



BRIDGES

Newsletter of the Atlanta Association of Interpreters and Translators • Summer 2012

New Directors Join Board for 2012

AAIT is pleased to welcome three new Directors to the Board in 2012. These new Directors bring their diverse backgrounds and experiences to the team and look forward to serving the community. Be sure to get to know them at our next event.

Jennifer Bikkál Horne

Jennifer Bikkál Horne is an English and French translator and interpreter specialized in marketing, PR and advertising. She is truly bilingual, as she was born in New York City and moved to Paris, France at the age of 11. She lived in France for a total of 12 years before returning to the US. She is now located in East Atlanta where she runs "Translations By Jen. She holds a Bachelor of Fine Arts in Communication Arts and a Certificate in Simultaneous Interpreting from NYU. Jennifer is an avid social networker who specializes in marketing. She writes a blog on T&I

(www.translationsbyjen.wordpress.com) and her article, "Interview with Marcela Jenney: Translators and Branding 2.0," was published in the February 2012 *ATA Chronicle*. She looks forward to providing expertise to the Association in the areas of marketing, public relations, and communications raise its profile in the local community and spread the word about translation and interpreting as rewarding career options.

Kelsey Page

A native Atlantan, Kelsey joined the translation and interpretation profession through her bilingual upbringing and passion for interpreting that came about over countless trips between the US and Mexico. She holds a bachelor's degree in Spanish and translation certificates in Spanish > English and English > Spanish from Georgia State University. Kelsey also completed a 40-hour medical interpreter training program while attending Georgia State. She has enjoyed building her experience in the Atlanta area, where she now works as a project manager in addition to translating and interpreting. She enjoys teaching and would like to encourage language diffusion in the region. She also serves as a volunteer interpreter on mission trips to Costa Rica. With respect to her involvement in the Association, Kelsey is currently the editor-in-chief of *Bridges*. Kelsey feels it is important for AAIT to continue focusing on growing, both in a local sense and in an industry sense as the climate changes to more modern concentrations. As a board member she would like to work to increase the Association's visibility in terms of advocacy for language services.

Claudia Schaper

Claudia is currently the executive assistant to the global head of mobile technology for Thomson Reuters, with responsibility for overseeing internal and external meeting arrangements as well as conferences/panels for the Mobile Team and all related travel planning. Claudia holds a diploma in international management and administration from the European Business College of Hamburg, Germany, and language certifications from the London, Paris and Madrid Chambers of Commerce and Industry for English, French and Spanish, respectively. Through her studies and career, Claudia holds 10 years of translation and interpreting experience. Claudia wants to serve on the Board to provide a window of perspective on what the international business community needs from translators and interpreters and how we can work with them. In Claudia's view, business is global and people make a difference – and translators and interpreters have a vital role to play in making that difference.

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AAIT also welcomes back the following Board members, who have continuously offered their time and talents to improving our presence and service to the community:

- Mary C. Maloof – continuing as President
- Eva De Vallescar – continuing as Vice President
- Gabriel Rueda – continuing as Treasurer
- Loana Denis – continuing as Chair of Education and Accreditation Committee
- Dick Singer – Chair of PR committee
- Maria Ceballos-Wallis – member of PR committee; liaison with the Georgia State Commission on Interpreters
- Antonio Gavilanez – member of PR Committee
- Amanda Williams – continuing as Chair of Website Committee, managing mailing lists and external communications
- Rosa Burkard – continuing as chair; will also chair Bylaws Revision Committee

**The 2012 Board of Directors is looking forward to another exciting year.
Stay tuned for more information on our upcoming events!**

If you are interested in volunteering your time with AAIT, please contact Mary at mmaloof@aait.org

Message from the President

Hello AAITers,

Summer is in full, glorious swing here in Atlanta. That doesn't just mean warm sunshine and fun times with friends and family at the pool, lake or beach – it also means that the Association is busily planning its next Annual Conference! On the occasion of our 5th Annual Conference last year, we pulled off our best Conference yet. According to the surveys we received from those who attended, which were kindly compiled and tabulated by AAIT Directors Celina Gonzalez-Posse and Loana Denis, we really outdid ourselves! Happily, the feedback was 99% positive; we got kudos for the venue (DoubleTree by Hilton Atlanta Roswell), the speakers, the topics, and the exhibitors, as well as the organization and planning of the Conference itself.

