fields, if available.

Ryzhikova Elena Alexeyevna, Raleigh, NC 27612. English > Russian T/I, Russian > English T/I, English > Belarusian T/I, Belarusian > English T/I. Education, immigration, marketing, personal documents, furniture, tourism.

Volker Antes, Greensboro, NC 27410. English > German T, German > English T. Banking, finance, economics, tourism, cuisine, law.

Monica E. Bew, Charlotte, NC 28256. English > All T/I, All > English T/I (corporate member). Immigration, law, health care, medicine, psychiatry.

Patricia Buckley, Lexington, SC 29072. English > Spanish T/I. Health care, Family planning, Insurance, Marketing, Worker's compensation, Finance.

Carmen M. Cone, Durham, NC 27712. English > Spanish T/I, Spanish/English T/I. Education, Geography, History, Literature, Non-Profit Organizations, Immigration, Public Administration, Family Planning, Health Care, Medicine, Physical Therapy, Food/Nutrition, Psychology, Fashion, Military Science, Sanitation Engineering.

Jessica Finch, Seven Springs, NC 28578.

Elizabeth T. Giersberg-Arango, Greensboro, NC 27409. English > Spanish T/I, Spanish > English T/I. Education, law, law enforcement, health care, physical therapy, metallurgy.

Teresita Hoffman, Durham, NC 27702. English > Spanish T. Education, Human Resources, Nonprofit

Organizations, Insurance, Health Care, Ecology.

Kaori C. Krady, Charlotte, NC 28209. English > Japanese T/I, Japanese > English T/I. Religion, marketing, automotive industry, electronics, manufacturing, software localization.

Edwige Marie Kuster, Charlotte, NC 28269. English > French T. Education, history, human resources, automotive industry, mechanical engineering, tourism.

Natasha Lees, Charlotte, NC 28273. English > Spanish I. Health care, Medicine, Physical therapy.

Heidi Lind, Charlotte, NC 28210. English > German T/I, German > English T/I. Automotive industry, mechanical engineering, industrial engineering, software localization, computer applications, civil engineering.

Emilia H. Long, Kannapolis, NC 28083. English > Spanish T/I, Spanish > English T/I. Genealogy, law, health care, medicine.

John Milan, Chapel Hill, NC 27514. Portuguese > English T, English > Portuguese T, Spanish > English T. Economics, finance, contracts, labor, trade, education.

Kyoko Niwa, Blacksburg, VA 24060. English > Japanese T/I, Japanese > English T/I. Automotive Industry, Mechanical Engineering, Metallurgy, Electrical Engineering, Business Administration, Religion.

Perez Rafael, Clemmons, NC 27012. English > Spanish T/I. Education, linguistics, literature, banking, human resources, health care, construction, manufacturing.

Maria Royle, Ladson, SC 29456. Spanish > English T/I. Business administration, Non-profit organizations, Family planning, Health care, Medicine, Psychiatry.

Violeta D. Taylor, Charlotte, NC 28215. Spanish > English T/I, English > Spanish T/I. Banking, nonprofit organizations, real estate, commerce, finance, human resources.

News from members

Yasmin Wurts Metivier and **Eta Trabing** are teaming up again to write another book—*Manual for Interpreters in School Settings - English-Spanish*—which will cover specific the needs, knowledge and forms for interpreters who work in Independent School Districts around the country. Yasmin is holding classes in North

Carolina, and Eta in Texas. Eta told the *CATI Quarterly* that the book should be ready in a month or so.

Eta Trabing was in Raleigh on March 19 and 20, giving a course in English-Spanish Anatomy - Physiology for Wake AHEC. There were about 25 participants.

If you have news that you would like to share with your CATI colleagues, please write to the editor,
G. David Heath, at:
infoexact@mindspring.com
Submissions are subject to editing.

Other news and events

ATA Energy Conference

May 4-6, 2007, Hilton Post Oak, Houston, Texas. Three days of in-depth, advanced-level sessions on translation and interpreting in the field of energy. This career development and skill-building conference is targeted at experienced translators and interpreters. Sessions will cover topics related to:

- Oil and gas exploration, production, refining, and distribution
- Renewable energy sources
- Chemical engineering and processes
- Electric power generation and distribution
- Nuclear power
- Environmental issues relating to energy

The conference will feature a mix of language-specific sessions presented in French, German, Portuguese, Russian, and Spanish, as well as non-language-specific sessions presented in English.

To learn more, go to www.atanet.org/pd/energy.

ATA Medical Division Mid-Year Conference

May 31-June 3. For details, go to www.ata-divisions.org/MD/2007/register.htm

ATA Professional Development Seminar Translation Tools Seminar

June 16-17, 2007. Grand Hyatt Denver, Denver, Colorado. This seminar is targeted at experienced translators and interpreters, who are seeking advanced-level continuing education.

To learn more, go to www.atanet.org/pd/tools.

Translation Company Division's 8th Annual TCD Conference

July 26-29, 2007, Hyatt Regency, San Antonio, TX. Informative educational sessions tailored to the needs and concerns of translation company owners and man-

agers. Topics will focus on workflow technology and project management.

