

NOTIS

The Northwest Linguist

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A Note from the President

Dear Colleagues,

Nobody would tell you that this first half of 2020 has been a pleasant ride. Between the COVID-19 pandemic and recent political upheavals against police brutality and racism, we're all going through difficult times. Everyone knows someone who has fallen sick or lost loved ones to the virus. NOTIS members have been out protesting or engaging in difficult discussions with their family and friends. Many have seen their work drop off, their plans get canceled and their income shrink.

But at NOTIS, we're trying hard to adapt and move forward. Since in-person events are not an option, we're redirecting our time and money to organizing online trainings and meetups. Many are priced lower than usual, in recognition that unemployed members need more affordable options. We've updated our webinar technology and revised presentation formats to be more interactive. NOTIS is also continuing its scholarship program with a new focus on providing funding to members who want to attend shorter, less expensive online events. And in response to the current national focus on racism, we're searching for concrete ideas about how NOTIS can do better to encourage dialogue and equal opportunity within language careers and in our organization specifically. We're a naturally diverse body of professionals, but we know that Black people are underrepresented in our organization. As President, I'd like to find out why that is and begin a proactive attempt to change it if we can. I welcome your support and your suggestions.

NOTIS has not given up on looking to the future. We'll miss our traditional Summer Picnic this year, but we will have a virtual Holiday Party and Annual Meeting in December 2020. We'll soon be releasing proposed bylaws amendments for a vote by our members, aimed at bringing our bylaws into alignment with our current practices and instituting some changes to make our organization stronger. And all our divisions continue to plan excellent educational programming.

I suspect that an organization like NOTIS is especially valuable when times are hard. Our society is a place where translators and interpreters can interact with their professional peers, learn from each other, help each other and move forward together. Please continue to stick with us as we adapt and improve, and consider recruiting a colleague or two to join, as well. We are always glad for our family to grow.

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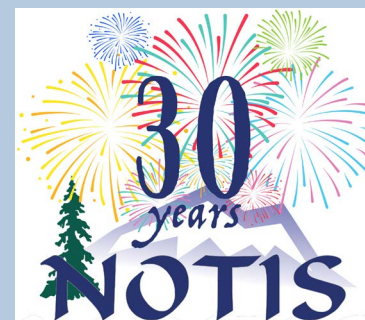
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Lost in Translated
Books**



► MEET THE BOARD

Enjoy this newsletter. I hope to see you all soon – in person or online.

Sincerely,



Shelley Fairweather-Vega
NOTIS President

Meet the 2020 NOTIS Board of Directors



President

Shelley Fairweather-Vega is an ATA-certified Russian to English translator and an enthusiastic Uzbek to English translator. She now lives in Seattle but also has roots in Oregon and Idaho. Shelley holds a B.A. in International Relations from Johns Hopkins University and an M.A. in Russian, East European and Central Asian Studies from the University of Washington. Her interest in international affairs and politics – plus a passion for puzzles – led her to translation, a career that makes a vital contribution to how people can share experiences, solve problems, and create art across linguistic and cultural borders. After working for libraries, the Peace Corps and the U.S. Department of Justice while translating on the side, Shelley switched to full-time freelancing in 2012. Her translation clients are attorneys, academics, authors and activists around the world. She runs FairVega Translations and its sister company, FairVega Russian Library Services, which helps public libraries build and improve their Russian-language collections. Shelley is also a member of the American Literary Translators Association.

You can find Shelley at www.fairvega.com/translation.



Vice President

Lindsay Bentsen is a French to English translator and interpreter. Originally from Montesano, WA, she has since lived and worked in five different countries. After receiving her B.A. in French, Anthropology and Global Studies, she spent several years abroad, mostly in France and Morocco. Upon her return to the United States, she earned her M.A. in Translation & Interpretation at the Middlebury Institute of International Studies at Monterey (formerly known as the Monterey Institute of International Studies). The majority of her translation work is in the pharmaceutical and medical field. As an interpreter, her work is varied, and includes medical, conference and liaison interpreting. She is a contract interpreter for the Department of State, which allows her to travel and meet new people – two of her favorite activities.



