

IN THIS EDITION

PRESIDENT'S
MESSAGE 2-3

BASIC SEO FOR YOUR
WEBSITE 4

PROGRAMS CHAIR
REPORT 5

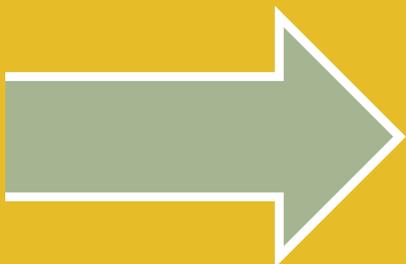
FOOTPRINT OF
LANGUAGE 6

NEWSBRIEF FROM THE
ATA 7

QUICK LINKS 8

LATEST BOARD
MINUTES 9

TWO WRONGS MAKE A
RIGHT 10



November 2016

PRESIDENT'S MESSAGE

Happy Fall! By the time you read this, the Cleveland Indians will have hopefully won the World Series and I will be on my way to San Francisco for the 57th Annual ATA Conference. My schedule is packed full of sessions, conference events, and lunches and dinners with colleagues. It promises to be one of the largest conferences ever, with 1800 people already registered. If you have not attended a conference yet I encourage you to start saving up for next year's conference. It will be in Washington, D.C., which is easily accessible by car, from October 25th to the 28th. If you would like to save money by sharing a room ATA offers a roommate locator blog or you could come to a NOTA event in 2017 and meet some local translators who might want to share a room. The connections you make at the conference and the benefits it brings in terms of education and visibility make it worth every penny!

We have had several interesting programs over the past few months, including a roundtable discussion on how to protect yourself from spammers followed by our Annual Meeting and a lunch cruise on Lake Erie followed by a roundtable discussion on what to do when you go on vacation. We are open to ideas and suggestions for future events. If you would like to learn more about something or have something to share with your fellow translators please contact our Programs Chair, Vitaliy Plinto, at programs@notatranslators.org. We are here to serve you and the community at large!

We have once again had several changes in the Board. H el ene Conte has agreed to be our Membership Chair. You probably heard from her about renewing your membership. She has a thankless job, and I am trying very hard to make it easier for her next year. After our last web designer completely dropped off the radar and hasn't delivered what he promised I am on the hunt for a new website and database designer. I have a lead on a programmer who worked with the Delaware Valley Translators Association. Fingers crossed that he agrees to work with us! I will find that out at the upcoming ATA Conference.

Paula Lukac has agreed to take over as PR Chair. She has a lot of energy and good ideas, and we are looking forward to working with her on the Board. If you would like to help her publicize our group among local businesses and the community at large please reach out to her at pr@notatranslators.org.

Our Secretary, Silvia D'Amico, and her husband Isaac recently welcomed a baby boy to their family. Silvia takes the minutes at every board meeting, and we really missed her when she gave birth on the day of our board meeting.

Our switch-over to electronic communication has saved our organization a lot of money, and we are in very good shape financially. Treasurer Reinhold Federmann has a firm grasp of where we are

and what we need to do to maintain our non-profit status. We are also trying to figure out how to use our surplus for the good of our members and the organization.

I would once again like to thank Boris Bosnjak for putting together our newsletter. This will hopefully keep you notified of what we are doing on the Board as well as educate you to changes in the industry. We hope to send one out several times a year. If you would like to write an article or contribute to the newsletter please send an email to Boris (bbosnjak09@jcu.edu) or Christine (clmj@runbox.com).

I would also like to thank you, the members, for renewing your membership with NOTA. I hope you can attend one of our future events this year. Networking and word-of-mouth recommendations from colleagues are two of the most valuable ways to find work and new clients. It is especially important for those of you who are just starting out or are looking to grow your business. All you have to do is make the time and show up as well as get to know your fellow language professionals in the area.

Also, we on the Board want to hear from you. We are all volunteers and can't and shouldn't operate in a vacuum. If you have any questions or suggestions, please do not hesitate to contact me at president@notatranslators.org or gertoeng@jill-sommer.com. I wish you all a successful 2017!