For more information, go to www.ata-divisions.org/TCD. Exhibit booths, sponsorship options, and advertising space are available.

E-mail Kim Vitray at vitray@mcelroytranslation.com.

Win a free registration to ATA's 48th Annual Conference

Plan your entry in the 2007 School Outreach Contest. The prize is free registration to ATA's Annual Conference in San Francisco (October 31-November 3, 2007).

For details, go to www.atanet.org/ata_school/index.php.

Army speeds language training in South Carolina

A recent report by Susanne M. Schafer of Associated Press described how, in an attempt to speed the deployment of translators and interpreters to the Middle East, the Army is now sending foreign language-speaking soldiers to Fort Jackson, South Carolina, for a combination of basic training and lessons in English.

President Bush approved a push for more Arabic and other Middle Eastern language translators and interpreters in 2003. Since then, some 330 soldiers have gone through the English program, about 279 of them Arabic speakers. But their training was disjointed: Prospective translators entered the Army at Fort Sill, Okla., had some English instruction at Lackland Air Force Base in Texas, and then went to other Army bases for basic training.

Streamlining the process at Fort Jackson shaves about two weeks off their training. The new Fort Jackson program has four students now and will be able to handle about 50 at a time, said program manager Clayton Leishman. It will take the translators between 11 and 18 weeks to complete all their training, depending on their fluency in English.



From the Editor's Desk

A welcome step toward improved client education

By G. David Heath

I originally intended to devote this column to commenting on CATI's 20th Annual Conference because I found it to be exceptionally interesting and thought-provoking. I returned home invigorated, despite a 5-hour drive through torrential rain, high winds, and the occasional tornado. **Maria Rodriguez**, CATI Conference Chairperson, deserves our sincere congratulations.

But then some very interesting information crossed my desk that I would like to share with readers of this column. Many of you may have already heard about the ATA Public Relations Committee. This committee was established to raise aware-

ness of the impact of professional translators and interpreters in business, literature, technology, science, and government.

Recently, the Committee decided to look for a volunteer Regional PR Coordinator, and **Tony Beckwith**, who is currently Director of Communications for the Austin Area Translators and Interpreters Association (AATIA), agreed to take the job on. Tony is a freelance translator / interpreter (English / Spanish) and he has been working in this capacity since the early '90s. His first career was in advertising, and he spent about 15 years working with international agencies in various parts of the world.

He plans to create a network of interested Chapter and Group Leaders and Newsletter Editors in key areas of the country, and he sees this as a means of sharing information, strategies, and helpful suggestions that could be useful to chapters and affiliates, large and small, in their local PR efforts.

Tony explained that PR efforts can function at two levels: the "national" and the "local." The ATA is working at the national level in what he sees as an "institutional" mode. We, at our various local levels, can work in a more "retail" mode, trying to promote our associations and raise awareness of our profession in our particular markets, with an immediate goal of creating more business for ourselves and our local colleagues.

Tony told the *CATI Quarterly* about the strong need for PR efforts in these words:

"We all know that there is – and no doubt will always be – a need to educate clients and the general public about translation and interpretation. Most people do

not understand the nuances of their own language, and are blissfully ignorant of the pitfalls of poor translation. More importantly, it is hard to convince people to pay for professional translation when they don't value the product.

"But once they do understand the value of professional translation, they become convinced of the

"Most people do not understand the nuances of their own language, and are blissfully ignorant of the pitfalls of poor translation."

risks inherent in the alternative, and can actually be advocates for our business within their sphere of influence.

"Other than PR, there really is no way of achieving this goal. PR activities of all kinds provide the institutional voice for our profession which can, with sufficient repetition, get through to our broader audience and gradually make our point. This is the underlying rationale for the PR initiative."

The ATA PR message is crafted to educate clients and the general public about our profession, and it constantly emphasizes the key points regarding the perils of poor translation and the advantages of using professionals.

When we, at the local level, tie in the ATA with our PR efforts, we will not only be able to capitalize on the national committee's work but also present ourselves and our groups as part of a larger national network, thereby giving us a weight and authority that we might not otherwise be able to project.

The *CATI Quarterly* welcomes and supports the ATA's Regional PR initiative and confidently looks forward to seeing some real results, especially in the area of client education and increased recognition of our profession. ■

The *CATI Quarterly*

The *CATI Quarterly* is a publication of the Carolina Association of Translators and Interpreters, a nonprofit organization to promote the recognition of translating and interpreting as professions in the Carolinas. Opinions expressed herein are the author's and not necessarily those of the Editor, the Association, or its Board of Directors.

Reader submissions are welcome. Suggested length limits are:

- Articles 1500 words
- Reviews 500 words
- Letters 300 words

Submissions become the property of the *CATI Quarterly* and are subject to editing. For details, see the "Submission Guidelines" at

www.catiweb.org/guidelines.htm

If you have questions or would like to submit an article, please contact the editor, G. David Heath, at

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