Treasurer

Melody Winkle is an ATA-certified German to English translator. A Washington state native, she has been in Seattle for many years, after several years in Alaska and Berlin. She came to translation after a career in libraries and technology, having worked in higher education, small businesses, non-profits and as a co-owner of a technology workers co-op. Melody finds translation to be a great fit with her interests in languages, research and technology. She focuses on marketing, medical and literary translation, and she has branched out into subtitling. She enjoys reading, hiking and gardening.



Luisa Gracia Camón is a Spanish Certified Court interpreter and the Program Lead and Interpreter Coordinator for Seattle Municipal Court. She holds a Degree in Translation and Interpretation (English and French) from Spain. Luisa is an Official Translator and Interpreter for the Ministry of Foreign Affairs of Spain, and she worked at the Legal Unit of the European Commission Translation Service. Luisa is a member of the Washington Supreme Court Interpreter Commission. She has been a language instructor for more than a decade and now teaches Advanced Translation and Interpreting Skills at Bellevue College. She has recently developed Washington state's first court interpreter mentoring program to train novice interpreters. She serves as the Chair of the Legal Division for NOTIS. She loves traveling and meeting with family and friends.



Olga Cuzmanov is a Professional Engineer licensed by the Board of Professional Engineers and Professional Land Surveyors in Idaho with more than 20 years of engineering experience. Born and raised in Romania, she earned her Master of Science in Thermo-Energetic Systems from the Polytechnic Institute of Bucharest – Power Engineering Faculty. She moved to the United States in 1990 and worked as an engineer in the business and government sectors. Since 2013, as the owner of ENRO Translations, she has provided translation services between English and Romanian or Moldavian languages and specializes in technical translations. She is currently an associate member of the American Translations Association (ATA) and the ATA Science and Technology Division. A member of the Idaho Society of Professional Engineers, she passionately promotes careers in science, technology, engineering and mathematics fields for girls and women. She enjoys traveling, driving her blue Jeep, reading literature in both English and Romanian, and learning about artificial intelligence.

You can find Olga at www.linkedin.com/in/Olga-Cuzmanov or on Twitter as [@OCuzmanov](https://twitter.com/OCuzmanov).



Janet Yan He is a Mandarin Chinese to English interpreter and translator. She was born in China and came to America after high school. Janet has been living in the Seattle area for the last 26 years. She has a bachelor's degree in Economics from the University of Washington, worked in international trade for many years, and became a DSHS certified Interpreter in 2010 while working in other business fields. Currently Janet is contracted with the City of Seattle as a community liaison, and she interprets in community meetings and translates documents. She enjoys traveling, cycling, spending time with friends and family, and meeting new people.



Adriana González is an English-Spanish interpreter from Guadalajara, Mexico. Before immigrating to the United States in 2004, she advanced her language skills by participating in advanced English classes in different institutions, including Proulex from the Universidad de Guadalajara. Before becoming an interpreter, Adriana spent half a decade in the banking industry. In 2017, she became a Washington State Department of Social and Health Services certified medical interpreter and completed the Bellevue College Certified Interpreter Program. When not interpreting, Adriana enjoys making art projects with her children, being outdoors and spending time with friends and family.

➤ MEET THE BOARD



Pinar Mertan was born in Ankara, Turkey, and started learning English in school there. She studied law at Istanbul University and dedicated her summers to improving her English by attending language schools in England and the U.S. She worked as a legal counsel for the Siemens legal department in Istanbul, then became a sworn interpreter and translated documents from English to Turkish and vice versa. In 2000, she moved to Redwood City, California, and then to Issaquah, Washington, in 2007. She became a certified medical interpreter and a registered court interpreter in 2017, one of only a few certified Turkish interpreters in Washington state. Pinar has two children, and she loves reading, biking, swimming, skiing, traveling, gathering with friends, organizing events and cooking. She visits her parents, relatives and friends in Turkey every year.



