## Calling all NETA Published Translators and/or Authors

Come showcase YOUR published work in our NETA retrospective at the upcoming conference.

Coinciding with NETA's 40th anniversary and with Freek Lankhof's closing of InTrans Books, we will be organizing a different sort of book table this celebration year, where NETA members can display their publications. We are therefore seeking translation and other works NETAns past and present have published, for a "Retrospective of NETAns' Work" over these forty years.

Conference attendees always look forward to the book tables and participating in our book exhibit is an exciting opportunity for NETA translators. Don't miss it!

We look forward to your showcasing your work in our "Retrospective of NETAns Work" and invite you to enjoy this chance to add your own touch to help make our 40th Anniversary Conference an outstanding event.

Please contact Milena Vitali-Charewicz at milenavitali@comcast.net to submit the names of your titles or for further details.

### *Inside this issue...*

## May 9th Annual Conference Celebrates NETA's 40th Anniversary



Mark your calendars now for the 19th annual New England Translators Association Conference! It will be an all-day event on Saturday, May 9, 2015, held at the Hampton Inn Executive Conference Center in Natick, MA.

Over the years, the conference has grown to become the premier regional professional development event for translators, interpreters, and language professionals in general, with ample opportunities for continuing education and networking. The conference will be a particularly special event this year, as we mark NETA's 40th anniversary.

The day will begin with a keynote address given by Arthur Goldhammer, translator of Thomas Piketty's acclaimed Capital in the Twenty-first Century (2014), as well as 125 other books in history, fiction, philosophy, social sciences, and economics over a career spanning four decades. This work has earned him a reputation as one of the most respected translators today. He is currently a Fellow at the Center for European Studies at Harvard University.

Another highlight of the Conference will be a presentation by Maya Hess, forensic linguist and CEO of Red T, an organization established in 2010 to advocate for the protection of translators and interpreters working in conflict zones and other high-risk settings.

## Visit NETAweb.org

for the latest on NETA's Conference. Registration for exhibitors and sponsors began February 1st. Attendees can register beginning March 1st.

*Early Bird discount for registering before April 15!*

# NETA Officers

**PRESIDENT**
Diana Rhudick
drhudick1@gmail.com

**VICE PRESIDENT**
Lesley Andrews

**SECRETARY**
Joan Sax

**TREASURER**
Roma Jachtorowicz

**MEMBERSHIP**
Membership@netaweb.org
Antje Ruppert

**2015 CONFERENCE COMMITTEE**
Maiyim Baron, Chair ConferenceInformation@netaweb.org

**BOARD OF DIRECTORS**
Board@netaweb.org

Marian Comenetz

Ken Kronenberg

Noah Lynn

Diego Mansilla

Suzanne Owen

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**PROGRAM COMMITTEE**
Programs@netaweb.org
Marian Comenetz

## Nominations are open for NETA Board seats

Four seats on NETA's Board of Directors must be filled this spring. If you are interested in helping NETA, please consider running for this office. Or if you know someone you think would make a good candidate, please encourage him or her to run. Candidates must be paid-up NETA members by April 1.

People can nominate themselves or others by submitting short bios (one paragraph or less) and candidate statements (just a few lines are sufficient) to Diana Rhudick at drhudick1@gmail.com. Nominations must be received by Sunday, March 15, and online voting will begin on March 28. Voting will also be conducted at the annual conference on May 9, and the election results will be announced at the closing session of the conference.

Board members' responsibilities include attendance at four scheduled board meetings a year plus occasional Skype meetings, as needed. At our meetings we oversee the planning of the many activities that NETA sponsors as well as attending to many NETA functions, from membership to website to finances, and more. Board members serve two-year terms, beginning on June 1 following the May election.

For more about a director's duties, please review Article Five of NETA's bylaws.

The more you put into NETA, the more you'll get out of it, so please consider giving some of your time to make NETA even better. We welcome your involvement.  — The NETA Board of Directors

## Membership information

NETA accepts individual members only. A one-year membership is $50. NETA also offers a $30 membership for students of translation and/or interpreting. If you need a membership application or have other membership questions, contact: membership@netaweb.org.  Subscription to this newsletter is included with your membership.

