

Winter 2005–2006

The Newsletter of the Carolina Association of Translators and Interpreters

Also in this issue

**Buzzword or Bonanza?
A Translator Reflects on
Best Practice**
By Ann C. Sherwin 3

Membership News 7

**A Preview of the 2006 CATI
Conference in Charleston:
“Translation and Interpretation
into the 21st Century”** 8

**Charlotte Interpreter Shortage
Makes News** 9

**From the Editor’s Desk:
See You in Charleston**
By G. David Heath 10

Upcoming Events 10

**Cultural Competency and
Translation for Research
Part 3: Third survey design,
recommendations, and conclusions**
By Alejandra E. Koval 11

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

www.atanet.org
or contact the ATA:

American Translators Association
225 Reinekers Lane, Suite 590
Alexandria, VA 22314
Phone (703) 683-6100
Fax (703) 683-6122

From the CATI President A Year of Business and Educational Opportunities

By Jackie Metivier



Dear CATI Col-
leagues:
Welcome to the
first 2006 edition of
the *CATI Quarterly*.
On the eve of our
first Board Mem-
ber’s meeting, I find

myself optimistic because of all the
business and educational opportu-
nities this year holds for translators
and interpreters in the Carolinas.
Several newspapers in the area

have reported a
shortage of quali-
fied interpreters.
Mike Collins and
I have had a
chance to speak
to the media on
behalf of CATI.

The figures are
staggering, and the need for our
services is ever-growing. I’ve said it
before: We are in the right place, at
the right time.

I encourage you to become more
involved with CATI, share your
knowledge and ideas, and network
with your peers to provide the best
services possible. Speaking of best
service, this edition brings you an
article written by Ann Sherwin on
“Best Practices.” This is a delightful
piece that will no doubt leave you
reflecting upon how you accept or

decline jobs, handle the translation
process from editing to deadlines,
and stay current with new terminol-
ogy. Whether you have an agency
or work as a freelancer, you will
benefit from Ann’s thought-
provoking article. We would appre-
ciate your feedback.

This issue also brings you the con-
cluding part of **Alejandra Koval’s**
article on “Cultural Competency and
Translation for Research.” If you

**“Mike Collins and I have had a chance
to speak to the media on behalf of
CATI. The figures are staggering, and
the need for our services is ever-
growing. I’ve said it before: We are in
the right place, at the right time.”**

recall, it deals with the importance
of linguistic and cultural appropri-
ateness when translating surveys
and documents relating to health
care issues for the Hispanic popula-
tion in North Carolina. The case
study, a pediatric project, was di-
vided into three stages. During the
pilot stage, a Spanish survey was
pre-tested and follow-up data was
collected. The survey had been
translated into Spanish, but con-
tained many instances of inaccurate
Spanish. Then, in Stage 2, a tutorial

From the CATI President *continued*

was developed with the intent of making it easier to complete the survey. This was followed by a second survey design aimed at resolving terminology, navigation, format, and complexity of language issues. This survey was also tested. In this edition's last part, Ms. Koval explains how the lessons learned were implemented into a final survey and the recommendations the survey developers derived.

For those members in the Raleigh area, CATI has a volunteer opportunity for Spanish interpreters. On April 7, 2006 at NC State University in Raleigh, the NC Society of Hispanic Professionals is holding its educational conference for middle- and high-school Hispanic students. This year they are expecting more than 700 students from more than 35 counties in North Carolina. Please contact me if you would like to volunteer as a Spanish interpreter. It's a great opportunity to practice your skills and give back to the community.

An educational opportunity you won't want to miss is our upcoming Annual Conference in historic Charleston, South Carolina. Amidst the Spanish moss and with College of Charleston as a backdrop, you will enjoy an array of presentations

with useful knowledge and practical information. Our keynote speaker, Ms. **Susan Rials**, an ATA-distinguished speaker, will tell us why she doesn't wear shoes to

"For those members in the Raleigh area, CATI has a volunteer opportunity for Spanish interpreters"

work! In a presentation aimed at both translators and interpreters she will address issues ranging from maintaining and improving quality, creating and keeping a good work system, nurturing contacts, setting and meeting goals, and establishing a workable mar-

"I encourage you to attend the conference and share a good time with old friends and new colleagues, learn practical ... information, and enjoy the historic ambiance"

keting plan. The concurrent sessions will range in subject from Internet research to translation tools, legal interpretation, avoiding over-translation, and how to start your own interpretation business, among others.

I encourage you to attend the conference and share a good time with old friends and new colleagues, learn practical and useful information, and enjoy the historic ambiance. Save the date, April 8, look for the registration information via e-mail and on the website, and we hope to see you in Charleston!