If you happen to be among those who attended the Annual Conference and completed a survey, thank you! The Conference Planning Committee pays very close attention to the opinions, suggestions, and ideas you pass on to us and tries very hard to give them all careful consideration, because they serve as a very useful road map in the planning process. Your participation and involvement, through attending the Annual Conference and completing the surveys, is a big reason why our Annual Conference has become so successful. We can work tirelessly to organize an event that holds spectacular promise, with the best, most popular speakers in the industry, but if our members don't participate and don't give us any feedback, that event will not speak to our members and reflect their wants and needs, and it will be a disaster. We are very proud of the fact that our Annual Conference has gotten many compliments from the American Translators Association and various ATA chapters and that they now point to us as an example of how to pull off a successful regional conference. But we really and truly could not do it, and do it successfully, year after year, without you. So, again, thank you!



Mary C. Maloof
President, AAIT

AAIT 5th Annual Conference: *Industry Transformations & Trends*

The 2011 AAIT Conference was a great success. Attendees had the chance to enjoy interesting and informative presentations, as well as network and shop for useful, hard-to-find books. Thank you to all our wonderful speakers and those who took the time to organize and carry out this event. We are looking forward to the 6th Annual Conference and hope to see you there!



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Interview with Marcela Jenney: Are Translators Brands?

By Jennifer Bikkál Horne

Marcela Jenney is an entrepreneurial marketing, and business coach and consultant with over 20 years of experience. Marcela is also the current administrator for the American Translators Association (ATA) Spanish Division. You may learn more about her at www.latitudescoach.com.

Marcela and I met for lunch shortly after the 5th Annual Conference where Marcela was a presenter. Her presentation was truly eye opening; it was entitled “Becoming a ‘Price-Maker’ by leveraging social media.” As somewhat of an online junkie myself, I was dying to know more. Here is an edited version of our conversation.

Jen: I was so excited following your presentation at the 5th annual AAIT conference! It was not only inspiring but also filled with great information. What are the top three things that translators should *stop* doing?

Marcela: Number one: they are all talking about “quality.” Everyone offers quality. This is *not* a differentiator in the market. As professionals, we are *supposed* to give quality. Number two: talking about processes is also a big mistake. Clients don’t care *how* we do it. And finally: translators don’t think enough about the client. As translators we have to wonder: **How can we help our clients make money? How can we help them save money?**

Jen: What are some examples of things other translators might be able to use as differentiators?

Marcela: Number one is that you must **specialize**. As I said yesterday, there are way too many legal translators and medical translators. You need to find *your* niche market. Number two, make sure that you communicate a message that is tailored to that specific market. Once you know your niche, find out *WHO* is in need of your translations and will pay what you want to be paid. **The narrower your target market, the better.**

Jen: What are the steps to establishing one’s brand?

Marcela: It’s really easy. It’s the “Rule of Three.” Rule One: you must **extract**. You need to learn how you perceive yourself and how others perceive you. The idea is that there should be no discrepancies. If there are, then that means you are not **being authentic to your brand**. Next, you need to determine your goals. Where am I going with this business next year, in five years, in ten years? You also have to take into account your *personal* goals. Whatever we do on a business level also affects our personal lives. Finally, we need to think about our purpose and why we are doing what we are doing? Imagine that you are 80 years old and at a retirement party where people are talking about you. What are they saying about you? It’s interesting to look at your-

self like this, to think about what you did in life, and what legacy you want to leave behind. The last part of the extract phase is to **identify your target market**.

Rule Two: **express**. This phase is based on all of the results of your research in Rule One and is where you create your **marketing messages**. Here you use social media and create a marketing plan.

Rule Three: **exude**. In this last phase you **live your brand**. In everything you do, with every single person you come in contact with, you have to be in brand. This includes the way you dress, the way you speak, the way you write, the way you conduct yourself, even your office appearance.

Jen: In your presentation you spoke about the importance of **being emotionally appealing** as a brand. So, aside from specializing and finding a niche, how can we as translators be emotionally appealing to our target market?

Marcela: Five years ago we did not have the technology that we have today, we did not have web 2.0. We can be appealing by **sharing value**. **Translators who have more visibility are the ones raising more credibility**. That means that if you are out there talking about what you know, it is more likely that I will buy from you, rather than from someone that I have never seen or heard of before. So, take advantage of social media, especially a blog.

Jen: What are the most important social media tools?

Marcela: First, **a blog is a must!** It’s the one tool that you need to start promoting your services. If you don’t have a website, you should at least have a blog. Then I would go to **LinkedIn**. Create a nice profile, get endorsements, and make sure that professional contacts recommend you. Use the best picture you can, one that looks good, and authentic. Then, go on **Twitter** to keep the conversation going, and to stay in touch with what’s going on in the industry and with your clients. **Facebook** used to be more for friendships and families, but that has now changed and there are more and more businesses found there. Finally, Google+ is a new one that has a lot of benefits.