# NETA Supports IAPTI's Free Speech Rights

On January 26, 2015, NETA published an "Open Letter to IAPTI from NETA" *(Reprinted on page 4 of this newsletter)* in support of the rights of the members and president of the International Association of Professional Translators and Interpreters (IAPTI) to exercise their freedoms of opinion, expression, and association. Here is some background on events leading up to its publication.

In October, 2013, an e-mail blast from an Argentine translation agency to members of Proz.com prompted criticism in various translator forums and blogs (e.g., translatorleaks). The agency's name was already included in translator blacklists for its low rates and questionable practices. As the issue escalated, the agency owner wrote an e-mail to all IAPTI members in November, 2014, in which he accused Aurora Humarán, President of IAPTI, of authoring certain critical blog posts and warned that he would take legal action for defamation.

Although one of the critical posts was signed by someone else, and the anonymous blogger of another one denied that Humarán was the author, the agency owner filed a lawsuit in Argentina against her anyway in December, accusing her of defamation and slander for having *circulated* the blog posts through social media. As proof of defamation, the suit alleged that the agency's website had lost ranking in Google search results, falling below links to the critical posts. In a second e-mail to IAPTI members (sent January 9, 2015) announcing the lawsuit, the agency owner also demanded that members write him within ten days to disavow their support for Humarán; if they did not, he threatened to publish a list of their names and to resort to "any necessary means" to track down their clients to denounce them.

Several translation bloggers wrote opinion pieces about the lawsuit (e.g., Bully of Buenos Aires and Ridiculous Email Award), including an Argentine lawyer-translator who examined laws concerning criticism vs. defamation. Following legal counsel, Humarán sent notifications to the agency owner to cease and desist harassing her and IAPTI members, withdraw the lawsuit, and issue an apology—demands that so far have gone unheeded.

> **NETA members were alarmed to hear of the Argentine agency's threats against members of a fellow translation association.**

In a world newly sensitized to the need for public solidarity in defending freedom of expression, stirred up by the January 7 attack on the *Charlie Hebdo* magazine in Paris, NETA members were alarmed to hear of the Argentine agency's threats against members of a fellow translation association. A proposal to write an open letter of support for IAPTI and Humarán was discussed in the NETA Yahoo forum and through a flurry of e-mails, with overwhelmingly positive support for such a move. Members, Board members, and officers weighed in on the proposal and suggested ways to phrase and revise the letter. A draft was presented to the Board of Directors at their January 24 meeting. After discussion, the Board voted unanimously to approve the letter, which was signed by NETA's president, Diana Rhudick, on behalf of the Board and NETA members at large.

The following week, the Open Letter to IAPTI from NETA was sent to IAPTI and posted at the NETA website, Facebook page and announced through Twitter. From there, it was recirculated by numerous internauts and discussed in blogs, with a particularly strong endorsement appearing in Translation Tribulations.

Aurora Humarán expressed thanks to NETA by saying, "Our members, our team and this translator (on a personal level) are extremely grateful for this support"; "Nothing compares to being understood and even supported by one's peers…"

## The International Association of Professional Translators and Interpreters

International Association of Professional Translators and Interpreters (IAPTI) was founded in 2009 to defend the interests of independent T&Is at a global level. Among others, the renowned linguists Sergio Viaggio and Noam Chomsky are honorary members. Besides engaging in typical association activities, IAPTI is outspoken in exposing practices that undermine the working conditions of T&Is (such as the exploitation of Argentine student translators or the mass lay-off of court interpreters in the UK), conducting international surveys (on issues such as volunteer work or translating out of a native language), and writing open letters in support of translators and interpreters (such as those left behind in Afghanistan). Some of these actions can be found on its webpage IAPTI Speaks Out. Although IAPTI has come under fire for its activism many times, NETA's open letter is the first time IAPTI itself has received public support from another T&I association.