Laura Friend is an ATA-certified Russian and French to English translator specializing in legal translation. She is originally from the Washington, D.C. area and has traveled widely. She attended elementary school in Paris, France, for two years and has studied, worked and lived in Russia (back in the USSR), Spain and Germany. Later, she taught Russian as an adjunct professor and a teaching assistant at Georgetown University and the University of Washington. Her other languages include Czech, Spanish and German. Laura holds degrees in Russian language, culture and area studies from Yale University, the University of Washington and Middlebury College, as well as certificates from the Pushkin State Russian Language Institute and Leningrad State University. She has lived in the Puget Sound area for over twenty years, first in Seattle and now on the Kitsap Peninsula. In 2017, Laura chaired the ATA Slavic Languages Division Nominating Committee. She has interpreted informally for food banks, churches and hospitals; she is also a former Red Cross volunteer. She loves nature, music, film and reading. Her favorite cult film director is Guillermo del Toro.



Yasemin Alptekin is a native speaker of Turkish with years of experience in simultaneous translation between English and Turkish. She specializes in legal, medical, and educational interpretation and translation, as well as literary. She has an academic interest in translation theory and also translates literary and technical texts. Yasemin has been involved in translation and interpretation work since she started learning English as a second language at Robert High School in Istanbul, Turkey, where she started a “Translation Club” to understand the cultural nuances between the source and target languages to build strong bridges of communication. She later studied linguistics, literary translation theory and techniques while pursuing a B.A. in Western Languages and Literature at Bosphorus University in Turkey. After coming to the U.S. for her graduate studies, she was hired by the Turkish Education Project, funded by World Bank. She served as a liaison and interpreter for the Turkish delegations visiting the U.S.; she helped the administrators as a translator/interpreter for three years and as a Program Director later for another three years. Yasemin recently completed all the requirements to become a Registered Court Interpreter in Turkish.



Office Manager

Naomi Uchida has been the office manager, membership director and workshop coordinator of NOTIS since February 2013. She is responsible for managing the administrative activities of the society. Naomi is originally from Kobe, Japan, and she has worked in management and administration in the U.S. Before starting at NOTIS, she worked for seven years at a wholesale textile company in Seattle after graduating from Bellevue College. She has completed the translation and interpretation certificate programs at the Translation & Interpretation Institute in Bellevue, Washington, and she has been a freelance translator from English into Japanese since 2007. ▲

Why I Wrote this Book

By NOTIS member Thei Zervaki

[Translate your Blog and Website to Expand in International Markets: A step-by-step guide for bloggers, social media influencers and online entrepreneurs](#)

I published my first book in 2002. A few years after the dot-com bubble, Chrome was not a player, and companies were experimenting with online software and tools. The localization and translation industry favored humans more than machines, but machine translation (MT) was still happening. A handful of companies dominated the translation memory area, and everybody was talking about the future. Artificial intelligence (AI) was not yet known, and companies were investing in workflow systems to streamline project management and become more efficient.

In 2019 when my new book was published, things were different. Now we are talking about neural machine translation enhanced by AI, post-editing and the cloud where the entire workflow is managed. All of the above pose a series of confidentiality and ethical issues in the entire industry, not to mention the influence of the technological progress on translators' working lives.

I did not write this book for translators. I got the idea by reading popular blogs of influencers. Influencers are those who create multimillion-word blogs with an extremely high readership by diffusing "interesting" information about travel, careers, productivity and lifestyle in general. I wondered why these platforms do not translate some of these articles for readers around the world. This is where my research started.

Despite the dominance of the English language, my research showed that only 25.4% of Internet content is written in English. It goes even further: 56.2% of consumers said that the ability to view information in their own language is more important than price,

while approximately 72% of consumers spend all or most of their time on websites in their own language. Despite multilingualism and globalization, people value accessing information in their native languages. I examined multilingual SEO and translations of world-famous concepts, such as a Starbucks gingerbread latte. This popular German holiday treat means "ginger cookie," and Starbucks succeeded to express the holiday spirit only when the beverage was marketed as the Lebkuchen Latte. Social media also provide free translation: Twitter uses Microsoft's Bing Translator, YouTube uses Google Translate, and Facebook and Instagram have their own machine translation tool (needless to say that they all are up for a serious makeover).

