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May 2017

PRESIDENT'S MESSAGE

The school year is almost finished, and the dog days of summer will soon be upon us. As we enter the summer with its challenges due to children being out of school and weather beckoning us to the swimming pool or a shady tree with a nice book, we often find ourselves sitting in front of our computers in (hopefully) an air-conditioned office. And of course this time of year is rife with vacation plans and out of office notices. Be sure to have a contingency plan to cover your absence or notify clients of your plans ahead of time.

Speaking of travel, this year’s ATA conference will be taking place from October 25-28 in Washington, DC. The conference will be held at the historic Washington Hilton. Consider attending and joining over 1,800 professional translators and interpreters from throughout the U.S. and around the world to take advantage of a variety of networking and educational opportunities. If you have not attended a conference yet I encourage you to start saving up. It is worth it. I have found my participation in ATA (both online and in-person) to be the most valuable investment in my business to date. I not only have a chance to exchange ideas and discuss translation and terminology-related questions, but also thanks to word-of-mouth referrals by colleagues who think of me when they are too busy or receive a translation request in a field that they do not specialize in. Registration opens in July, and the hotel’s ATA rate will be available until October 4 or as space allows (but the hotel fills up fairly fast once registration opens). 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 before then and meet some local translators who might want to share a room. Be sure not to miss it!

The website/database has been my biggest headache in the few years. After our first web designer completely dropped off the radar and did not deliver what he promised and a second web designer could not adhere to the schedule we agreed to, I think we might have finally found a solution to our problems. Silvia and Hélène have agreed to look into a solution called Wild Apricot that is successfully used by the MATI chapter.

Paula Lukac has hit the ground running as PR Chair. She has done some networking, but would like some help by forming a PR committee. Our first goal is to increase membership, and the second one is to increase our visibility. 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 networking event with CCIO was a huge success. My thanks to Hélène Conte for organizing such a wonderful event. You will find a brief write-up in the newsletter. It was great to see some familiar faces along with many new ones. The grand prize winner of an ATA conference registration
Words are one of our chief means of adjusting to all the situations of life. The better control we have over words, the more successful our adjustment is likely to be.

Bergen Baldwin Evans

-English Professor-
When author Anne Lamott’s father told her to “make a commitment to finishing things” if she wanted to be successful as a writer, he gave her a great piece of advice. It really is the unfinished things in life that drive you crazy.

And if you’re like me, you always finish things when they’re for clients. In 15 years of freelancing, I’ve missed exactly one client’s deadline, because I was in the hospital on IV antibiotics for pneumonia. For most of us, it’s the “I keep meaning to…” projects (incorporate my freelance business, update my website, take that online course, finish writing that book, start a blog, ask my good clients for testimonials, research client-side events to attend) that never get finished.

Here’s what I mean. In approximately 2008, I decided that I needed to write a second edition of How to Succeed as a Freelance Translator. The project languished on my hard drive until January 1, 2009, when I vowed that if I finished one “I keep meaning to…” project that year, it would be the second edition of that darned book. Flash forward to January 1, 2010, when I shook my fist at the sky, repeating the previous year’s vow even more emphatically. When the second edition finally came out in the summer of 2011, it was a full two years behind schedule. But all the same, I did finish it (and the third edition was much less painful), so I’m here to share some tips on finishing those pesky self-imposed deadlines that always get pushed to the back burner.

Tip 1: Ask whether you’re avoiding this thing because you don’t really want to do it. For a long time, I kept meaning to start a podcast associated with this blog. I even went so far as to get a voiceover guy to record the intro and outro for it. But then I just “never had time” to create the actual podcast. In many cases, “I don’t have time” simply means, “it’s not a priority.” The real reason I never started the podcast was that I didn’t want to. I like the idea, but I already feel spread too thin on some days; it’s just another thing to keep going. And if I can’t muster the energy to launch the podcast (the exciting part), I surely don’t have the energy to keep it going (more of a slog). So, first, ask yourself, do I even want to do this?