# Open Letter to IAPTI from NETA

*Below is the open letter of support sent to the International Association of Professional Translators and Interpreters*

*To Aurora Humarán, president of the International Association of Professional Translators and Interpreters (IAPTI), from Diana Rhudick, president of the New England Translators Association (NETA), on behalf of the Board of Directors and members of NETA*

January 26, 2015

Dear Ms. Humarán:

It has recently come to the attention of NETA's members that you, as IAPTI's president, are facing lawsuits for allegedly authoring an anonymous blog post that was critical of a translation agency's practices and for using social media to circulate it. We have further learned of threats made by this agency to publicize the names of IAPTI members who refuse to disavow support for you as its president and to denounce them personally to other clients for whom they work.

As a fellow association of professional translators and interpreters, NETA is deeply concerned about the dangers that these lawsuits and threats pose to the freedom of expression guaranteed to you, as an individual and as president of IAPTI, and to the freedom of association guaranteed to all of IAPTI's members. We believe that, more broadly, these dangers represent an affront to the rights of all translators and interpreters to express their opinions, to share information through social media or any other channel, and to associate with their colleagues without fear of retaliation. The United Nations Universal Declaration of Human Rights enshrines the freedom of opinion and expression, including the circulation of ideas through any media and across any frontier, as well as the freedom of association. NETA condemns all efforts to suppress such freedoms taken by any person, translation agency, or other entity against any translator, interpreter, or the organizations that represent them.

As president of NETA, I therefore wish to affirm our unequivocal support for IAPTI and for you as its president to exercise your legitimate freedoms of association, opinion, and expression without interference, without threats, and without restrictions placed on the venue or medium through which opinions are expressed or circulated. We strongly hope that the lawsuits against you will be promptly dismissed and the threats against IAPTI members will be fully retracted.

Since this is an open letter, we are publicizing it through NETA channels and we invite IAPTI to publicize it through its own channels as it sees fit.
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Diana Rhudick

Diana Rhudick
President, New England Translators Association
On behalf of the Board of Directors and NETA Members

# Translating in 1975, Part II

*In honor of NETA's 40th anniversary this year, we offer the second in a series of articles about translation 40 years ago.*

*by Isabel Leonard*

My earliest translations were done at the offices of the Agence Europe in Brussels where I was working in 1967. There was no equipment for rough-drafting and we had to type the final onto a sheet of wax into which the typewriter keys punched holes; multiple copies were run off from this matrix. If you made a mistake the only way to correct it was with a red, waxy fluid. If you made a lot of mistakes the translation looked as though it had measles. I lasted only three days, not because of the measles but because I didn't like Brussels.

While working at Linquistic Systems (LSI) in Central Square Cambridge, in the early 70s, I discovered tractor-feed computer paper which came in a fanfold. I'd slide this into one of the typewriters there and do translations without having to stop to feed in new sheets of paper. This felt like a huge leap forward. Because the typewriter didn't have the pins that computer printers had, to guide the paper by the punched holes on either side, the paper slipped out of alignment every seven pages and I had to stop and adjust it. I'd type like the wind, correct by hand, then give the rough to a typist to be clean-typed with Greek characters, spaces for pasting in graphics, and so on.

On the typewriter, before the IBM Selectric came along, if you wanted to type a Greek character or other symbol you had to pick a key out of a box and fit it into a fork above the typewriter keys, then remove it to insert the next one. Translator's didn't usually do the fancy stuff; if they worked for direct clients they hired typists, and agencies had in-house multilingual typists. Although I do remember the saying "You're not a real translator until you've spilled a cup of coffee onto a completed translation."

Then LSI got a phototypesetting machine, at that time an advance over hot type which only printing shops had; unfortunately foreign-

> **On the typewriter, before the IBM Selectric came along, if you wanted to type a Greek character or other symbol you had to pick a key out of a box and fit it into a fork above the typewriter keys...**

language fonts weren't available in the device that printed the drafts. When proofreading these in several languages, I had to remember that a ½ was an acute accent and a ¾ a grave accent, etc. As soon as I could, I went freelance and could choose my tasks, subcontracting what I didn't want to do. Pasteup for example (think razor cuts, and glue in hair).