Why only in Kindle? The book *Translate your Blog and Website to Expand in International Markets: A step-by-step guide for bloggers, social media influencers and online entrepreneurs* is only available on Kindle. The sample print copy did not look good. As the book comprises many URLs and screenshots, an electronic edition is more beneficial for the reader. You can click on the links to read entire articles, something that would be impossible in a print edition.

This book is for your clients, dear translators. You will have something to tell them when they ask why not use MT to meet their translation needs. Suggest various options for their projects, show them some numbers, share your ideas and educate them about the entire translation process. Do not forget to mention another interesting concept: Google does not allow automatically generated content to publish on the web, and that includes translated content. Click [here](#) to read more about this on Google's webmaster site. My book is an informational guide to be used as an educational tool for newbies in the translation buying process. ▲

CALL FOR PAPERS

If you would like to submit an article (500-1,500 words) or any other applicable content to *The Northwest Linguist*, please contact Alicia McNeely at alicialynn3033@gmail.com.

Translator's Name: Lost in Translated Books

By NOTIS board member Yasemin Alptekin

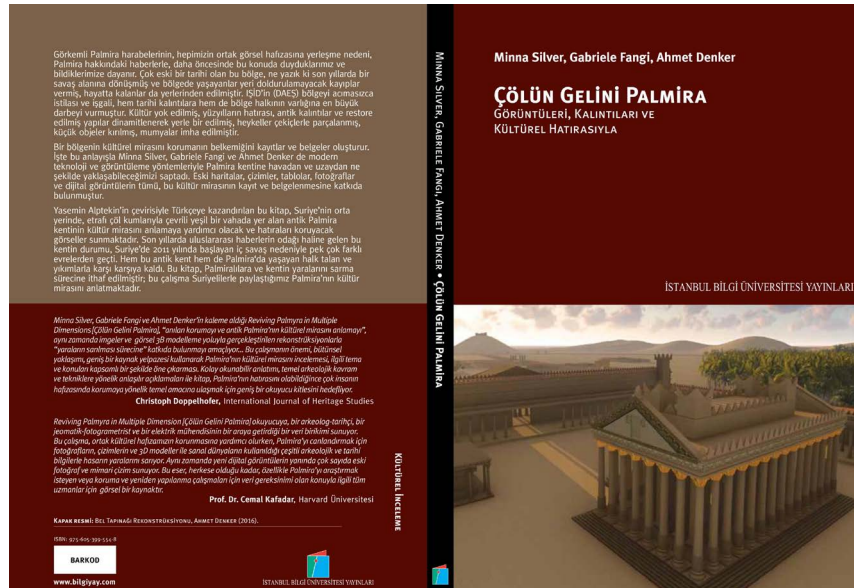
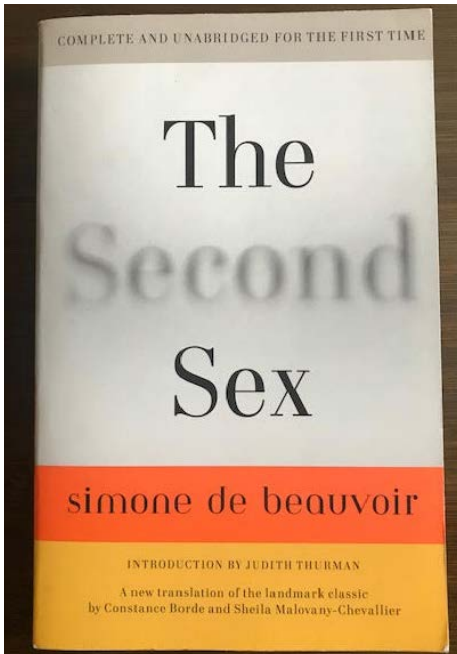
"Words travel the world. Translators do the driving." - Anna Rusconi, translator

Translators are the bridges between cultures. They transfer not only the words but the style, culture and spirit of a book they are translating from one language to the other. The word "translation" comes, etymologically, from Latin for "bearing across." In Turkish, my first language, the word çeviri (n.) or çevirmek (v.) literally means "turning" or "to turn into." Translating a book from a foreign language into Turkish is like turning it into Turkish. There are a number of outstanding translators who played a key role in introducing Western literature, primarily from English, French, Italian, German and Spanish, to Turkish readers through the translated versions of those authors' world-renowned novels and stories. However, only a few of those translators are known or remembered by the reader. They are in the shadow of the author, although they are the ones who "turn" the author into a writer writing in Turkish.