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.

CATI Board Members 2005-2006

President

Jackie Metivier
315 N Academy St. Suite 156
Cary, NC 27513
jjmetivier@mindspring.com

Vice President

Michael Collins
910 Airport Rd.
Chapel Hill, NC 27514
mike@globaltranslation.com

Treasurer

Monique Glass
215 Old Town Way
Simpsonville, SC 29681
megbglass@juno.com

Secretary

Martha Ochoa
205 Clearport Dr.
Morrisville, NC 27560
marthaochoa@bellsouth.net

Directors

Georgia Betcher
1606 Redbud Dr
Fayetteville, NC 28311
betcherg@nc.rr.com

Alice Bolaños
9 Wateroaks Ct
Durham, NC 27703
Alice.Bolanos@bcbsnc.com

Junko Gilbert
149 Whitehead Dr.
Advance, NC 27006
acebicult@yadtel.net

Maria Rodriguez
205 Mocksville Ave, Suite 12
Salisbury, NC 28144
mdrinterpret@yahoo.com

Administrative Manager

Amanda Lynch
9304 Bonita Lane
Apartment 1617
Charlotte, NC 28262
CATI_adminasst_help@hotmail.com

Buzzword or Bonanza?

A Translator Reflects on Best Practice

By Ann C. Sherwin



There's no doubt that "best practice" is a hot topic today. The exact phrase brings nearly 40 million hits with Google, including 16 sponsored links related to sales and marketing, education, research, manufacturing, information science, health care, and more. Amazon.com lists over 2300 books with "best practice" as a keyword. To me it was pretty much just a buzzword. It sounded good, and I assumed it was an apt description of the way I ran my business.

According to the Wikipedia (http://en.wikipedia.org/wiki/best_practice), the term "best practice" was popularized in professional and business management books starting in the late 1980s and generally refers to the best possible way of doing something. While the term is relatively new, the concept is as old as the human race.

Enterprising people have always looked for better ways to perform tasks and reach goals. If vast numbers of people in similar circumstances have the same goal and can agree on the best way to achieve it, the procedure could be labeled a "best practice."

With the advent of the Internet, it became easier than ever to share experience and learn what practices others considered best. Translators, who once worked in relative isolation, quickly embraced this medium, and now we can pick the brains of colleagues worldwide through online forums, newsgroups, mailing lists, blogs, and virtual com-

munities. If we aren't careful, these can distract us from our daily work, but they are a handy and seemingly inexhaustible source of fact, opinion, and advice about best practice.

My husband worked for a company that was taken over by Dow Chemical just before he retired. Suddenly his work routines were subject to new dictates from above. Dow had a prescribed procedure for every piece of equipment and every step of every corporate activity, it seemed, which its experts had determined to be "best practice." I mention this only to illustrate the complexity of the concept and its application in industry and commerce.

By whose standards is "best practice" determined in the language service industry? Surely most of us would agree that what's best for the buyer is best for the provider in the long run. Organizations like the Bet-

"By whose standards is 'best practice' determined in the language service industry? Surely most of us would agree that what's best for the buyer is best for the provider in the long run."

ter Business Bureau are founded on this principle, and discussions in various ATA forums and elsewhere testify that we, too, know on which side our bread is buttered, at least in theory.

When I invited input for this article from the ATA Business Practices e-group (http://finance.groups.yahoo.com/group/ata_business_practices), ATA President Marian Greenfield put hers in a nutshell: "Don't accept any job you can't do in an excellent fashion and on time."

Continued on page 4

CATI Gold Sponsor

CATI gratefully acknowledges the support provided by the following Gold Sponsor:

Global Translation Systems, Inc.



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.

A Translator Reflects on Best Practice *continued*

Jutta Diel-Dominique put it even more succinctly: “Dare to say No.” Viewed as best practice, rather than the only permissible practice, this is good advice. My qualifier merely acknowledges what all of us have faced or can at least envision: those desperate situations where we are the only help available and less-than-excellent is quite acceptable.

The Dow model would have us de-

fine the concrete steps by which we determine whether a job we are considering meets Greenfield’s criteria. What does “on time” mean? (Don’t laugh! Any project manager will tell you that many translators don’t know. Or they count on a grace period.) Just how good is “excellent,” and in whose eyes? How do I calculate the time it will take to achieve excellence, with the entire source text, the client’s specifications, and my calendar of other commitments before me? Surely it is “best practice” to have a plan, so that when the phone rings or the request for a bid lands in your inbox you’re ready.