Jen: What about those of us who already feel overwhelmed with all of our work?

Marcela: You need to organize your time. Create a schedule. **Assign 30 minutes a day!** That’s all you need for social networking. **One day a week work on your blog**. Your blog will probably take more than 30 minutes, but it should be short and sweet.

Jen: What’s your motto or your mantra?

Marcela: **If you can dream it, you can do it! We have the power to change things. We just have to take action.**

Interpreting, from a distance

AOC TEST PROGRAM will use technology to let rural courtrooms employ foreign-language speakers remotely

FOREIGN LANGUAGE could be popping up via computer screen in rural Georgia courtrooms if a test project by the state Administrative Office of the Courts proves successful.

The AOC is preparing to launch a remote interpreter program that will use a combination of video, Internet and wireless technology to provide certified interpreters to courts with limited access to in-person translators, said AOC spokeswoman Maggie Reeves.

While the AOC hasn't scheduled a start date for the pilot project, it hopes to operate in two judicial circuits outside of metro Atlanta.

"The long-term goal is to get efficient systems to our rural courts," Reeves said. AOC Executive Director Marla Moore and other administrative court officials were in Little Rock, Ark., last week to examine that city's remote interpreter operation. The AOC also is looking at how other states with increasingly non-English taking populations—such as Florida and Washington—provide translation services. The General Assembly approved \$20,000 of the current state budget to pay for the project's start-up costs and another \$45,760 of the budget for the 2013 fiscal year, which starts in July, to pay the certified interpreters who participate in the project.

The project is likely to run for a year, but if it proves to save courts money and provide them with effective translators, then the AOC

may seek more money to continue it, said Reeves. "The AOC will collect data to help guide future funding requests. We believe that project should become self-sufficient, with courts paying for the shared service, as courts will save money in travel expenses for interpreters and in time waiting for interpreters to arrive," she said. "This project will also give rural courts access to interpreters who speak many more languages than those currently available to them."

As of April 16, Georgia had 159 interpreters who could speak a dozen languages, including Spanish, Arabic, Portuguese, Mandarin and French, according to the AOC.

The remote interpreter program arose to help state courts comply with a 2010 U.S. Department of Justice order that they provide all non-English speaking parties in civil, criminal or administrative court proceedings with foreign language interpreters free of charge. The order stems from Title VI of the Civil Rights Act of 1964, which prohibits courts or other agencies that receive federal financial assistance

from discriminating against people based on national origin.

"It's been a huge problem because the Justice Department now mandates interpreters for court-related programs [such as anger management classes]," said Douglas County Superior Court Judge David Emerson, who will become president of the Council of Superior Court Judges on May 1.

"We have 159 counties in Georgia, and there are obviously not interpreters for all the languages in each one," he said. Emerson said his courtroom often needs interpreters for Spanish,

and the court keeps a roll of interpreters it can hire.

While each court negotiates its own terms with interpreters—there is no state statute or mandated pay schedule—Douglas County Superior Court pays about \$45 an hour, and most interpreters charge a two-hour minimum, Emerson said.

"[Two hours] is not unreasonable," he said. "A guilty plea may only take 15 minutes in my courtroom, but the interpreters has to talk to the defendant before and after."

Interpreters often also charge travel expenses, he said. So for rural courts in distant parts of the state, the costs can be burdensome, Emerson said.

State Supreme Court Justice Harold Melton, who helmed interpreter rule revisions for the Judicial Council of Georgia in response to the DOJ directive, said Georgia is on the right path to full compliance. "We've been making great progress in identifying interpreters and certifying them," he said.

But the remote program is just one solution, he said. State courts will need to be resourceful in finding economical ways to ensure that all non-English speaking litigants have translators and to build the ranks of certified interpreters.

"We're always looking at how we can get the word out there to people who may be interested, like taking advantage of foreign language programs in universities and community colleges," Melton said.

Georgia's growth in its Latino populations has made finding Spanish language interpreters easier, Melton said.

Continued on page 6

Interpreting: *Continued from page 5* But there are also significant numbers of residents who speak Asian or African languages. U.S. Census Bureau data show that Georgia's total Hispanic population rose 18.3 percent, from 8.2 million to 9.7 million, between 2000 to 2010. During that same decade, the state's Asian population jumped 82 percent from 173,170 to 314,467. Indian residents make up the majority of Georgia's Asian population, although a significant number are Korean, Vietnamese and Chinese, according to census data.

