



# NOTA BENE

Vol. XXVIII, No. 1

February 2005

## *Upcoming Events:*

### **Internet Research/Privacy Seminar**

Tentative Date: May 21-22 at KSU

### **ATA Certification Exam**

Summer 2005 at KSU. The exact date will be announced in the near future.

### **East Side Meetings:**

Border's Bookstore in Solon

Every 2<sup>nd</sup> Wednesday of the month

### **La Tertulia:**

KSU, Satterfield Hall 305 at 3:00 p.m.

March 13, April 3, May 1, June 5

## *Marked Envelopes*

Several members have not paid their NOTA dues for the 2004-05 fiscal year. Rather than sending out special reminders, the envelope of this NOTA BENE has been marked with a red \* after your name, if our books show you as a delinquent member. Please mail your dues (+ \$5 late fee) immediately if you still want to be listed in this year's membership directory. If you have paid your dues and still receive a marked envelope, please contact Jill Sommer (js@jill-sommer.com) or John Shaklee (jshaklee@neo.rr.com) immediately. Due to Lee's illness there may have been some oversights. If we don't hear from you, we will assume that you do not want to be a member of our organization any longer and take you off our database.

## *10 Steps to Safer Surfing*

*by Jill Sommer*

An article on Internet privacy by Roland Grefer and Jill Sommer will be printed in an upcoming ATA Chronicle. Here are a few important tips that are not mentioned in the article.

1. Turn your computer off when not in use.
2. Use antivirus and firewall software and keep them up-to-date with regular downloads from the vendor.
3. If you are using Microsoft Windows, download the periodic security updates that Microsoft offers through its Web site. You can enable your software to prompt for this automatically.
4. Line sharing devices (a.k.a. routers - typically used in homes to allow multiple connections to a broadband subscription) have built-in firewalls that are said to defeat most general access attempts.
5. If you use Microsoft Windows XP, enable its built-in firewall software.
6. If you are using wireless networking, anyone with a wireless laptop parked in front of your house can get onto your network - unless your wireless router includes password options for access control, and you use them.
7. Keep backups, to ensure that you could recover from a devastating virus.
8. Stay off file-sharing networks (i.e., don't download music and movies off the Internet unless you have paid for them).
9. Laptops are vulnerable to theft - consider encrypting any personal data on your hard drive.
10. Use an alternative to Windows-based PCs, like Apple Macintosh, to connect to the Internet. They have proven to be a less-likely target for worms and viruses.

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## Northeast Ohio Translators Association

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NOTA BENE is published by the Northeast Ohio Translators Association, a chapter of the American Translators Association.

Other newsletters are welcome to reprint materials from NOTA BENE, provided they acknowledge the source and send us a copy.

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#### NOTA membership fees:

Individual:	\$25.00/yr
Corporate/Institutional:	\$35.00/yr
Student:	\$15.00/yr

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## President's Message

Hi everyone,

I would like to take this time to wish you all a prosperous and healthy 2005. 2004 was my most successful year to date – both professionally and personally. It's amazing what a marketing campaign can achieve. I now have 6 new, well-paying, and very reliable clients that I can count on to steadily send me work. If you haven't sent out a few letters to expand your business yet, I encourage you to do so! 2004 was an extremely successful year for NOTA as well. We currently have 128 members and continue to grow steadily. The Trados seminar in January was a success, and we were able to welcome three new members into our fold.

February is always such a dreary month. Many of us flee to the beaches of Cancun or the Bahamas at this time. I like cuddling under my suede throw on my couch with a good book and a mug of chai. We should also take time to count our blessings and soak up the sun when it shines. You never know what's going to happen or when disaster is going to hit. We were all stunned by the news of Lee Wright's illness. Luckily, he's home, doing great, and responding well to treatment. His illness has left a big hole in the Executive Committee. We've been scrambling to catch up and keep everything up-to-date. Thanks for all your patience.

As most of you know by now, our searchable membership database is now online. You should have received an e-mail telling you how to update and add to your information. The instructions are also printed in this month's NOTA BENE. The web site address is <http://www.ohiotranslators.org/directory.asp>. If you get a chance, please check it out. The database programmer, Mike O'Flaherty, did a fantastic job, and we couldn't have done it without the input of Anne Chemali or Klaudia Schaller. Also, a big thanks goes out to Klaudia for testing the various prototypes and inputting all the contact information. If you do not have e-mail or are unsure how to do this, please contact me or Klaudia and we will input the information for you.