A widely accepted “best practice” in our industry is for translators and interpreters to work only into their native or dominant language. Unsavvy clients often assume that if you can translate from a language, you can also translate into it. Bolstered by unwarranted client confidence, some translators make the same assumption without ever putting it to the test. But most of us know that we are more efficient and produce higher quality when working into our A-language; and that if we must work into our B- or C-language, the best practice is to have a qualified native speaker edit our work.

In the ATA brochure *Translation: Getting it Right*,¹ author Chris Durban makes this point to translation buyers as well. “OK, there are exceptions,” she adds. “But not many.” After advising buyers how to recognize the exceptions, Durban

When I invited input for this article from the ATA Business Practices e-group, ATA President Marian Greenfield put hers in a nutshell: “Don’t accept any job you can’t do in an excellent fashion and on time.”

puts their doubts to rest with this observation: “Do translators living outside their home country lose touch with their native tongue? At the bottom end of the market, per-

Jutta Diel-Dominique put it even more succinctly: “Dare to say No.”

haps. But expert linguists make a point of keeping their language skills up to par wherever they are.”

The *Translation Journal* blog ([http:// translationjournal.blogspot.com/](http://translationjournal.blogspot.com/)) contains an interesting discussion of this surprisingly controversial issue under the heading “Native Language.” There an anonymous translator who goes by “Yamishogun” says, “Sadly, many Japanese feel that a foreigner can’t fully grasp their language.” He cites an agency in Japan that refuses to hire native speakers of English because they make too many errors and another agency in which two-thirds of the translators are Japa-

¹ *Translation: Getting it Right*, a guide to buying translations, originally developed for the Institute of Translating and Interpreting (UK) and now published by the American Translators Association in slightly modified form for use in the US.

Continued on page 5

CATI Bronze Sponsor

CATI gratefully acknowledges the support provided by the following Bronze Sponsor:

Bilingual Communications, Inc.



English/Spanish

Bilingual Communications, Inc., has been facilitating communication between Spanish and English in North Carolina since 1989. As an expression of its commitment to the objectives of the Carolina Association of Translators and Interpreters and of its desire to support the organization, Bilingual Communications is pleased to be a Bronze Sponsor.

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

A Translator Reflects on Best Practice *continued*

nese who translate into English. But he adds that most of their translations are edited by native speakers of English.

Russian linguist Carol Flath, speaking on her experience interpreting for the US Department of State at the arms-reduction talks

“When the unexpected occurs, next-best practices may come into play, but they must always be linked with one best practice: communication with the client. Ignoring or unilaterally extending a deadline is not an option.”

in Geneva in the early 1990s, said that interpreters in these settings normally worked from their A-language into their B-language because of the sensitive nature of negotiation. The assumption was also that the original speech could be better understood and conveyed in all its nuances by a native speaker of the source language. Do deviations from the usual view of best practice invalidate it?

Editing

A second pair of eyes can invariably find ways to improve even the most brilliantly written prose, whether original or translated. Freelancers working for an intermediary or direct client with its own editors may feel they are covered, but even these buyers prefer translators who self-edit and proofread carefully. When asked to provide the end product for a direct client, do you routinely factor the cost of an editor into your quote? I rarely do unless the client requests it. Far be it from me to claim that this is best practice. I'm comfortable with it only because of the nature of my clientele and market niche. But even self-editors need a set procedure or checklist. Tomorrow I will write my self-editing checklist in a Stickie and keep it on my computer desktop. There! I'm the first person to be inspired by my article ☺.

What is your self-editing routine? Surely it includes a spell-check. But when do you run it—as the first, last, or dare I say *only* step? Do you

edit and proofread on screen or print out drafts? How many passes do you make through your work? Do you look for all types of errors at once or concentrate on one type at

a time, such as omissions, numbers, consistency?

Deadlines

It seems odd to call honoring deadlines “best practice,” as if any other practice in this regard were also acceptable to a degree. Diel-Dominique wrote of a client who had recently expressed gratitude that she always met deadlines. “I was surprised that this could even be an issue,” she said. “In my opinion, any deadline should be written in stone for the translator until the client gives the green light to hold the file.” Of course it is best to get all terms of an agreement in writing, but oral contracts are also binding, including any deadline agreed upon. And do clarify the expected hour of delivery, not just the day. If a client asks for something by noon, you cannot assume that end of the business day is soon enough. You have no idea what a domino effect in the production process a late delivery might trigger. Best practice is to negotiate an ample lead time, but when a deadline is tight there is usually a reason. When the unexpected occurs, next-best practices may come into play, but they must always be linked with one best practice: communication with the client. Ignoring or unilaterally extending a deadline is not an option.