In the late seventies my freelance partner Bill Grimes and I worked with Erich Brandenberger's quick-turnaround, high-rate, high-quality agency in Zollikon, near Zurich. The source text came in by fax, and we bought an OCR font for the Selectric, whose output looked like the characters you still see at the bottom of bank checks. (Proofreading OCR type was a pushover compared to remembering that a ½ was an acute accent, etc.) Then we'd call a taxi to pick up the envelope from Hingham and deliver it to Swissair. It arrived a few hours later, got proofread again, and could then be scanned into a very expensive computer. A 24-hour turnaround was a rarity in those days when you'd typically get 2-3 weeks for a technical article or patent. Sometimes we'd decide to take the envelope to Logan ourselves and spend the taxi money on a nice airport dinner.

One time Rudy and Sarah Heller, after they'd moved "out west" (= anywhere west of Worcester, to a Bostonian) came to overnight with us while they attended a Wang computer show in Boston. Bill and I, still on dictation/typewriters, overnighted with them on the farm to admire their computer in action. The Wang, by the way, was named after the founder, Dr. Wang. It generated its fair number of off-color jokes. I remember waking up in the morning to what I thought was the pitter-patter of rain. It turned out to be Rudy on the new computer; the first time I'd heard that sound. The IBM selectric sounded more like bullets flying. Back then there was a technological and cultural divide between Wang people and IBM people, similar to the later divide between Microsoft and Apple.

A final wintry memory: jobs were mostly mailed in the early days, but if we'd missed the last mail pickup we'd drive to the Boston central post office or the airport. The drives in snowstorms are the ones I remember.

> **How far has technology really taken us?**
>
> The Economist prints an article about machine translation that some feel might have been produced by a robo-journalist.

# NETA's new website is ready!
## Take it for a spin at www.netaweb.org

Note: All members will need to create a new login. Here's how:

- Click here to get a password sent to you. Then use it and your email address on file with NETA to log in.
- Click on **View profile** in the upper right corner to access your member profile.
- Click on the **Edit profile** box and fill in or check off all the relevant boxes. You can control which fields will be visible by clicking on **Privacy** near the top. Make sure that **Show profile to others** is checked on this page if you'd like to be in the directory.
- Click **Save** is at the bottom left. Now your full profile should appear in our Members Directory.

If you have any problems with the process, you can write to drhudick1@gmail.com, or lesleya@bu.edu. We hope all our members will enjoy the new, more polished look of our site, as well as all the useful content it offers.

Sincerely,

NETA Website Committee
Lesley Andrews, Marian Comenetz, Diana Rhudick, Antje Ruppert

# A Fond Farewell to InTrans Book Service

A sad sign of the times, we regret to see Freek Lankhof close the doors of InTrans Book Service. Freek is beginning a well deserved retirement and will be greatly missed at NETA Conferences and beyond. InTrans Book Service filled a niche for professional translators and



*Freek at the 2014 NETA Conference where he featured published works by NETAns. Photo by Sarah Heller.*

interpreters, offering monolingual, bilingual, multilingual dictionaries, language and translation study materials and related publications, as well as translated works by NETAns and others.

NETAn Rudy Heller offers these thoughts: "Freek was the guy who would loan you a dictionary to take the ATA exam. But he would warn you that dictionaries were like friends — you had to know them first before you could trust them. And he always charged a fair price for his books. If he did not have something, he would immediately set out to find it for you. Freek embodied the epitome of customer service."

The web site is continuing for a limited time and items on the "bargains" tab can be ordered. http://www.intransbooks.com

# May 9 NETA Conference

The day will continue with a series of talks, discussion panels and breakout sessions. These sessions will cover a range of engaging themes of significance and interest to translators and interpreters, veterans and novices alike, as well as anyone with a passion for language. They will be led by expert translators and interpreters from both within NETA and beyond our organization. At lunchtime, a special buffet lunch will be hosted in celebration of NETA's 40th anniversary and will feature tables organized by language.

In addition to scheduled sessions, the Conference is always an ideal opportunity for networking with colleagues, agencies, exhibitors and sponsors who are interested in meeting and working with translators and interpreters and other freelance language professionals.

Finally, the Conference will close with a special 40th anniversary panel presentation by veteran NETA members who will discuss how the translation and interpreting industry has changed over the past four decades and explore where it is headed in the future. Afterwards, all Conference registrants, presenters, sponsors and exhibitors are invited to a closing reception to end the day.