Sincerely,

Jill R. Sommer
NOTA President

Though free to think and act, we are held together,
by the stars in the sky, with ties inseparable. These
ties cannot be seen, but we can feel them.

— Nikola Tesla

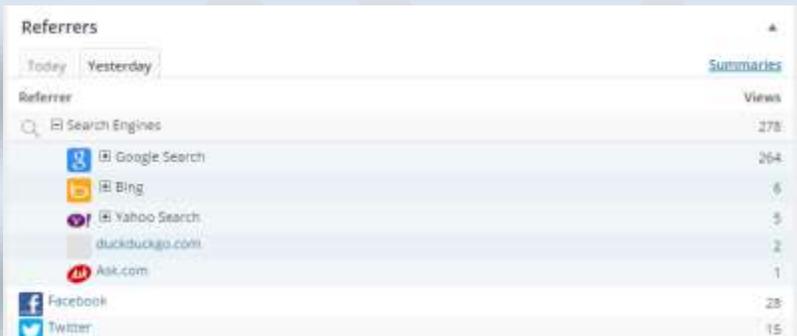
VERY BASIC SEO FOR YOUR FREELANCE WEBSITE

By [Corinne McKay](#) October 28, 2016

SEO for freelancers: how important is it? Many freelancers wonder how important search engine optimization (SEO) is, when it comes to your business website and how much traffic you can expect it to attract. Very important? Not at all important? Somewhere in between? With the caveat that this is a very basic introduction and I'm far from an SEO expert, let's take a look.

First, yes, SEO is important, *if* you want your freelance website or blog to be actively drawing traffic. That sounds obvious, but some freelancers don't really care about attracting potential clients to their website; they want it simply as an online brochure, or as something to show to clients who are already interested in them. But if you *do* want to actively attract potential clients to your website, SEO is really, really important. Many sources estimate that more than 50%, and perhaps as much as 75% of website traffic is the result of what's called organic search, meaning that someone Googles "translate German patent," and finds your web page about German patent translation.

As an example, yesterday my blog got 681 views. Of those, 361 came from "referrers," meaning an incoming link to my blog. Of those 361, 278 were from search engines, with Google accounting for 264. And that approximate percentage seems fairly constant: the day before yesterday, my site had 912 views, with 484 coming from referrers, of which 309 were Google. So, yes, it's important.



| Referrers | |
|----------------|-------|
| Referrer | Views |
| Search Engines | 278 |
| Google Search | 264 |
| Bing | 6 |
| Yahoo Search | 5 |
| duckduckgo.com | 2 |
| Ask.com | 1 |
| Facebook | 28 |
| Twitter | 15 |

If you know little or nothing about SEO, start by learning. Search Engine Watch has a [fairly technical but very comprehensive](#) list of 22 factors that may affect your site's search engine ranking. Here's a [less technical explanation for freelance writers](#), from Daily Writing Tips.

The foundational concept of SEO for freelancers is **keywords: meaning that your site needs to include terms that people enter into Google** when they need someone like you. As an example, if you Google "certified French translator," my business website is the third result.

For the rest of the blog post and the links, please visit <http://www.thoughtsontranslation.com/2016/10/28/basic-seo-freelance-website/>



PROGRAMS CHAIR REPORT

As the air is cooling off and autumn is inspiring us more and more with its colors, we gradually begin preparing for the holidays, and of course, reflecting upon the tasks that we still need to finish up before the New Year rings in. Well, you are not alone, because NOTA has the same plans!!!

Looking back at 2016, the year turned out to be quite eventful for NOTA both in terms of professional and social networking events. NOTA welcomed spring with a very informative hands-on workshop on MS Word Formatting Tips that was presented by Jill Sommer and was followed by a delightful and fulfilling dinner at Das Schnitzel Haus, a German restaurant featuring cevapi, German beers, various kinds of schnitzels, palatchinkas and much more.