Virginia Pérez Santalla brings up

Continued on page 6

CATI Bronze Sponsor

CATI gratefully acknowledges the support provided by the following Bronze Sponsor:



Durham Technical Community College is a charter member of the North Carolina Community College System. When the North Carolina General Assembly authorized a small appropriation to establish a limited number of area schools to be known as industrial education centers in 1957, Durham already had a vigorous program in adult education through the Vocational and Adult Education Department of the Durham City Schools.

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 Web site at:
www.durhamtech.edu/html/prospective/programsofstudy/spi.htm

another area of best practice:

“In my opinion, keeping up to date in current events and current slang, in our field and beyond, is something we must do. Often, we find new expressions in the texts we translate that have just crept into the language from everyday occurrences and, if we don’t pay attention to what’s happening around us, they catch us by surprise. Whether it’s ‘bling’ or something else, new terms have a way of showing up where we least expect them.”

How do you keep up with your fields of specialization and with the language in general? This becomes more difficult, but all the more critical, if you live outside the country where your target language is spoken. How many unbillable hours a week do you spend keeping current that you would not have spent, were it not for your business? Do you take them into account when setting rates for your billable time? As Diel-Dominique reminds us: “Do not sell yourself cheaply. Stick to your guns regarding rates and payment expectations. If you don’t, you are hurting yourself, your colleagues and our profession as a whole.”

Dorothee Racette reminds us that running an effective business is part of ‘best practice’ for translators. “This includes keeping track of orders, maintaining an accounting system and assessing clients,” she says. “Good business habits can’t be established overnight but are frequently overlooked, even by very accomplished translators.”

The systems we use depend to some extent on the size and nature of our business. Do you maintain a client database? How do you track quotes and pending jobs? Do you put expiration dates on your offers?

I have quoted on jobs and had the client accept it up to six months later, but some never reply. How long should quotes be kept on file? If you bill by the word or line, how do you define “word” or “line” and do you base it on the source or target language? What types of work do you bill by the hour? When do you quote a flat fee? Do you know what your normal hourly or daily output is for a given document type? How do you organize receipts? My biggest headache is keeping track of acquisitions and removals of office equipment, reference books, etc., for business property tax purposes. If anyone has a simple system for that or knows how to do it with Quicken, I’d like to hear from you.

You probably began reading this article expecting to find answers, but instead I kept piling on questions. That’s life. The more you learn, the more you realize what you don’t know. In writing this article, I discovered that I have much to learn about best practice even in the autumn of my career. Thanks for walking with me through the thought process.

For me “best practice” is no longer just a buzzword. Maybe it never was to you, if you read those management books. But my conclusion is that for translators and interpreters who habitually look for better work methods and apply them, “best practice” has at least the potential to become a *bonanza*, a “source of great wealth or profits.”²

² Webster’s New World College Dictionary, 4th Ed.

CATI Bronze Sponsor

CATI gratefully acknowledges the support provided by the following Bronze Sponsor:

Triangle Speech Services Breaking the “Accent Barrier”

Professional translators and interpreters whose native language is not English have, of course, demonstrated their mastery of English. However their accented speaking patterns may impair their intelligibility.

Triangle Speech Services specializes in foreign accent modification for non-native speakers of English in business and the professions.

Speech-Language Pathologist Judith L. Bergman MA CCC has over 35 years of experience and specialty certification as a P-ESL (Pronouncing English as a Second Language) instructor from the Institute of Language and Phonology.

For more information please visit the Triangle Speech Services Web site at www.trianglespeech.com.

Ann C. Sherwin is an ATA-certified German-English translator in Raleigh NC who specializes in history, genealogy, and personal documents. She can be reached at

translate@asherwin.com

or through her Web site at

www.asherwin.com/

If you would like to contribute to a future best-practice article by sharing a method, system, checklist, or tip that has worked for you, or if you wish to respond to a question raised in this article or add a comment, please contact the editor at

infoexact@mindspring.com

Membership News

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.

Arianna Aguilar, Clayton, NC. Spanish>English T/I, English>Spanish T/I. Nonprofit organizations, immigration, law, personal documents, psychiatry, government.

Jamilton Bello-Rey, Myrtle Beach, SC.

Karla C. Boynton, Raleigh, NC. English>Spanish T/I, Spanish>English I. Human resources, law, family planning, health care, speech/hearing therapy, nutrition.

Isabel Felisa Bucaram, Charlotte, NC. English>Spanish T/I, Spanish>English I/T. Criminology, law, law enforcement, workers' compensation, personal documents.

Anneliese Horst Foerster, Charlotte, NC. Spanish>English T/I, English>Spanish T/I, German>English T. Archaeology, education, genealogy, advertising, criminology, marketing.

Jeanne Goujon, Montreal, Quebec. French>English T, English>French T, Spanish>English T. Art, human resources, nonprofit organizations, personal documents, tourism.

