



# The MITA Reader

## T.M. or not T.M.

*MITAns discuss Translation Memory software usage*

**By Carol Shaw**

*Reader Editor*

Some days it seems we need all the help we can get. And some of that help can come through technology.

At the regular bimonthly MITA meeting February 7, members discussed

*Translation memory (TM) and other computer-aided translation (CAT) tools are not to be confused with machine translation (MT) programs. TMs rely on, and in turn enhance, the individual professional's expertise. MTs, on the other hand, are often a source of embarrassment to our clients and amusement to interpreters and translators worldwide. A fellow translator recently reported seeing a machine translation into Russian of "hazardous waste workers" - it was rendered as "dangerous useless workers"!*

some of the computer-based translation aides that are available. I had the privilege of presenting a basic explanation of how translation memory programs work, followed by a comparison of some of the software currently on the market including their advantages, disadvantages and price ranges.

There are plenty to choose from. With prices running from \$30 to \$1,600, most translators and interpreters can find the tool that's right for them.

Translators who spend large amounts of time on repetitious or similar texts might want to look at programs with strong pre-translate and assembly functions. Others may prefer a focus on searches and lexicon construction. Basic text alignment and glossary building can provide interpreters with a simple way to research and create industry-specific glossaries prior to interpreting gigs.

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METROPLEX INTERPRETERS  
& TRANSLATORS  
ASSOCIATION

*Serving DFW and North Texas*



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## ***Check out these accounting, marketing and editorial assistance programs ...***

**By Carol Shaw**

*Reader Editor*

Accounting/Client Management: PractiCount and Invoice, from [www.practiline.com](http://www.practiline.com); offers word counting that actually reads text boxes and footers. Translation Office 3000, from [www.translation3000.com](http://www.translation3000.com); supports a broad variety of formats (and also counts words). Customer Pro-File, from [www.landsw.com](http://www.landsw.com); simple, easy to use and the least expensive of the three.

Logiterm: Handles multiple-file alignment quickly; compatible with numerous TMs, and allows easy glossary extraction. From [www.terminotix.com](http://www.terminotix.com).

Dictionaries: A good number of dictionaries and

other reference materials are available on CD-ROM - searchable help without the shelf space!

Just a few to look into include the *Pop-Up New Oxford Dictionary* (available in English as well as a few other languages); *Webster's Third New International Dictionary*; *Eyewitness Encyclopedia of Nature* (hard to find, but worth it if you can); *Encyclopedia Britannica*; and the *New York Public Library Reference Sets* (including specific Business, Science or History editions). Check your local bookstore or browse online.

### **Resource Center:**

**Need a good online thesaurus? Try this very visual one—it's free:**  
[www.visualthesaurus.com/online/index.html](http://www.visualthesaurus.com/online/index.html)

## Mariana Peterson: a study in being busy

### Meet your fellow MITAns

**By John Shaw**

Reader staff writer

Mariana Peterson has a busy professional life that many MITA members can relate to.

"I work as a freelancer in the Spanish translation and interpreting business and also do audio and video recording," she said, "and I'm currently in the cosmetics business as well. Sometimes I don't know which card to hand to people."

A native of Peru, Mariana got into the field because of her love of writing and her ability to speak and write Spanish. In fact, her "dream job" includes her homeland. "I would love to be a guest speaker for cruises that go to Peru promoting our wonderful heritage and be a tour guide for Machu Picchu, the Lost City of the Incas," she said.

Her many activities and projects include Spanish audio recording, translation and editing; newsletter and communications translations; consecutive and simultaneous interpreting; autobiography translation; depositions; and medical interpreting. Prior to her emergence as a free-

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*Mariana Peterson*

lancer, Mariana was a Senior Editor and Translator for Mary Kay, Inc., an instructor for DCCCD and a bilingual secretary for Zoecon.

She earned her Associate Degree in English from Universidad de Lima in 1979. She is an associate member of both ATA and MITA.

Mariana has been a translator for 13 years and an interpreter for 11 years, and credits her organizational skills with helping her balance a very busy professional life and home life.

"I'm a photo organizer maniac," she said. "You know of people that have old pictures in shoeboxes? Well, not me. I have them all in albums and dated since 1981."

"I have a wonderful husband of 22 years and two great teenagers," she adds. "They never cease to amaze me and help me feel young at heart."