Which brings me to another important point: if you change your e-mail address in the database, please let me know. I hate to sound like a broken record, but I have several e-mail addresses that are bouncing at the moment (Rafael D'Urso, Mary Falcon, Raisa Goldin, George Koussa, Brenda Nelson, Kiyoko Niwa, Anna Roman, Young-Joo Vipond, and Guitta Wehbé). I recently sent out a scam warning about the Prince of Ghana who is targeting local members and asking for an interpreter for his wife in Akron. The languages vary from Japanese to French. This is not a localized incident. If you want to be kept up-to-date, please let me know what your correct e-mail is. Apart from scam warnings, reminders about upcoming events, and the occasional job offer, I don't send a lot of e-mails out, so please take advantage of this benefit. At this point no professional should be without an e-mail address, so if you don't have one yet, you really should get one. It makes communicating with clients and colleagues so much easier and helps us realize we aren't alone. And maybe you won't fall victim to the latest interpreting scam.

One of our focuses this year will be public relations. Amanda recently contacted Mosaic about featuring NOTA in an upcoming feature. Also, the ATA's public relations committee has a contest to promote School Outreach. The School Outreach pages on the ATA web site ([www.atanet.org/ata\\_school/welcome.htm](http://www.atanet.org/ata_school/welcome.htm)) contain a wealth of presentations and handouts to help you come up with ways to speak to

students of all levels. If you speak to a class and get your picture taken while doing so, be sure to submit it to Amanda and you may win a free registration to the ATA conference in Seattle this November. You could be speaking to future colleagues – and, most importantly, future clients.

This year's holiday party was well-attended considering the fact that it was held the week before Christmas. Approx. 30 people gathered at Kamal and Anne Chémali's home and enjoyed talking to their fellow colleagues, catching up with old friends, and

feasting on a variety of food. We also all signed a get-well banner for Lee (please see the photo on page 7).

The East Side Discussion Group is still meeting at Borders Books in Solon, which meets every second Wednesday of the month. La Tertulia continues to meet every other Sunday at Kent State University.

Overall, I look forward to the upcoming year, and I hope it brings you lots of work and is a fruitful one for you as well as for NOTA.

Jill Sommer

## *Minutes of the NOTA Executive Board Meeting*

February 17, 2005

**Present:** Jill Sommer, Anne Chemali, John Shaklee, Amanda Ennis, Cindy Hazelton

**ProZ:** Jill reported that the ProZ website lists 96 members of NOTA, living around the world. In reality, only six of the people listed belong to our organization. Cindy will write to some of the 90 non-members to find out why they have been listed as NOTA members.

**Membership:** We currently have 36 members who are delinquent in paying their 2005 membership dues. When Jill contacted them, 4 said they had already paid and 9 said their checks were recently mailed. John will double-check recent deposits and contact those who have not yet paid their 2005 dues.

**Membership Directory:** The Board thanks Klaudia Schaller for the wonderful job she did to update our membership database and website. Members can now update their own entries. Directions for doing so have been emailed, and they will also appear in the next NOTA BENE. The 2005 membership directory will be printed on March 1, so any changes to entries must be made by the end of February.

**Public Relations:** Amanda wrote to the editor of Mosaic, the Plain Dealer's international section, but she did not receive an answer. She will contact him again, to find out how we can advertise or get our information out to the community via the PD.

Amanda also reported on the ATA School Outreach program. Anyone who speaks to students about careers in translation or interpretation should have his/her picture taken during the presentation and submit it to the ATA. One speaker will win a free registration to the Seattle conference. See the ATA

website for informative lesson plans and materials for presentations.

Amanda has been contacting high school guidance counselors about careers in translation/interpretation. She reported that OCIS, the Ohio Career Information Service, is an excellent online resource for students and counselors. Translation/Interpretation careers appear in the OCIS database.

We discussed getting our information out to area police departments and/or county prosecutors' offices. John will investigate the most efficient and economical way to advertise our services to the law enforcement community.

**Holiday Party.** Our holiday party was a huge success. Anne submitted pictures from the party to Waltraud for the NOTA BENE.