Susan Jean Hines, Burlington, NC. Spanish>English T/I, English>Spanish T/I. Linguistics, literature, history, nonprofit organizations.

Marc Puigvert, Charlotte, NC. Spanish>English T/I, English>Spanish T/I, French>English T/I, English>French T/I. Health care, medicine, physical therapy, psychiatry, speech/hearing therapy, software localization.

Jeff Rivas, Charlotte, NC. Spanish>English T/I, English>Spanish T/I, Spanish>Italian T, Italian>English T. History, literature, religion, marketing, tourism.

Ekaterina Watkins, Aron, NC. English>Russian T/I, Russian>English T/I. Education, history, linguistics, immigration, personal documents, food/nutrition.

Tatiana Zybin, Hillsborough, NC. English>Spanish T/I, Spanish>English T/I. Lactation consulting, medicine, obstetrics, health care, physical therapy, psychiatry.

News about Members

Javier Castillo, Jr., president of Castillo Language Services, Inc., recently returned to North Carolina after being assigned by the U.S. Department of State to interpret for an Anti-Terrorism and Interna-

tional Crime program that brought together representatives from 11 countries in Central and South America.

Mr. Castillo served as a "seminar" or simultaneous interpreter, the second highest level of interpreter classification at the United States Department of State, during this program whose purpose it was to foster relationships with international leaders in anti-terrorism and international crime units

He was one of three interpreters assigned to accompany the distinguished group of leaders from Latin America as they discussed anti-terrorism and international crime issues including Al Qaeda, international terrorism, money laundering, and security issues. The visitors selected to participate were federal judges and prosecutors, military intelligence officers,



Mr. Castillo (left) interpreting for an international visitor at the Pentagon

lawyers, and financial crime investigators.

Mr. Castillo interpreted for this group from Latin America during the three-week period as they met with representatives from the Department of Homeland Security, Department of Defense, FinCen, US Dept of State, the DEA, and the FBI, among other agencies, and their counterparts and leaders in Washington, DC, Portland, OR, San Diego, CA, and New York, NY.

Mr. Castillo is founder of Castillo Language Services, Inc., a professional interpreting and translating company based in Greenville, NC.

• • •

Cyndy Hernandez, a Certified Court Interpreter in Charleston, SC, recently took on the position of Tester/Trainer for the Interpreter Qualification Program of the USC School of Social Work (Center for Child and Family Studies), which was contracted by SC DSS and SC DHEC to screen and train interpreters to serve the ever-growing Hispanic population in South Carolina. She travels around the state and told the *CATI Quarterly* that she enjoys finding so many interesting bilinguals with so many interesting backgrounds, and with so much interest in being of service to this population.

She is also keeping up with her freelance interpreting work in the Low Country, both legal and medical. She is looking forward to hosting the CATI meeting in Charleston in April and says "Bravo to the CATI board for being so inclusive of us South Carolinians!"

“Translation and Interpretation into the 21st Century”

Come one, come all to this year’s CATI Annual Conference. It will be held on April 8 at the College of Charleston in the beautiful city of Charleston, South Carolina. This is a wonderful opportunity for you to learn new skills, network, and make new friendships that will last a lifetime. The ATA distinguished speaker Susan Rials will be our keynote speaker.

Susan C. Rials is an independent translator in Carlisle, Pennsylvania. She translates from French, Spanish, and Portuguese to English and has taught Spanish-to-English translation at Georgetown University’s Division of Interpretation and Translation.

Susan specializes in business, legal, and petroleum translations but has covered many different fields during her language career, which spans some twenty-five years. She worked for Berlitz for 16 years in a variety of roles including translator, editor, project manager, and production manager before opening her own business in 1997. Her interests include traditional and web-based research, translation efficiencies, and mentoring the next generation of translators. She has written several articles for translation-related publications and has given many presentations to translators and interpreters. She values collaboration, a focus on quality, and a sense of humor, and she encourages everyone to read as much as possible.

We will have some very interesting sessions, including:

“I Never Wear Shoes to Work” by Susan Rials. This discussion addresses how to find success, fulfillment, and even fun in an independent work environment. In a presentation aimed at both translators and interpreters, we will address issues ranging from maintaining and improving quality, shoring up one’s weaknesses, creating and keeping a good work system, nurturing contacts, setting and meeting goals, establishing and implementing a workable marketing plan, presenting oneself professionally, ongoing learning, collaboration, and grabbing pleasure from your work situation.