Tip 2: Swallow the frog. Mark Twain’s often-repeated adage, “Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day” is so true. It’s only natural to avoid tasks that you dread. For me, that’s anything to do with accounting. The solution: just get it done as soon as you sit down at your desk. If possible, don’t even turn on the computer before you do it, or at least don’t look at your e-mail, unless the dreaded task involves an e-mail. There’s something to be said for just getting it over with.

Tip 3: Resolve to work toward the goal every single day, if only in very small increments. That’s how I finished the second edition of my book. On January 1, 2011, I resolved to work on...
it every single day, seven days a week when possible, even if I only wrote one sentence. Some days, it was 11 PM before I got to it, and I really only wrote one sentence. But some days, I found a bigger chunk of time and plugged away at it for longer. And really, in less time than I had anticipated, the whole project was done.

Tip 4: Admit defeat and solve the problem with money. If it’s in your budget and the task can be outsourced, consider the option. In a sense, that’s how I solved my dissatisfaction with working from home. I simply moved my office to a co-working space, and I no longer even have an office in my house. Problem solved, and I see it as money well spent.

Tip 5: Be more selective about what you start in the first place. As someone who loves to get on board with a new idea, this is a lesson I’ve slowly and painfully learned. Now, I (try to) a) let a new idea sit for a while before I take action on it, in order to determine if it’s a case of shiny object syndrome, and b) mercilessly ask myself whether I have time for this project, whether I have money for it, whether it’s something that moves toward the end goals of my business, what I’m willing to drop from my schedule in order to make time for it, and so on.

Tip 6: Use a commitment device. If you struggle with self-discipline in general, set up some constraints that force you to finish what you’ve started. Install net nanny software that blocks time-sucking websites; post your goal publicly for other people to see (and be honest if you’re failing); force yourself to donate money to a cause you hate if you don’t reach your goal, hire someone (like a book cover designer) to come in to the project on a certain date so that it has to be done, etc. Personally I’d rather rely on my own self-discipline than on a commitment device, but I think they can work well for some people.

Tip 7: Stop waiting for the big block of time that’s never coming. This is a huge one. How many times have you thought, “I don’t need to work on X right now, because I’m going to block out ALL DAY on Friday for it,” or “No need to do my taxes today, because I’m going to take off A WHOLE WEEK in March and do them in one fell swoop.” The reality for most of us is that the big block of time is nonexistent. The time we’ve blocked out in our heads nearly always ends up being absorbed by a can’t-say-no project from a good client, family obligations, or something else. I’ve become a big believer in the opposite strategy: using the little blocks of time that pop up during the day. My daughter takes guitar lessons for half an hour; it’s not worth it for me to leave and do something else. But it’s amazing how much I can get done in 30 minutes if I just plug away at it with no distractions.

If you have a big, non-deadline-driven project hanging over your head, what strategies do you use to get it done? Any of the tips above that have worked for you?
NOTA/CCIO EVENT OVERVIEW

Our first NOTA/CCIO Networking Event went remarkably well! We had close to 50 translators & interpreters who registered.

The venue was a perfect place to host the event, and the selected caterer did an awesome job with the food. Everyone participated in the brainstorming activities, as well as the Find your pair playing-card activity, which resulted in some fun and informative interactions, and a bit of merry confusion at times, too. Our colleague, Silvia D’Amico, was the lucky winner of the drawing and left with the grand prize of a free ATA Conference registration.

We ended the event a bit later than scheduled, as a good many of you were happily lingering, enjoying quiet chats with your colleagues.

Most of the attendees filled out the provided evaluation forms and left us very positive and enthusiastic comments. Many said they were looking forward to more events like this one, and we will do our best to fulfill that wish.

We sent a photo album of the event in early May and hope that you were able to view it.

Thank you very much to everyone who participated, and we’re looking forward to seeing all of you (yes, all of you!) at the next one.