**Trados Seminar:** Anne and Jill's Trados Seminar, held Jan 8-9 at KSU, was also very well received. Translators came from several states to learn how to use Trados software.

**Internet Research/Privacy Seminar:** NOTA will offer this seminar, tentatively scheduled for May 21-22, at KSU. We will advertise it in the NOTA BENE and through the ATA.

**ATA Certification Exam:** Geoff Koby will proctor the next certification exam at KSU. It will take place this summer. The exact date will be announced in the near future.

**Translating Eastern Europe:** NOTA will sponsor this seminar, which will be held at Ohio State University on Sept 30 - October 2, 2005. Brian Baer is

organizing the seminar. It may be eligible for ATA continuing education credit.

**International Careers Job Fair at BGSU:** Jill will represent NOTA, KSU and the ATA at this job fair, to be held on April 6.

**Next Meeting:** The next meeting of the Executive Board will take place on April 28, at the home of John Shaklee.

Submitted by Cindy Hazelton  
NOTA Secretary

## ***Looking for Answers Within: An Introspective Look at the Professionalism of Translators and Interpreters***

*By Natasha Curtis*

“Money for interpreters runs out again, half way through the fiscal year” [. . .] “While serving as jail judge, Clinger said he often utilizes the services of inmates or deputies as interpreters.”<sup>i</sup> I wonder if we can have my dog’s veterinarian perform that open heart surgery for my neighbor?

Why does society at large have such a hard time understanding? Don’t they know that translating and interpreting (T&I) is a profession? What is wrong with this picture? Can we do anything about it?

In case you are wondering, even though I strongly believe in the great need for client education, this article is not about the general lack of knowledge the public has regarding the T&I profession (and its members) as is evident in the article cited – only one of many of the like that occupy the pages of mainstream newspapers on a daily basis. Rather, inspired by the old saying “the best form of teaching is modeling,” I’d like to urge us to reflect on the things that *we* can do to forge our way into the position that the T&I profession *should* enjoy – and hopefully will – in the public eye. I would like to urge us, translators and interpreters, to reflect on how *we* view professionalism and how our view influences those of outsiders.

I’d like to briefly discuss some key points about *professionalism*. The Oxford English Dictionary defines it as “the competence or skill expected of a professional,” and the Merriam Webster expands by saying “the conduct, aims, or qualities that characterize or mark a profession or a professional person.” One of these definitions seems to focus more on the individual, whereas the other seems to refer to professionalism as a corporate characteristic.

Edgar Schien, a leading educationalist in the USA, recognizes three basic components to professionalism: an underlying basic body of scientific knowledge, the systems to apply this knowledge, and a set of attitudes or values that define how we relate to those for whom we provide service.<sup>ii</sup> This same triumvirate of values, knowledge and systems is seen at the heart of almost all professions, including translating and interpreting.

Undoubtedly, the T&I profession is one characterized by a vast body of scientific knowledge! If we were to consider the multitude of scenarios that a translator or interpreter may come in contact with, we would easily come to the conclusion that no one person can do it all – at least not equally well in all areas. I am glad to see more and more professional translators and interpreters specialize and limit their expertise to only a few areas. I am certain that the quality of our translations and interpretations greatly improves the deeper we study the subject field we work with. Yes, this is still true even in the midst of the Internet era. We might be able to find anything we look for in the World Wide Web, but unless we are repeatedly exposed to the same body of knowledge, it may not even occur to us what it is that we should look for. If we know more about the areas we work with, we may be able to serve the public from a more educated perspective. This will undoubtedly translate into professionalism.

Unfortunately, many aspiring translators and interpreters have not yet understood the necessity for specialization. Some try to cover it all superficially, allowing dollar signs to dictate whether they will accept an interpreting or translation assignment, thinking that they will manage and no one will notice. But the truth is that there is no patch big enough to cover up the lack of knowledge. Individually, we need to understand that as human beings we are limited, but if we manage our limitations conscientiously we can do wonderful things, and the public will be better served.