Meanwhile, the summer entertained NOTA in a different but very fun and enjoyable way. NOTA members and guests took a two-hour sightseeing cruise that included brunch buffet on the Nautica Queen. The cruise was followed by a very interactive roundtable discussion on tips and strategies for communicating with clients when translators and interpreters are on vacation or out of their offices. Discussion leaders and attendees presented their own tips for communicating with clients.

In the late September, NOTA finally hosted its first keyboarded ATA Certification Exam. The exam sitting took place in Satterfield Hall in Kent, Ohio, and went very successfully.

Finally, as the autumn came around, NOTA hosted another roundtable discussion on the very useful and preventative topic of "Preventing Translation Scams," which was followed by our Annual Meeting and dinner at French restaurant, Bistro du Beaujolais.

More importantly, NOTA has even more exciting events in store for its members to wrap up 2016 and ring in the New Year 2017! These will be the spectacular Nutcracker holiday performance with Pennsylvania Ballet and our annual Holiday Banquet, which will be held in early December. Please look for more detailed information on these events.

NOTA once again would like to thank all of you for being its valued members, and we look forward to celebrating the 2016-17 holiday season with you!

FOOTPRINT OF LANGUAGE

A few days ago, I had the pleasure of speaking with Paula Lukac, our new Public Relations Chair at NOTA, about her experiences of becoming a professional translator and joining our organization. She spoke of her challenges as she first embarked on the path towards a career using her affinity for language as a tool to achieve her personal and professional goals.

Paula described the footprint of a translator and, even though I had thought about this concept before, I never used it to represent the translator's reach of the various fields in which we serve. As I understood Paula's perspective of a linguist's work, translators play a neutral role in the puzzle of human communication, while walking carefully a fine line among many competing stakeholders who rely on the services provided. Many of the pertinent issues that arise as a result of our work at all levels are discussed in NOTA's workshops, our central HUB of interaction. NOTA empowers translators to follow the footprint of language as it becomes the enabling tool for intercultural interaction that individuals and organizations use daily in business, law, medicine, industry, technology and other sectors.

When I asked her about her motivation to grow the translation profession here in Northeast Ohio and beyond, Paula said:

I believe in synchronicity! All my life is splashed with surprises that led me to grow personally and professionally (FYI: those surprises came with some growing pains, but that is another story!)

NOTA was first introduced to me by one of my dearest professors, Dr. Sue Ellen Wright and, after I graduated from Kent, many of my friends insisted that I should join it. Now, I only wish I had joined it sooner. I am thrilled with the opportunity to serve this great community.

Let's face it, providing translation services from Ohio poses challenges. As soon as we accept this and learn to love those challenges, they will bring us opportunities too. Please, let me share two facts that inspire me:

- *Ohio ranked 8th as largest exporting state in 2015 (source: State of Ohio, <https://development.ohio.gov/files/research/B2004.pdf>).*
- *Our culturally diverse community requires governmental translation and interpretation in Chinese, Arabic, Russian, Spanish, Japanese and Somali, among others.*

I would like to focus my PR efforts to increase our visibility in the business and government community at all levels and let them know that we are ready to solve their communication needs. I see NOTA as the right venue to achieve these goals.

*Finally, NOTA is **our** association and it should represent **our** ideas and initiatives. Get involved, come to our meetings, and talk to us.*

Make it happen!

NEWSBRIEF FROM THE ATA

Google Feeds Novels to AI to Improve Its Conversation

The Guardian (NY) (09/28/16) Lea, Richard

A paper by researchers at Google Brain detailing how they processed thousands of novels through a neural network as part of a study to improve the software's conversational fluency has caused quite a stir among authors, who say their work was used without permission. According to Google, after 11,038 novels were "fed" into a neural network, the system was able to generate fluent, natural-sounding sentences.

Google says that products such as its Google app will be "much more useful if they can capture the nuance of language better." Google notes that "in this case, it was particularly useful to have language that frequently repeated the same ideas, so the model could learn many ways to say the same thing--the language, phrasing, and grammar in fiction books tends to be much more varied and rich than in most nonfiction books." Researchers say the novels used were available online, describing them as "free books written by [as] yet unpublished authors." Google says the entire collection is available for download from the University of Toronto and has been used by other artificial intelligence researchers.