Hélène V. Conte, NOTA Membership Chair
Quick quiz:

<table>
<thead>
<tr>
<th>Question</th>
<th>Y / N</th>
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</thead>
<tbody>
<tr>
<td>Are you good at writing?</td>
<td>Y / N</td>
</tr>
<tr>
<td>Are you creative with images?</td>
<td>Y / N</td>
</tr>
<tr>
<td>Do you like to share your point of view about our profession?</td>
<td>Y / N</td>
</tr>
<tr>
<td>Do you feel compelled to raise the awareness about the advantages of engaging a professional translator/interpreter?</td>
<td>Y / N</td>
</tr>
<tr>
<td>Do you want to help others and yourself to progress in our profession?</td>
<td>Y / N</td>
</tr>
</tbody>
</table>

If you answered yes to one or more questions, WRITE ME!

NOTA needs your help to create brochures and communications.

Please contact me at Paula.Lukac@accuratemeaning.com

PR Chair

Dear colleagues,

I hope that you are enjoying spring as much as I am! Living in northeast Ohio enhances my appreciation of the birds chirping and the blossoming trees.

I love spring because it is also the time when all of us get out of our winter confinement to socialize. I will use this opportunity to share that NOTA is trying to augment our membership base.

There isn’t anything better than a personal comment to a fellow translator about the great benefits of belonging to NOTA: the opportunity to present your services in our directory, our workshops and courses that help us to take a moment to reflect about topics and to share our experiences, and fun events that help us mingle with like-minded professionals.

The next time that you cross paths with a colleague just ask:

Do you belong to NOTA?

Do you know that you don’t have to be a member of ATA to be a member of NOTA?

Why not spend $25 in a rewarding membership?

Enact the power of one member: YOU
NEWSFLASH AT THE ATA

ATA American Translators Association
The Voice of Interpreters and Translators

For Immediate Release
Release No. PR-14-1306-01
Contact: Caron Mason, CAE
Public Relations & Marketing Manager
(703) 683-6100 x 303 / (703) 683-6100, ext. 3003
caron@atanet.org

ATA President Caitlin Walsh Reaches Out to Cherokee Nation Students

ALEXANDRIA, VA — Caitlin Walsh, president of the American Translators Association, connected with students of the Cherokee Nation through the ATA school outreach program, sharing the importance of translation with the students during a week that culminated with International Mother Language Day.

Walsh reached out to more than 50 students from junior high-aged to adults during her presentation. “Efforts to preserve the Cherokee language—and the rich culture it represents—range from elementary school immersion programs, to technical initiatives with major software developers, to translating the documents in their lives,” Walsh said.

Walsh added that one of the lessons taught to the students is how being bilingual is an asset, not a liability. “I started off by asking how many people speak a language other than English at home, and a few hands were shily raised; then I asked how many of them were afraid to raise their hands, and more hands shoot up, this time quickly,” said Walsh. “Teachers love this because it is a pivotal teaching moment and a moment of clarity for the students because they know why they are studying language.”

The ATA president also stressed to students and adults alike that ATA, as a community of translators and interpreters, can help provide them with professional and practical information that would dovetail nicely with their mandate to preserve the Cherokee Language.

“The Cherokee language is one of the most important aspects of who we are as a tribe, and many elements of our culture are contained in our language,” Cherokee Language Program Manager Roy Boney said. “Our language offers more than communication. It transmits cultural knowledge and a mode of thinking that is uniquely Cherokee. To lose
our language would mean a huge loss of part of our heritage, and the goal of the Cherokee Nation Language Program is to ensure our language lives on for future generations."

The Cherokee Nation is among the first tribes to start a formal translation department using its fluent speakers. Over the last six months, they have translated 150,000 modern English terms into Cherokee for Microsoft’s Office Online. Now users can create Word, PowerPoint, and Excel documents in a Cherokee interface.

Founded in 1959, the American Translators Association’s primary goals include fostering and supporting the professional development of translators and interpreters and promoting the translation and interpreting professions. ATA, based in Alexandria, Virginia, has nearly 11,000 members in over 95 countries. For more information on ATA, please visit www.atanet.org.