## Steve Branton learned to 'speak for food'

**By John Shaw**

Reader staff writer

Steve Branton says he learned Spanish at age 18 by the hand-to-mouth method. Literally.

"I've been interested in foreign languages since the first summer I lived in a little village in the Andes," Steve said, "and I realized I needed to learn to speak in order to eat. Even if it was cuy foot (Guinea pig)."

Steve serves as a translation account manager for Tizoc's International of Dallas. He is also a translator/interpreter and a freelancer, with Spanish and English as his primary language pair. He also translates into English from French, Portuguese and Italian.

"I became interested in other Romance languages while living in an apartment in Spain with speakers of Spanish and French from France, Morocco and Martinique," said Steve, who has been a full-time translator for eight years.

He graduated with a degree in Latin American studies from Tulane University and also studied at the Universidad Complutense de Madrid and Universidad de Leon for one year in a junior year abroad program. Steve received his translation training at the National Geographic Society in the Translations Department.

"I was lucky to receive that training from three motherly women, one from Peru, one from Italy, one from South Africa," said Steve.

He later managed projects for Amigos de las Américas, a youth group that



*Steve Branton*

performs community service in Latin America. In addition to his time in Europe, Steve also spent two memorable summers in Ecuador (Azua and Cotopaxi) and another summer in Mexico (Michoacán).

"This was a special time and very special places," said Steve. "Amazing landscapes, culture and people. I loved living in Europe and Central and South America and I really enjoy my vacations."

He also enjoys fiction, walking and films and movies with subtitles.

Branton is a member of MITA and ATA and holds a State of Texas Court Interpreter license.

**Steve Branton**

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STEERING COMMITTEE MEMBERS — meet on first Saturday of odd months — But for MARCH, committee members will meet on the SECOND Saturday, March 13, at 3 pm at the Hackberry Creek Country Club.

**Regular MITA Meeting  
April 3**

Join us for lively discussions and shared information!  
For directions, go to  
[www.dfw-mita.com](http://www.dfw-mita.com)

March 2004						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
In Like a Lion —	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	— Out Like a Lamb?		

## MITAns discuss Translation Memory (T.M.) software

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After the presentation, assembled MITAns enjoyed an open discussion on translation memory software. Some members had little or no experience. Others, such as Maria de Vries, use a TM every day. Problems met solutions, questions found answers, and everyone was encouraged to study their software options carefully.

Terry Stadelman, who has tried almost all of the programs available, offered some sage advice.

“Take advantage of trial periods - use the entire trial period before buying, even if it has you convinced within

the first day,” she said.

“Don't buy the very first program you try, either,” Stadelman advised. “Compare several - there's a lot more out there than people think. That goes for any software. None is perfect, and often it's the more advanced features that can make it or break it for the user; it takes lots of time to test and compare. Keep notes: what you like, what you hate, what you wish it did, etc. Then, and only then, make your investment.”

*(For those who wish to have a copy of the comparison sheet or other information, please contact John or Carol Shaw at [info@nexuslanguage.com](mailto:info@nexuslanguage.com).)*

### Editor's P.S.

In order to help demonstrate the professionalism that exists within the MITA community, *The Reader* editors hope to bring you a professional, informative and marketable monthly newsletter.

We shall be using a journalistic approach to the compiling of the publication, and as such, we will always include the name and title of the staff member, guest writer, or MITA contributor with every story, article or editorial, along with contact information. This is all about accountability and not a matter of honking one's own horn. Carol and I will “credit” our own articles in *The Reader* so that anyone who might take issue with a statement or a topic can respond to us, and not to MITA administrators or members. To maintain consistency and professionalism, we plan to adhere to AP Style writing, reporting and pagination wherever possible. AP Style may sometime appear impersonal, but it is also the most professional.

We heartily encourage MITA membership contribution to *The Reader*. It is, after all, your publication. If we do our job correctly, you should be willing to send this not only to friends and family, but to clients, potential clients and to other publications and to use it as a marketing tool, as well.

We firmly believe that some of the best interpreters and translators on the planet are located right here in the DFW area, and that is something for us all to crow about.

—John Shaw, Technical Editor

www.english.com

## REPAINT VERSION

リペイントバージョン

This is not a new product at all. The Edition of us whom it is already on market were painted again in the new method, hi-skill and a point of view.