Emerson said if remote interpreting becomes an accepted practice, his court would already have some sense of how to adopt it, noting that in two cases, he has allowed witnesses to testify via Skype, the Internet-based video and voice phone system.

Face-to-face video conferencing also could provide courts with the ability to bring in interpreters who speak uncommon languages from other states or even other countries, Melton said.

But there may be some drawbacks.

"I don't think you should do that for a major trial," Emerson said. "Interpreters have to be able to communicate right into the defendant's ear and translate things that they can't have anyone else hear."

"During a trial, it really helps all parties for the interpreter to see everything that is going on, just for context if for no other reason.

"But need just might override our philosophical preference," he said.

By Kathleen Joyner

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Recent AAIT Events

AAIT was honored to welcome Diane Fowler, CT, CI, NAD V, SC:L, and Laura Berzas, M.Ed, CI, CT, NIC:M, SC:L, to speak at our May networking event. They were able to share some of their experiences as sign language interpreters and give us an insight into the unique challenges in their industry. It was also a great networking opportunity for our members to get to know several sign language interpreters. We hope to continue these collaborations in the future.



Claudia Schaper represented AAIT at the HOPE Leadership conference in March. The event, led by the Hispanic Organization Promoting Education, was a great leadership development opportunity for high school students which included workshops, a college fair, and dance contest. Claudia introduced attendees to AAIT and the benefits of joining our organization.





AAIT: Now More Connected Than Ever

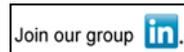
The Board of Directors recognized the need to carry our organization into the era of social media, and we have made great strides in this regard. In 2010, AAIT created a LinkedIn group (The Atlanta Association of Interpreters and Translators) and a Twitter account (aaitdotorg) for the organization. We also hired a cutting-edge web designer to overhaul our website, which now is more modern and user-friendly than ever before (www.aait.org). Lastly, in 2012, we created a group on facebook (The Atlanta Association of Interpreters and Translators).

The Board of Directors volunteered their time to implement all of these changes in response to member suggestions, but thus far, we have not received a high level of member participation in these social media sites, **so now it's your turn!**

Please “Like” us on Facebook, join our LinkedIn Group and follow us on Twitter!

There are several ways to find us on any of these social media sites. You can:

Go to www.aait.org. On the left hand side of the page, you will see the following buttons:



- Click on any of these buttons to be taken directly to Twitter, LinkedIn and Facebook where you can follow, join or like our Group.
- You can also go directly to each site:
 - For Twitter**, go to <http://twitter.com/aaitdotorg>. Click on the “Follow” button to receive our twitter updates.
 - For **LinkedIn**, go to <http://www.linkedin.com/groupRegistration?gid=3293309> which takes you directly to the group registration page.
 - For **Facebook**, go to <http://www.facebook.com/pages/Atlanta-Association-of-Interpreters-and-Translators/198686690236790>. Click on the “Like” button to receive our Facebook updates.

Remember – our social media presence is only as good as the amount of participation we receive from our members, so please join our groups and participate by sharing industry-related articles and events, or send us questions, comments, etc.

Help us reach at least 100 followers on Twitter, LinkedIn and Facebook – Join us on Twitter, LinkedIn and Facebook today!

Amanda Williams

Chair of Website Committee

Atlanta Association of Interpreters and Translators



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6th Annual Conference: September 29-30, 2012

Dear AAIT Members,

The members of the Conference Planning Committee (Jen Bikkál Horne, Rosa Burkard, Loana Denis, Gabriel Rueda, Claudia Schaper, and me) are hard at work on our next Annual Conference, which will be taking place Saturday, September 29 and Sunday, September 30 at the same venue, Doubletree by Hilton Atlanta/Roswell. This year's theme is "Working Together: Leveraging Relationships for Professional Excellence and Business Opportunities," so we have invited an array of engaging speakers from many different areas of the industry to give us their perspective on the transformative changes taking place in how we work together and how to survive (and thrive!) through these changes. Our keynote speaker will be Nataly Kelly, the chief research officer of Common Sense Advisory, an independent market research and analysis firm employed by language service providers all over the world. Nataly has co-authored a book with Jost Zetsche entitled *Found in Translation*, which is, according to Jost, a "love letter to translators and interpreters." Also, Donald Clark of Donald Clark & Associates will be speaking on the similarities between sign language interpreting and spoken interpreting; Andrew Martin of Precision Translators, Ltda., will introduce us to the ins and outs of working in the cloud; Monica Gross will be discussing various aspects of the federal interpreter certification program; and much, much more. Please check out the Annual Conference page on our website at www.aait.org for the latest updates and to register. See you there!