Translating from one language to another is an intellectual and creative endeavor. It requires not only an understanding of the linguistic and grammatical nuances, but cultural, socio-lingual and contextual knowledge, as well. Without translators, there would be no world literature – just literature in one's native language. The same argument is true for all other

non-literary written works requiring similar detailed linguistic competency as for a literary work, such as philosophy, sociology, archeology and the like. As Paul Auster said about the translator's role, "Translators are the shadow heroes of literature, the often forgotten instruments that make it possible for different cultures to talk to one another who have enabled us to understand that we all, from every part of the world, live in one world." Be it fiction or non-fiction, without the meticulous work of a translator, a book could never see daylight in another language. Despite the recognition of the significant role translators play in literary and non-literary books, most of the time, the name of the translator is not visible on the cover.

Online articles by Pisana Ferrari report that 29 out of 75 "notable translations of the year," nearly half of them, did not have the translator's name on the book cover in 2019.¹ Furthermore, "four out of the six shortlisted books for the 2019 Warwick Prize for Women in Translation, and four out of five for the 2019 US National Book Awards for translated literature, do not mention the translator on the cover."² Why is the question of where the translator's name should go, such a difficult one to answer for publishers? Why is it so inconsistently placed both on the cover and off of



Left: an example of a translator's name appearing on the front cover. Above: an example of a translator's name appearing on the back cover ("Yasemin Alptekin" in the third paragraph).

it? Is the translator's name too much to add on the book cover? Some publishers say so.

As for translators, some may not find it necessary to have their name appear on the cover of the book. Some do. To me, a translator's name on the front or back cover or on the spine is as essential as the proper acknowledgment of the translator's ownership of the work.

For those translators who want to be credited on the cover of a book, below the author's name, they should remember the [PEN Model Contract](#) Clause 6.³ They are highly encouraged to include the following in their contracts: "The Translator's name shall appear on the cover and title page of all editions of the book, and in all publicity and advertising copy released by the Publisher, wherever the author's name appears, in a type size not smaller than sixty (60%) percent of that for the author's name. Publisher agrees to print Translator's approved biography on the back flap of the hardcover edition, on the back cover of any trade paperback edition of the Translation, and the title page of any electronic edition." Without a written agreement in advance as to where the translator's name will appear, it is difficult


to have the translator's name appear on the front cover. If you are one of those translators who believe that your name is an asset to the work translated, you should take the issue seriously and put it on the table before the publisher argues his or her policy, for many publishers object to putting a translator's name on the cover. I find it as important as proper pay and copyright protection.

References

1. Ferrari, Pisana. "The Ongoing Debate about How and Where to Credit the Translator's Work." *cApStAn*, September 16, 2019. <https://www.capstan.be/the-ongoing-debate-about-how-and-where-to-credit-the-translators-work/>.
2. Ferrari, Pisana. "Why Aren't Translators' Names on Most Book Covers?" *cApStAn*, October 30, 2019. <https://www.capstan.be/why-arent-translators-names-on-most-book-covers/>.
3. "A Model Contract for Literary Translations." *PEN America*, September 15, 2017. <https://pen.org/a-model-contract-for-literary-translations/>. ▲


NOTIS

NORTHWEST TRANSLATORS & INTERPRETERS SOCIETY




MEMBERSHIP

NOTIS membership is open to students, practitioners, educators, & fans of translation & interpretation in WA, OR, AK, MT & ID.




EVENTS

NOTIS organizes & sponsors professional development & networking events throughout the year - currently all virtually!



MARKETPLACE

NOTIS members are able to advertise their linguistic services, as well as search for jobs, in the online marketplace.