“Internet Research” by Susan Rials. This presentation is aimed at helping translators and interpreters maximize their efficient use of the Internet (mainly, but not exclusively, the Web) for research. It includes specific Web search tips, updates on recent technology advancements, discussion of how to qualify the information you find, and a list of useful Websites. It will be

tailored to an intermediate audience. Some areas we are likely to discuss include the invisible Web, the use of some advanced search features, and strategies to avoid information overload.

“Troubleshooting for TRADOS and Déjà Vu Users” by Michael Collins and Martha Ochoa. If you are new to TRADOS Freelance, Déjà Vu, or translation memory (TM) in general, and are still struggling or wondering how to accomplish certain tasks (e.g., how to transfer your old

“This is a wonderful opportunity for you to learn new skills, network, and make new friendships that will last a lifetime.”

glossaries in Word or Excel to MultiTerm or how to create a MultiTerm database and activate it to be used in conjunction with Workbench, how to update your clean translated files and memory on the fly, how to align files and import them, how to use advanced functions, how to work with non-TM users, etc.) then this workshop may be for

“... we will address issues ranging from maintaining and improving quality, shoring up one’s weaknesses, creating and keeping a good work system, nurturing contacts, setting and meeting goals, establishing and implementing a workable marketing plan, presenting oneself professionally, ongoing learning, collaboration, and grabbing pleasure from your work situation.”

you. Participants should bring a laptop and sample files, if possible, as the workshop will be hands-on. Please e-mail your questions in advance to marthaochoa@bellsouth.net for Trados users and to mmcc.collins@mindspring.com for Déjà Vu users (or to both for general questions) so that we can properly address your questions at the workshop.

“The Translator’s Tightrope – Recognizing and Avoiding Overtranslation” by John Rock. The problems of inadequate translation or undertranslation are familiar to every translator. But there also exists a more insidious type of translation error at the other end of the spectrum. Overtranslation is often ignored because the average client does not know what to look for and is dependent on an editor to recognize any such errors.

“Legal Interpreting on the Road toward Professionalization” by Virginia Benmaman. Although many changes still need to occur in our society before legal in-

Continued on page 9

Charlotte Interpreter Shortage Makes News

AP report quotes CATI Vice President Michael Collins on fast-growing demand

A news report released recently by the Associated Press and carried by several North Carolina newspapers, including the *Charlotte Observer* and the *Raleigh News and Observer*, highlighted the rapidly growing need for Spanish interpreters in the Charlotte area. The report quoted **Michael Collins**, CATI's Vice President, as saying that "Almost any place you look, the need is there."

Charlotte's Spanish-speaking population is one of the fastest growing in the nation, and that tremendous growth is fueling an explosive need for interpreters.

Businesses, schools, and government agencies are struggling to serve the growing needs of thousands of new residents who do not speak English.

The AP report stated that:

- As many as 120,000 Latinos live in the Charlotte region.
- Nearly 15,000 Charlotte-Mecklenburg school stu-

dents, or 12 percent, are Latino, with 2,500 new students reporting for class this year.

- Less than 3 percent of the Charlotte-Mecklenburg police force speaks Spanish.
- Court interpreters often work up to 25 cases a day.
- Hospital interpreters sometime answer as many as 30 calls a day.

According to one estimate, as many as 2,000 interpreters are needed to cover the various meetings involving the

Spanish-speaking community in the Charlotte area.

CATI member **Maura Elguera**

Chavez, Interpreter

"Charlotte's Spanish-speaking population is one of the fastest growing in the nation, and that tremendous growth is fueling an explosive need for interpreters."

Manager for the Mecklenburg County Courthouse, worries about finding an additional dozen qualified interpreters to meet expected demands when the new, larger courthouse opens next year. "Every day, the demand seems greater," she said.

A Preview of the 2006 Conference *continued*

terpreting is recognized as a profession, we are much further along the continuum of professionalization than we might imagine. This presentation will address the factors that must be in place before a trade becomes an acknowledged profession, and those factors that are emerging in the evolving field of legal interpreting. We will focus on where we have been, where we are now, and where we hope to be in the coming years.

"How to Start Your Own Interpreting Business" by Maria Rodriguez. Do you want to start your own interpreting business but do not know what you need to do to get started? This session will discuss starting a business from the ground up. We will dis-

cuss how to search for clients, what you need to consider when setting your price, and how to obtain licenses, insurance, etc.

"Come down early on Friday and stay the whole weekend so that you can experience the Charleston ambiance."

Come down early on Friday and stay the whole weekend so that you can experience the Charleston ambiance. To get a feel of Historic Charleston, go to

www.discoversouthcarolina.com/tools/whatsnew.asp

Registration information will be mailed out the first week of February. Don't miss out on this year's fabulous conference!