Warm regards,
Mary C. Maloof
President, AAIT

ata American Translators Association
53rd Annual Conference

Hilton San Diego Bayfront • October 24–27, 2012
San Diego, California



Get Ready

To Network! Connect with over 1,800 colleagues from throughout the U.S. and around the world. • Renew your motivation by meeting people with similar interests and sharing your experiences. • Build potential partnerships that will help you personally and professionally. • Listen to the buzz among freelancers, project managers, business owners, and government representatives.

Get Ready

To Learn! Choose from over 175 sessions that feature a variety of languages, topics, and skill levels. • Focus on practical skills and theory, or join discussions that examine the current state of your profession or offer a look to the future. • Be inspired and challenged to consider new ideas. • Discover the lessons learned from colleagues who have dealt with the exact problems you are currently facing.

Plan to Register

Registration begins in July

You will receive the Preliminary Program and Registration Form with the July issue of *The ATA Chronicle*.

Book Your Room

Hilton San Diego Bayfront

1 Park Boulevard, San Diego, California, USA 92101

ATA Rates: Single=\$259/ Double=\$279 (exclusive of tax)

ATA rates include complimentary Internet. Rates are available until October 1, 2012, or as space allows. Book online at www.atanet.org/conf/2012/hotel.htm. Or call +1-800-HILTONS and ask for the special ATA rate.

Visit Us Online at www.atanet.org/conf/2012

Book Review: *Painting a Purpose*

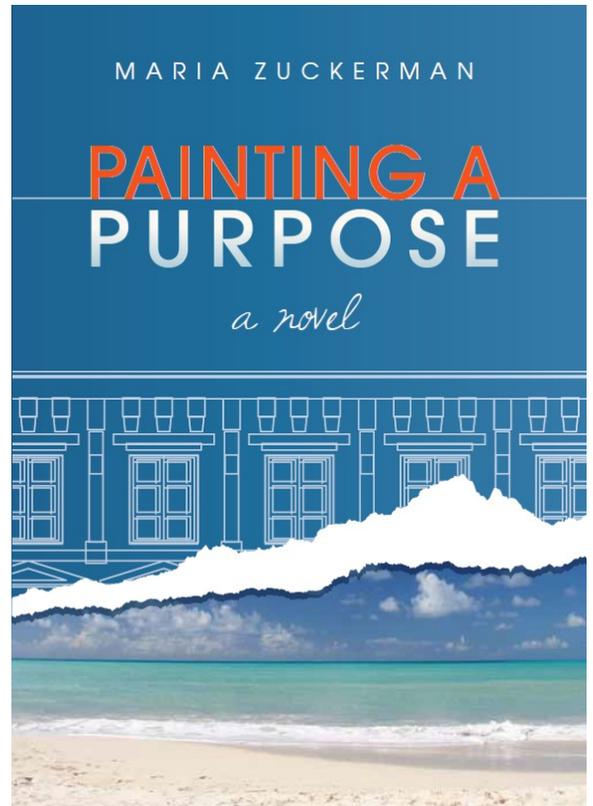
It was enthralling to read of Enrique Valverde De La Roca's struggle to find meaning in his own life, discover who he is and why he exists, because his is a struggle shared by so many.

Enrique was fortunate to meet people as he traversed through the journey of his life who were able to guide him towards his purpose. I believe that guidance is available to all of us, if we are aware enough to recognize it when it presents itself.

Through listening to the counseling of a friend who understands him, he realizes that it is good that he has ideals and goals. He has achieved celebrity and has a leadership role in society. He needs to accept and make peace with himself, experience the joy of living, and then he will be able to lead, with humility and exemplary conduct. We have a duty to achieve freedom to be ourselves, partially because that freedom will enable us to respect the freedom of others to be themselves.

We need to forgive ourselves for our shortcomings and mistakes, because that will enable us to forgive others.

By Maribel Zuckerman



Credits

Editor-in-Chief: Kelsey Page

Assistant Editor: Eva De Vallescar

Thanks to all who contributed with content, feedback and suggestions for this issue.

Would you like to be part of the next issue of *Bridges*?

We are now accepting contributions for upcoming AAIT newsletters, and we would love to hear from you. Please send your suggestions, articles, pictures to info@aaait.org