SCHOLARSHIPS

NOTIS aims to increase access to essential training & education for our members through the scholarship program.

powered by



► ANNOUNCEMENT

NOTIS News: Proposed bylaw amendments regarding NOTIS membership and Board term limits

In 2018, the NOTIS Board of Directors began efforts to revise our bylaws to bring them into accordance with current practice. Previously, the procedure for amending the bylaws was quite difficult, so NOTIS had relied on policy documents to document rule changes. But at our Annual Meeting in December 2018, the membership voted to approve electronic voting. In 2020, members will be asked to vote electronically on a set of proposed bylaws amendments. Those amendments are summarized below.

You can [review the current NOTIS bylaws online](#). Ballots for the electronic vote will be sent to all members in advance of the 2020 Annual meeting.

Proposal #1: Updating the process for membership applications.

In Article III, paragraph 2:

Change the words “a signed” to “an”;

Change the words “the current year’s annual dues” to “membership dues for at least one year”;

Change the words “filed with the chairperson of the Membership Committee” to “submitted to NOTIS online or in hard copy.”

The proposed new paragraph will read:

2. Application for Membership: To apply for membership, ~~a signed~~ an application for membership accompanied by ~~the current year’s annual dues~~ membership dues for at least one year shall be ~~filed with the chairperson of the Membership Committee~~ submitted to NOTIS online or in hard copy.

Proposal #2: Updating the time period for which membership dues apply.

In Article III, paragraph 3:

Replace the last sentences with “Membership commences from the date the application is approved.”

The proposed new paragraph will read:

3. Dues: The ~~annual~~ dues for all classes of membership and the modality of payment shall be established by the Board of Directors. ~~Membership is valid from January 1 through December 31 of a given year. Membership commences from the date the application is approved.~~

Proposal #3: Adding flexibility to the structure of committees and divisions within NOTIS.

In Article VIII, “Committees”:

Remove the first sentence;

In the second sentence, replace the word “other” with “standing and ad hoc”

The proposed new paragraph will read:

~~Standing committees shall be: Directory, Editorial Review, Membership, and Program.~~ It shall be the responsibility of the Board to establish ~~other standing and ad hoc~~ standing and ad hoc committees as needed and to appoint committee chairpersons.

Proposal #4: Introducing term limits for members of the Board of Directors (“directors”)**In Article VI, “The Board of Directors”:**

Add two sentences to paragraph 4, so the new paragraph will read:

4. Election to the Board of Directors. The membership shall elect Directors at the annual meeting held once each calendar year. Directors shall be elected for a two-year term, commencing on January 1. In case of a resignation or other unexpected vacancy, the Board shall appoint a person to hold that Director position for the remainder of the departing individual’s term of office. **Directors shall serve no more than three consecutive two-year terms. A break in service of at least one term is mandatory before that individual can be elected again to the Board.**

UPCOMING ONLINE EVENTS WITH NOTIS

<u>Date</u>	<u>Event</u>
August 20	Meet the Translator: Shelley Fairweather-Vega
August 25	How to Succeed as a Freelance Interpreter & Translator <i>Instructor: Judit Marin</i>
September 12	Going Remote: Set-Up and Best Practices for Video Interpreting <i>Instructor: Caroline Remer</i>
September 17	Meet the Translator: Lola Rogers
September 23	How to Succeed as a Freelance Interpreter & Translator <i>Instructor: Judit Marin</i>
October 10	Internet Resources for Healthcare Interpreters <i>Instructor: Joe Tien</i>
October 15	Meet the Translator: Allison A. Defreese
October 24	Pushing Your Performance <i>Instructor: Eliana Lobo</i>
November 14 & 21 (2 sessions)	Interpreting for the Injured Worker <i>Instructor: Judit Marin</i>
December 5	Sight Translation <i>Instructor: Svetlana Ruth</i>
January 16, 2021	Note Taking Strategies

For more information and to register for an event, please visit the NOTIS events calendar online at www.notisnet.org/NOTIS-events.

➤ PHOTOGRAPHY

Memories from the NOTIS 2019 Annual Meeting & Holiday Party

Highland Community Center in Bellevue, WA on December 7, 2019