As I stated previously, professionalism is the conduct, aims or characteristics that apply to the members of a profession as well as the profession as a whole. In speaking of professionalism, the members of the Oregon State Bar declare: “Professionalism includes integrity, courtesy, honesty, and willing compliance with the highest ethical standards.”<sup>iii</sup> The pioneers who founded professional associations of translators and interpreters such as ATA, NAJIT, and NCIHC have worked hard (and continue to do so) at describing the standards of practice and professional conduct to which

all professional translators and interpreters should adhere. I firmly believe that it is these ethical standards that set us apart from amateurs. There is no professionalism without ethical standards.

However, some of us call ourselves “professional” without even acknowledging that there *are* ethical standards that we should adhere to. And some know the standards exist, but personal gain comes before anything else. It does not cease to amaze me that many translators forget about the ATA’s ethics point number 5, for instance. In it, immediately after mentioning the duty of sharing professional information with colleagues – which will hopefully be reciprocal – we are reminded of the duty “To refrain from any action likely to discredit the profession, and in particular to abstain from engaging in unfair competition.”<sup>iv</sup>

Way too often, I find that so-called *professional* translators and interpreters are involved in the client-stealing business. They find out the name of a colleague’s client and the usual fees, and then offer their own services to the same client at a lower rate. They take an assignment initially from a T&I bureau, and while performing their duties *on behalf of the bureau*, they offer their services independently at a lower rate. And this is just one of the frequently disregarded ethical standards.

I could continue, but I do not think I need to go any further to illustrate that there are things going on *within* our profession that discredit it more than the lack of

understanding from the public. As long as these kinds of attitudes toward our fellow colleagues and the profession continue, we will not reap the benefits of a high status in the public eye. We need to *be* professional before the public believes that we have earned that status. In addition to specialization and continuing education, adherence to ethical and moral standards is at the core of professionalism.

I’d like to conclude by quoting an individual who, in my opinion, had a healthy understanding of professionalism: “Professional is not a label you give yourself - it’s a description you hope others will apply to you. [ . . . ] If you want to be trusted and respected you have to earn it.”<sup>v</sup>

*\*The author would like to thank Natasha Mytareva for her contribution to this article*

<sup>i</sup> Neal, Tracy M. “Money for interpreters runs out again halfway through the fiscal year.” The Benton County Daily Record, Article posted on Tuesday, January 18, 2005.

<sup>ii</sup> Schein, Edgar H. “Professional Education”. New York: McGraw-Hill, 1973.

<sup>iii</sup> Oregon State Bar. “Statement of Professionalism.” 27 January 2005 <<http://www.osbar.org/rulesregs/professionalism.htm>>

<sup>iv</sup> Center for Study of Ethics in the Professions. Illinois Institute of Technology. “Codes of Ethics Online. American Translators Association – 14 June 2002.” 24 December 2005 <<http://www.iit.edu/departments/csep/codes/coe/American%20Translators%20Association%20Ethics.html>>

<sup>v</sup> Maister, David H. “True Professionalism: the courage to care about your people, your clients, and your career.” New York: The Free Press, 1997.

### **Here are the steps you need to know in order to change your information on the NOTA web site:**

1. Enter <http://www.ohiotranslators.org/login.asp> in your browser's address bar.
2. Enter your username and password:  
 User name: First initial of first name + last name (all lower case, no spaces) For example: Jill Sommer's user name is jsommer  
 Password: First initial of first name + last name +1 (all lower case, no spaces) For example: Jill's password was jsommer1 (until she changed it)  
 Regarding last names: if it is a double or hyphenated last name, only the first part is used; no special accent marks are used (e.g., ü = u, é = e), but we kept “de” and “d” in last names (e.g., Lia d’Antonia = ldantonia and ldantonia1).
3. Once your personal member page displays, you can enter all relevant information and make changes to the existing entries. Please check all entries as, no doubt, some mistakes slipped in when we entered every member's essential information. Also make sure that your correct language combinations are indicated and that you check the appropriate box if you have ATA certification. At this moment the username cannot be changed, but you might want to change your password (just make sure you remember it ;-))
4. When all changes are made, click the Save button near the bottom of the screen. Then click View My Profile at the top of the screen to see how your member profile will display to visitors of our site.
5. If further changes are necessary, click Login at the top of the screen to get back to the personal member page (resume from step 3).

We don’t have a link to the login page on the web site yet, but we will as soon as we find the time to change it. Please keep this e-mail as a reminder and remember your password.

If you have any questions or problems inputting your data, please do not hesitate to contact Klaudia (klaudia\_schaller@adelphia.net) or Jill Sommer (js@jill-sommer.com).