From the Editor's Desk

See You in Charleston

By G. David Heath

After having spent many years working in the corporate world, I have to admit that one of the things I find hardest about working almost independently is a feeling that I can only describe as "professional isolation." I don't feel isolated from clients, because there is frequent contact — at least by e-mail and phone — but I have limited opportunities for sharing ideas with other professionals who have skills, experience, objectives, and concerns that are similar to mine.

This sense of isolation is why I feel that a conference such as the upcoming CATI 2006 Annual Conference in Charleston offers language

professionals an especially valuable benefit of CATI membership.

The conference will offer not only the opportunity to discuss a range of highly relevant topics with the speakers, who have a great deal

of experience to share, but also the opportunity to network with old friends and make new ones.

The topics that will be presented and discussed in the various sessions are adequately described on page 8 of this issue of the *CATI Quarterly*. The planned sessions are all interesting, especially the range of topics that will be addressed by the keynote speaker

Susan Rials. But from my perspective one session is

particularly relevant: "The Translator's Tightrope — Recognizing and Avoiding Overtranslation" by **John Rock**. I look forward to at-

tending this session and hearing what John and others have to say. I

"The conference will offer not only the opportunity to discuss a range of highly relevant topics with the speakers ... but also the opportunity to network with old friends and make new ones."

have experienced the feeling of being on this "tightrope" many times.

If all this is not enough, there's also the wonderful venue — Charleston! That brings me to one more thing that I have to admit: Despite having lived in the Carolinas for well over 10 years, I have never visited Charleston, which I am told has so much historical interest, beautiful

"If all this is not enough, there's also the wonderful venue — Charleston"

architecture, and great food.

I look forward to seeing you in Charleston!

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

infoexact@mindspring.com

Please contact CATI at (919) 577-0840 for advertising information.

Upcoming Events

CATI 2006 Annual Conference

Charleston, SC, April 8, 2006. Make plans now to benefit from the relevant, professional sessions that are planned for this conference and meet and get to know your CATI colleagues. Registration information will be available early in February.

ATA Science and Technology Seminar

Hilton LAX, Los Angeles, California, February 25, 2006. Gain invaluable insight and training from successful members of the technical transla-

tion and interpreting fields.

- ▶ Explore the oil and gas industry, one of the largest employers of technical translators.
- ▶ Examine the infrastructure of developing nations and learn key concepts for related technology.

The American Translators Association will provide a full day of high-quality sessions, including a continental breakfast. Take advantage of networking opportunities such as the Job Marketplace and the Networking Session.

To learn more, go to

www.atanet.org/pd/scitech

This is the final part of a 3-part series. Part 1 described the pilot stage of a pediatric project. Part 2 described the development of a tutorial and the second survey design. The series is an abridged version of an article that was first published in *The ATA Chronicle*, August 2004

Cultural competency and translation for research

Latinos in North Carolina: healthcare and research

Part 3: Third survey design, recommendations, and conclusions

By Alejandra E. Koval



The third survey design now includes the following modifications: bolded and bigger letter size and use of italics and underlining for clarity purposes, definitions, and clarification of terms.

Grids and arrows were eliminated for most of the questions, to avoid a “congested” look.

Boxes **and** numbers were inserted in the response field.

The following is an example of definitions with clarification of text in parentheses.

Example:

Discipline in your home

Discipline is what you use when your child is misbehaving or putting him/herself in danger.

(Check one for each question)

	Never	Sometimes	Often	Always
13. In the past month, how often did you use time-outs or cool-down periods (everyone find a quiet place then decide what to do)?	1	2	3	4
14. In the past month, how often did you take away privileges (something that he/she enjoys)?	1	2	3	4

This version also contains a “mixed” pattern of scales. One of the questions has an added choice.

Example:

Your thoughts (Check one for each question)

	Not important	Somewhat important	Very important	Doesn't apply
15. It is important to control what my child watches on TV, videos, and computer games.				Doesn't apply
16. It is important to use gunlock(s) to store my gun(s).				

Continued on page 12

Cultural competency and translation for research *continued*

The final decision regarding salary information was to use the format illustrated below, since surveys administered for previous research had used this format. This was not a step forward.

In the past year, what was your total family income?

- 1 < \$10,000 per year (or \$0 – 833 per month)
- 2 \$10,000 - \$19,999 per year (or \$834 – 1,666 per month)
- 3 \$20,000 - \$39,999 per year (or \$1667 – 3,333 per month)
- 4 \$40,000 - \$59,999 per year (or \$3,334 – 4,999 per month)
- 5 \$60,000 - \$79,999 per year (or \$5,000 – 6,666 per month)
- 6 \$80,000 or more per year (or \$6,667 or more per month)
- 7 Not sure

As stated above, skip patterns were a problem that we noted at all three stages of testing. The following examples illustrate how we tried to make this clear to participants.