###
CALENDAR OF EVENTS

August (DATE TBA): Workshop on ethics and How to handle messy situations in t&a Industry

OCTOBER 7, 2017 – Satterfield Hall Rooms 311/313 AT KENT STATE UNIVERSITY: Wordfast Pro 5.0 Roadshow and hands-on cat tool workshop

December (DATE TBA): PRE-HOLIDAY WORKSHOP AND HOLIDAY EVENT (POSSIBLY SONG FESTIVAL -COMBINED WITH BANQUET OR CATERING)
Is Twitter Stupid?

Without even getting into politics, there are many controversial things in the world today, and Twitter is one of them (albeit one that’s relatively innocuous).

I was an early adapter of Twitter in 2008, although I did join the then-new social media platform kicking and screaming. Some of the concerns I had back then are still being voiced today, including:

- I don’t care what other people eat for breakfast.
- I need more social media in my life like I need a hole in the head.

If you are a Twitter hater—or someone who thinks Twitter is just stupid, or pointless, or a waste of time—I invite you to read without prejudice and see if you can perhaps start to appreciate the value of this free tool for entrepreneurs like us.

Twitter is a social media platform that lets you follow people, who in turn can choose to follow you back. For instance, I follow one of my favorite writers, Joyce Carol Oates, because reading her tweets makes me happy and (presumably) smarter. However, I’m not offended that she doesn’t follow me back.

Twitter is also an online news and social media platform that’s space-restricted, meaning you get only 140 characters, which is a few sentences, depending on your fondness of punctuation. It’s an open platform, so what you tweet will be visible to all, unless you send a direct message to someone. You can easily reach a lot of people, but you also have to be careful with what you say.

There are, of course, downsides to this technology, the main one being that you can spend all day on it, but self-employed linguists usually have enough self-discipline to watch their online time.

What’s so good about Twitter?

1. **Twitter will make you a better writer.** This sounds like hyperbole, but I’ve tightened up my writing significantly due to the 140-character limit. Being succinct is a sign of good writing, and it’s an art that Twitter might help you master.

2. **Twitter lets you keep your finger on the pulse of your other languages.** For example, I follow hundreds of Mexican government accounts. In addition to total immersion in your source/target languages, surrounding yourself with the language as it’s written and spoken in Mexico (for instance) is invaluable. Gender-inclusive language is one of my research interests, and it’s fascinating to see it evolve, including on Twitter.

3. **Twitter helps you increase your online footprint.** Twitter is a huge site with more than 300 million users, so being part of it is good for you and your website’s search engine optimization.
(SEO). Simply put: if potential clients Google you, your Twitter account will come up near the very top of the search results, and that’s good. Tweet wisely.

4. **Twitter helps cement your role in the industry.** People will follow you if you have interesting things to say and go beyond what you had for lunch (no one probably cares, unless it was at Chez Panisse). Retweet links to well-written articles, respond to other users, engage in smart conversations (“replies”), talk about your work (only giving identifying client information if the client has cleared it, etc.). Ideally, your tweets will make it clear to colleagues and future and current clients that you’re passionate about the industry and engaged in it. All this for free! Interestingly enough, some clients have asked me to tweet about their new products and services because I have more followers than they do.

5. **Twitter is a great teacher.** I’ve learned a lot of things on Twitter, and not just about language. I follow political scientists, economists, professional tennis players, novelists, chess players, astronauts, homelessness advocates, charities, friends, judges, the dog of a governor, etc. Not all of it’s interesting, but much of it is. If it’s not interesting, there’s an easy solution: don’t read it. I use lists to group accounts.

6. **Twitter can help you find jobs.** My colleague Uwe Muegge tweets enthusiastically about in-house translation and interpreting positions, pretty much every day. (You can follow him at @UweMuegge.)

7. **Twitter is a great communication tool at conferences.** I enjoy live-tweeting during many of the conferences I attend, including ATA’s Annual Conference, so those colleagues back home can benefit as well. Likewise, I enjoy reading the Twitter stream from conferences I can’t attend myself. There’s usually a handy hashtag (which is essentially just a way to group information), such as #ata57, which was the hashtag for last year’s ATA conference.