# Brave New World

*by Christine Ashby*

Akron has a sister city in Chemnitz, formerly East Germany, located in an area that could be called the Appalachia of Germany. Even in the best of times, the inhabitants of the Erzgebirge (Ore Mountains) survived by doing finely detailed wood carvings, such as incense smokers; Plauener lace, second only to the lace made in Brussels, intricate embroidery, and blowing glass Christmas ornaments, as cottage industries, especially during the winter months.

Their craft items were famous all over Europe and the U.S. until the communist government industrialized the region, and the old skills were not used much anymore. The Chinese have peddled rough copies of their trademark nutcrackers and other items successfully for many years. When Germany reunited, the former Eastern States had to work hard to catch up to Western technology and to connect to global markets, a do-or-die situation for a region with an unemployment rate of over 25 percent.

This year the mayor of Akron invited a group of artisans to come to Akron before Christmas to conduct an authentic German Christkindl Market. As good businesspeople, they also saw a chance to reach out and find American distributors for their wares. Through the Chicago Chamber of Commerce, they arranged for a two-day Saxony Exhibit on November 29 and 30, for which the City of Akron generously supplied space in their John S. Knight Convention Center. That is how NOTA was contacted with a request for a German-speaking interpreter to be present during the exhibit and smooth the language hurdles for the prospective firms.

At first I was not really interested. Technical translations are what I do, where I can think about exact terminology and do research if required. Yes, I had interpreted at technical meetings and conference calls, but mostly because I was pressed into service by default of being German.

A day or two later, I was overcome by some sort of hometown pride. It seemed almost shameful that neither NOTA nor Akron could find one person to assist these people who had risked a great deal for an opportunity to show their products. I contacted the organizer from Chemnitz and agreed to be on hand during the exhibit.

Well, Monday turned out to be a long day. City government showed up, the Akron Beacon Journal sent

reporters and photographers - but not one distributor. By afternoon I started to make phone calls, promoting the exhibit to suitable local firms, trying to create interest in the show. Tuesday was a bit better; I think we had one interested party come for each of the product groups.

Oh yes, you want to know about the interpreting! That went pretty well. I only had one small problem. After 41 years in the States and many visits back in the old country, the barrier between both languages somehow disintegrated in my brain. Since three or four people often spoke at the same time, I had to think in which language I was to address whom, without losing what the other participants were saying. I did speak English to a German or vice-versa a few times until I learned to hold my breath for a second to make sure I was in the right mode.

I wonder if the interpreter training NOTA is planning for 2005 will fix this.

I learned more than I had bargained for, however. Like the people from Chemnitz, in the new and global market, people have to risk everything if they want to become or continue to be players. Where in the past all one had to do was load up one's wares and drive to the next town or county, now one has to reach across oceans and become knowledgeable about other countries and their customs in order to make items that will be in demand. It is not good enough to produce the same things previous generations made and traded; now there has to be flexibility, where the old is redesigned in new materials, colors or sizes for new customers with ever-changing tastes. Big wholesalers have to be found, research has to be done on how to contact the person(s) in charge, trade routes have to be established to make everything possible, and many hours and resources must be committed.

I accepted a small interpreting job and came away with an understanding about the harsh realities created by the global market. Sure, I had read about it many times, but now a group of people I knew were affected, my new friends from Chemnitz, who had taken a big risk and proved their resourcefulness, and who will not and cannot permit themselves to be discouraged. I will remember them for their courage, their generosity and their wonderful sense of humor in an adverse situation.

## *Our TRADOS Seminar in January:*



**TRADOS seminar instructors Jill Sommer and Anne Chemali**

Also, I feel I must add that I have had FANTASTIC technical support from TRADOS. I had problems with Cyrillic not displaying properly in Workbench, and although the problem was being caused by Word arbitrarily changing the font, the technician at TRADOS solved both my problem with Workbench and even did some research to find out how to solve my problem with Word (which Microsoft support couldn't solve). I spent two days on the phone with Alex (who is Russian, so maybe he just handles problems with Russian-language users). He'd phone me, walk me through things step-by-step. If something was going to take a long time, he'd make sure I knew what to do, and then he'd tell me he'd call me back in 20 minutes to see how I was doing... and he always did that, right on time! I have never had such wonderful support from any company. I know

Lee and Sue Ellen Wright send their many grateful thanks to all the NOTA friends who have sent their greetings and gifts to Lee during his long convalescence from surgery for oral cancer last October. He's now at home, after an extended stay at The Arbors in Canton. The Arbors is a terrific place to be if you need therapy after any kind of debilitating surgery or accident, but there's no place like home for peace and quiet. Lee's getting stronger all the time, and has been getting out on his own more and more. He's currently starting radiation treatment, which isn't going to be fun, but that will only last a couple months, after which he can get down to serious recovery.