Examples:

Stage 1:

Si CONTESTÓ No tengo armas en mi casa, →VAYA A LA PREGUNTA 25

Stage 2:

No tengo pareja → VAYA A LA PREGUNTA 51

Stage 3:

This question pertains to childcare decisions:

Yo soy quien toma todas las decisiones → **VAYA A LA PREGUNTA 55**

During this third stage, respondents indicated that most of the questions were very well formulated and easy to understand; however, most of them complained that the survey was too long. Reading and writing difficulties persisted.

Cultural competence and conceptual congruence

Cultural competence in research instrument development entails being sensitive to the users' needs, cognitive style, and literacy background. Many researchers stress the importance of producing a Spanish translation that will bear a 1 to 1 relation with the original, which is virtually impossible. The goal should be to achieve **conceptual congruence**; that is, when the meaning of the construct as defined by the instrument accurately reflects the meaning of the construct within the target culture (Ref. 2).

Example:

Penitencias was one of the terms that presented some difficulty. In a few cases, it was interpreted as the religious penitence. In order to better reflect the meaning of "time-outs" we had to resort to a lengthy and not very happy solution: *poner a su niño solo en un lugar silencioso y por poco tiempo como castigo*.

Recommendations

Instruments need to be participant centered. Surveys need to reflect their reading skills and be as explicit as possible. Bigger letter size helps. These guidelines may be helpful to researchers, bilingual instrument testers and translators:

- **Always** test an instrument as many times as possible.

Continued on page 13

- Observe body language. Do respondents get tired, frustrated, embarrassed?
- **Listen** to what respondents have to say about the instrument. Their feedback is vital.
- Adjust the regional variant to the target population if possible.
- Think of a rendering that will allow researchers to collect the most data: recast sentences, split into shorter ones; lower the register; use shorter words. The more at ease the respondent feels, the more inclined she or he will be to provide information.
- Encourage researchers to simplify the language they use and to adopt a user-friendly format for the instrument.
- As a translator or tester, provide feedback to researchers. Your comments will be invaluable.
- Remember that the goal is to obtain **complete** survey data. If the instrument is too long or too difficult you may get partial data, distorted data, or no data at all. Bring to the attention of researchers that less data (through a shorter survey) may be better than none at all.

Dr. Flores and his colleagues support my point in their 2002 report: "The consortium thus recommends that child health research instruments at least **be validated** in **Spanish-speaking** families, **poor and low-literacy** populations, communities with substantial proportions of non-citizens, and all relevant **Latino subgroups** (such as those of Mexican, Puerto Rican, Cuban, Dominican, Central American, and South American extraction). Failure to perform such validity tests may result in distorted study results..." (Ref. 1, my emphasis).

Conclusion

Survey responding is a highly complex experience for individuals with poor reading skills, and even more

complex for immigrants who have never or almost never been exposed to answering a survey. Consequently, data collecting methods need to be re-evaluated.

Translators today have yet a new role to play. They can advise researchers how to design their instruments to make them more culturally appropriate. For that, they need to understand how each project is designed to be able to capture the goals of the study. The task ahead of translators is to educate researchers, who should be able to distinguish between a professional translator and someone who just speaks the target language. Researchers need to understand the value added by making the right choice. This is not new, and it should come as no surprise.

References

1. Flores, Glenn et al. "The Health of Latino Children. Urgent priorities, unanswered questions, and a research agenda," *JAMA*, Vol.288, pp. 82-90, 2002.
2. Lange, Jean. "Methodological concerns for non-Hispanic investigators conducting research with Hispanic Americans," *Research in Nursing and Health*, Vol. 25, pp. 411-419, 2002.
3. NC Latino Health 2003, Durham, NC: North Carolina Institute of Medicine, 2003.
4. U.S. Census Bureau. Population estimates for Hispanics in Forsyth County, US Census Bureau, 2000.

Alejandra Koval holds a BA in Teaching of English as a Foreign Language from the National Superior Teachers' Training College, Argentina, an M.A. in Spanish Translation from Kent State University, and a Master's of Public Health from The University of North Carolina at Greensboro. In her dual role of translator and researcher of health issues among the local Hispanic population, she has developed an interest in cultural competence topics, specifically what works and doesn't work when minority populations are presented with surveys and other research instruments. Ms. Koval has over 13 years' experience as a translator and interpreter. She can be reached at: AlejandraKoval@msn.com.



**CAROLINA ASSOCIATION OF
TRANSLATORS & INTERPRETERS**

CATI Quarterly G. David Heath Editor
8821 Sawmill Creek Lane
Wilmington, NC 28411-8353
(910) 686-0360