Finally, here are some of my Twitter stats:

- Handle: @language_news
- Followers (people who follow me): 11,000
- Following (people I follow): 5,496
- Most frequently viewed tweet for December 2016: Always amazed by how much English has crept into German-language advertising. We do have a perfectly good German word for “shops.” #austria [pic.twitter.com/czTFqwgB2b](https://twitter.com/czTFqwgB2b)

Happy tweeting!

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**Judy Jenner** is a Spanish and German business and legal translator and a federally and state-certified (California, Nevada) Spanish court interpreter. She has an MBA in marketing and runs her boutique translation and interpreting business, *Twin Translations*, with her twin sister Dagmar. She was born in Austria and grew up in Mexico City. A former in-house translation department manager, she is a past president of the Nevada Interpreters and Translators Association. She writes the blog *Translation Times* and is a frequent conference speaker. She is the co-author of *The Entrepreneurial Linguist: The Business-School Approach to Freelance Translation*. Contact: judy.jenner@twintranslations.com.

*This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own*
legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Ideas and questions should be directed to judy.jenner@entrepreneuriallinguist.com.

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QUICK LINKS

USEFUL LINKS

http://thoughtsontranslation.com/
BY CORINNE MCKAY

http://translationmusings.com/
BY JILL SOMMER

https://www.atanet.org/
AMERICAN TRANSLATORS ASSOCIATION

WORLD WIDE TRANSLATION ASSOCIATIONS

VIDEO LINK CORNER

Grammar Vigilante
https://youtu.be/ds4RlD35Mpc

Translating Jokes into English
https://youtu.be/E9SRVqD7mA

Mistranslated Menus
https://youtu.be/tbKsR-Nq8KU
Two translators on a ship are talking.
“Can you swim?” asks one.
“No” says the other, “but I can shout for help in nine languages.”

NOTA EXECUTIVE BOARD MEETING

MINUTES
NOTA Board Meeting
Saturday May 6, 2017
Time: 1:00 p.m.
Reinhold Federmann’s residence

Meeting called to order at 1:10 pm

Present: Jill Sommer, Silvia D’Amico, Hélène Viglieno Conte, Reinhold Federmann, Paula Lukac, Vitaliy Plinto.

Treasurer’s report: Reinhold filed our 990-N form. He reports that since NOTA’s last reported balance ($18,454.54, not including PayPal transfers) we’ve had revenues totaling $1407 for the ATA Chapter rebate and events. Our expenses included networking event and bank statement fees of $2,096.81. As of today, our balance is $17,764.73.

Membership update: Hélène reports that we currently have 73 members. She also reports that the NOTA and CCIO Networking event was a great success, with over 40 people attending and extremely positive feedback.

Secretary update: Silvia asks what the process for replacing a Board member is. The Board discusses the topic of election and the criteria and requirements. Jill suggests each member of the Board write down what requirements and skills are needed for each position and send her an email by June 6. We’ll consider holding elections and inform all members. We need to think about putting together an Election Committee.

PR update: Paula contacted a few companies and associations in our area, but received no answer.
Future events

- **Certification exam:** The exam will take place on May 13th (from 12pm to 3pm) in Columbus.
- **Ideas for next workshop:** Topic would be Ethics, presented by Celeste. Tentative date in August.
- **Annual meeting:** Wordfast Roadshow on October 7th, in Kent, followed by dinner possibly in Akron.

**President’s update:** Jill received the link to the first draft of the website and would like our feedback on it. The Board is encouraged to send any ideas for educational events to Vitaliy.

**Newsletter update:** We need a new newsletter out soon! Paula will have supervision on future issues. We need to find a native EN proofreader.

**Next meeting**
The next NOTA Board Meeting will take place on August 26, at 1pm. Paula will host; her address is 22 Patrician and Joel Drive, Norwalk OH 44857.

Meeting ended at 3 pm.

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Congratulations to NOTA member Capri Beene for successfully passing the ATA certification exam and becoming an ATA-certified German to English translator!
From All of Us at NOTA/CCIO, Happy Networking!!!