*Excerpt from a letter to Jill Sommer:*

I want to thank you again for the terrific TRADOS Freelance seminar in January. Since then I have actually worked my way through the entire MultiTerm User's Guide, except for the part on MultiTerm Convert. I have created termbases, input models, layouts, and filters. I've printed out bilingual glossaries and dictionaries from Word. I've put terms into MultiTerm via Word and used MultiTerm with Workbench. I feel really comfortable with MultiTerm now. I've also done several practice translations with Workbench, so now I just have to do some work with Win Align and Tag Editor to feel really competent with Freelance. I honestly couldn't have done all this without the NOTA seminar.

that TRADOS seems to have a very bad reputation for customer support, but my experience was that it was the BEST!! (No, they didn't pay me to say this.) You only get 30 days free support from the day you purchase the program, but I didn't install it for almost 3 weeks after I bought it. So even though my problem occurred after the 30 days were up, they still gave me free support. I was very impressed, both with their service and their knowledge. Microsoft support techs often don't know the answer to your problem, and they don't take the time to research it for you. They just leave your file "open." Alex either knew the answers or found the answers to every problem I had (except for one, which turned out to be a genuine "bug" in the program, so he turned it over to their development engineers to work on a patch). Anyway, I just thought you should know this.



**NOTA Holiday Party – Get-Well Banner for Lee**

## *We Welcome the Following New Members:*

### **Akram Bundu Abdulqadir**

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### **Amela Duheric**

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Native lang: Russian/Ukrainian

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Native language: Russian

### **Marie Bernadette Moreau**

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Native language: French

***New Email Address:*** Berta Kirchhoff – [bepaskir@sbcglobal.net](mailto:bepaskir@sbcglobal.net)

## **Tips for Sending out Resumes for Translation Jobs**

1. Proofread your resume several times. Since you are selling yourself as a wordsmith, you can't afford to make any typos or use poor language in your resume.
2. Put your language and subject expertise at the top of the resume. This is the first thing a potential client will see.
3. Tailor your resume to the client as much as possible.
4. Stick to the point. Don't bother listing your hobbies – unless your hobbies are specialized fields you translate.
5. Capitalize on your experience.
6. Include substance in your resume.
7. Use a good quality printer. If you are taking your resume to the ATA Conference, you may want to consider printing it on paper that is somewhat conservative but will still stand out.
8. Don't make it too fancy.
9. If you add a sample translation, keep it short.
10. Make it easy to read with key words in bold.

### **TermNet Summer Academy 2005**

The 2005 Terminology Summer Academy will be held this summer at the Cologne University of Applied Sciences, with a focus on *Terminology Management: Theory, Practice and Applications*. The dates are Monday, 18 July 2005 – Friday, 22 July 2005. The regular registration fee is €650.00, but NOTA and ATA members can register for €450.00, while students pay only €250.00. Contact Anja Drame (TermNet branch office Cologne) to register (Tel.: +49-221-8275-3616 / Fax: +49-221-8275-3615; e-mail: [adrame@termnet.org](mailto:adrame@termnet.org)). See the TSA website for further information and registration forms: [www.iim.fh-koeln.de/TSS2005](http://www.iim.fh-koeln.de/TSS2005). Instructors will include: Prof. Gerhard Budin (University of Vienna, Austria) (GB); Prof. Heribert Picht (Copenhagen Business School, Denmark); Prof. Klaus-Dirk Schmitz (University of Applied Sciences Cologne, Germany); Prof. Frieda Steurs (Lessius Hogeschool, Antwerp, Belgium); Prof. Sue Ellen Wright (Kent State University, USA). Arrangements will be made to ensure that ATA members can obtain continuing education credits for the program.