HUMOR

Woe betide the translator or interpreter who forgets to laugh. Few of us can afford the ulcers we would surely develop otherwise. This month's grin comes courtesy of [www.english.com](http://www.english.com):

# Choose your Web design, designer carefully

By **Diana Schultz**

*DTS Web Development*

If you do not choose a web designer carefully, much money and time can be wasted. I have heard my share of horror stories of expensive, bloated websites that failed because of unintelligent design.

Because the Internet is a valuable business tool, the best web designers think like business owners. They understand that for most small businesses, a website must do four primary things:

- Find and target your market on the Web.
- Get your message across clearly.
- Make relevant information easy to use and find.
- Give potential customers a clear, easy way to contact you or buy your product.

In choosing a web designer, ask yourself the following questions: Does he or she understand how design can affect website popularity in search engines? Does their portfolio show websites that I find easy to navigate? Is it easy to read information on their websites? Does the design show a clear understanding of the

audience? Do I find myself getting impatient with slow loading graphics and useless animations?

In order for your website to be useful, it needs to be easy to find. That usually means making sure that the web design meets the requirements of major search engines. A good web designer has a solid understanding of search engine requirements and a proven ability in designing websites that work well in them. The designer should be able to suggest ways to fine tune your content so that search engines will index it properly under relevant keywords or phrases.

Good web design for most businesses means good information design. Information regarding your message or product must be easy to find and read. Good web design never overpowers or distracts from the information people are looking for. Rather, it supports your message and serves to improve its clarity and impact. Also, good web design is focused on simplicity. Clear, easy to navigate pages can be a competitive advantage that makes you stand out in the Internet. Navigation should be consistent from page to page and easy to figure out. Information should not be muddled by

## Consultant's Corner

odd colors or graphics.

Good web design is, in most cases, simple web design. Slow loading graphics and annoying animations can kill a website. The Web is not a toy for most potential customers. They are on your site for information to assist in making buying decisions. If you make them wait for the information with a huge Flash animation, they will go to another site. A good web designer knows when enough is enough. They do not add useless "bells and whistles" simply because they can.

What do you want people to do when they come to your website? The "call to action" should be clear and simple. Do you want them to call you, email you or fill out a form? The means to do so should never be more than a click away. If you want them to buy your product, is the process a simple one? Your website should not be a maze. The paths should always be clear and simple.

*Diana Schultz owns DTS Web Development and is a MITA member. Contact her at:*

## Submission Guidelines

The MITA Reader is your newsletter. If you have a news item, please let us know. We welcome articles, profile recommendations, cheesecake, etc.

**Articles** must be relevant to the industry in general, approximately 250-350 words, and all facts must be verified and verifiable. On occasion, we will specifically request submissions on particular subjects—keep an eye on the Editor's P.S.!

**Humor** - share your personal anecdotes, re-printable cartoons, or one-liners; we can't afford to take ourselves too seriously!

**Have you found** a helpful website, dictionary or glossary? Drop us a line so we can include it in the Resource Center.

**Recommendations for Profiles** on local translators and interpreters are welcome. Please tell us why we should profile your candidate and how we can contact him or her. You can even nominate yourself—our lips are sealed!

On occasion, we will **Challenge!** our colleagues. Respond or submit an idea for a future challenge.

As MITA members, you have **The Last Word**. Did you pass a test, solve a problem, relocate or increase your family? Let us know!

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Email: [mita@dfw-mita.com](mailto:mita@dfw-mita.com), marked "Editor", or call 972-203-8591.

**Márcia de Mello Kuusisto**, President  
**Carol and John Shaw**  
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It was a dark and stormy source text . . .

## Challenge!

*How would you render this quote in your non-English language?*

"It was a dark and stormy night; the rain fell in torrents--except at occasional intervals, when it was checked by a violent gust of wind which swept up the streets (for it is in London that our scene lies), rattling along the housetops,

and fiercely agitating the scanty flame of the lamps that struggled against the darkness."

—Edward George Bulwer-Lytton, *Paul Clifford* (1830)

*Every year the Bulwer-Lytton award is given for the worst piece of writing. This paragraph is the basis for the award!*

Visit us on the web at: [www.dfw-mita.com](http://www.dfw-mita.com)