However, many writers whose work was used are adamant that Google should have contacted them for permission, especially if their work is being used by the company to gain a commercial advantage. "If there's one thing that's niggling at me it's that I would have liked to have known," says Rebecca Forster, whose thriller "Hostile Witness" was used by Google. "With all the technology at their fingertips, it wouldn't have been too hard to let everyone know." According to Mary Rasenberger, executive director of the Authors Guild, the project represents "blatant commercial use of expressive authorship" and is a "plain and brazen" violation of copyright law. "Why shouldn't authors be asked permission, or even informed--not to mention compensated--before their work is used in this manner?"

Google has not said if the company plans to reward the authors, or if the people whose expertise was harvested to train their network were ever considered as individuals. Google says the researchers clearly identified where they got the data. "The machine learning community has long published open research with these kinds of datasets, including many academic researchers with this set of free e-books," Google says. "It doesn't harm the authors and is done for a very different purpose from the authors', so it's fair use under U.S. law."

Re-Printed from the ATA site.

QUICK LINKS

USEFUL LINKS

<http://thoughtsontranslation.com/>

BY CORINNE MCKAY

<http://translationmusings.com/>

BY JILL R. SOMMER

<https://www.atanet.org/>

AMERICAN TRANSLATORS ASSOCIATION

https://en.wikipedia.org/wiki/List_of_translators_and_interpreters_associations

WORLD WIDE TRANSLATION ASSOCIATIONS

VIDEO LINK CORNER

7 Jokes You Missed if You Only Speak English

<https://youtu.be/rPkvxvm0mSA>

Interpretation Gone Wrong

<https://youtu.be/d4arSI3nQzg>

Hilarious English to Spanish

<https://youtu.be/hkBIIGemo24>

NOTA BOARD MEETING

Saturday, September 3, 2016

Time: 2:00 p.m.

Jill R. Sommer's home

1. Call to order 2:09 PM. H  l  ne Conte, Reinhold Federmann, Vitaliy Plinto, and Jill Sommer were in attendance. The minutes from the previous meeting were approved.
2. Board member reports:
 - a. Treasurer Reinhold Federmann reports our current bank balance is \$17346.23. We discussed possible ways to spend some of the money and Jill will be discussing some of the ideas with the other chapters at the upcoming ATA conference in November.
 - b. Membership Chair, H  l  ne Conte, reported that as of October 25th we had 3 new members and a total of 77 members, that number will increase after all dues are received by January.
 - c. We congratulate our Secretary, Silvia d'Amico, on the birth of her baby on September 3rd.
 - d. We still need a Public Relations chair. [Note: Paula Lukac volunteered at the Annual Meeting in October]
 - e. Programs Chair, Vitaliy Plinto, reported we had 14 attendees on the Nautica Queen lunch and 13 at the roundtable discussion on August 6th. We will be hosting the ATA Certification Exam on September 24th at Kent State University. The exam is going to be a computerized exam and Celeste Klein has volunteered to be the proctor. We will be hosting an upcoming round table on "Scams and how to avoid them" from 4-5:30 on October 8th., followed by dinner and the Annual Meeting at Le Bistro de Beaujolais at 6 PM. He is also working on ideas for the upcoming holiday banquet.
 - f. President Jill Sommer reported that while at DVTA she learned about a web and database designer who designed the DVTA site. She is going to contact him to have him redesign our systems.

The next meeting will be held after the ATA conference in November. The board held off on agreeing on a date until Silvia could help decide on one. The meeting was adjourned at 3:15.

Two rights make a wrong

A linguistics professor was lecturing his class. "In English," he explained, "a double negative forms a positive. In some languages, such as Russian, a double negative is still a negative." "However," the professor continued, "there is no language wherein a double positive can form a negative." A voice from the back of the room piped up. "Yeah, right."