Up to 6 continuing education credits honored by a number of translator and interpreter organizations will be offered for conference attendance. Professional development opportunities will also continue the day after the Conference with a sitting for the ATA accreditation exam (time and location to be announced; please visit http://www.atanet.org/certification/upcoming_exam_sittings.php to register).

Please visit www.netaweb.org for all of the latest updates between now and the Conference, including early-bird and regular registration deadlines. For questions about the conference, please contact netaconference@netaweb.org. If your organization is interested in exhibiting at or sponsoring the Conference, please contact Tapani Ronni at tapanironni@yahoo.com for more information.

# Your Computer: Understanding And Maintaining It

## NETA Monthly Meeting, held on November 22, 2014

*By Marian Comenetz*

The speaker at NETA's November meeting was Mark Beckley, whose specialties are computer information systems and computer hardware and who takes pride in guiding his clients into best practices for maintaining their computers—or as he says, taking the "sh" out of IT. His company is called Small Business Computing, the Home of the Green Machine (www.greenmachinecompany.com). In the course of his spirited, interactive, and fast-moving session, Mark kept attendees focused as he covered a solid number of basic points as well as amused by an assortment of rather dramatic slides illustrating computer mishaps. And he passed around a number of computer components so attendees could see them up close.

Here are a number of the points Mark covered at the meeting.

### Cleanliness and safety

- Mark has seen amazing computer configurations resulting in great amounts of dust and dirt inside machines, which then simply don't work.
- Have your desktop computer up off the floor, either on a desktop (as intended) or on a stand; avoid placing a computer on a carpet.
- It's essential to allow air to flow through the heat sink to cool the chip and to prevent the fan from being clogged; your computer must be able to breathe.
- Clean your desktop computer periodically; compressors are best. They are expensive, but you can buy a 5 gallon air tank for around $35. Don't use them too close to the fan. Mark recommends taking the cover off your computer once a year or so and then taking the machine outdoors when cleaning it. If you are using canned air, hold the spray receptacle upright and spray in brief spurts, making sure to avoid getting any liquid into the machine.
- Clean screens with lens cleaner-type products.
- Mark has seen computers that have suffered all manner of damage due to mishaps ranging from spilled fluids to animal fur, as well as computers that have literally fallen off car roofs and into swimming pools.

He recommends carrying your laptop in a padded case with a strap for protection. Carry the case over your shoulder: it's better for your posture and for your machine; carrying it that way will also discourage theft.

### Quality

- Buy a decent machine; machines that are too cheap won't last.
- A good laptop costs between $600 and $1200, and a good desktop costs about the same.

> **Q**: What software should be used to back up data?
>
> **A**: You don't need any software for that purpose!

- Mark recommends a quad core CPU with 8GB memory expandable to 16GB.
- Desktops should have a metal case, and laptops should have a metal frame.
- Avoid plastic as much as possible: plastic is a nonconductor, an insulator, and a source of static; plastic insulates heat into the machine, causing it to overheat and can then provide the spark needed for it to catch on fire and melt down.

### Memory

- You must save your work to a hard drive if it is to be permanent; if you turn your computer off before saving, your work will be lost.

### Backup and redundancy

- To back up, you have to know where your data is.
- **Q:** What software should be used to back up data? **A:** You don't need any software for that purpose!
- Mark says don't compress data! Salespeople may tell you to do so, but that puts your data into unreadable format in a company's proprietary system so your data can be held hostage; then you need to pay for updates to get your data back—plus it takes time.

Rather, use an external drive and back up data yourself. Mark demonstrated how to do so on a PC and on a Mac. Make a folder for each day's new material; then drag that day's material into it; put a flash drive or external drive in and do back-up. If you do it right it takes one minute.

- Organize your Documents folder in such a way that you're only backing up the work you've done recently. Material that doesn't change (old documents, photos, etc.) should be archived; it doesn't need to be backed up all the time.

# Your Computer: Understanding And Maintaining It

- Bottom line: have data in one place and know where it is.
- Data can be safer at home than in the cloud, for example; hackers are forever at work, and there are breaches all the time.
- If you only have a laptop, Mark recommends that you buy a relatively inexpensive desktop just for redundancy; that way if something happens to your laptop, you won't lose all of your documents.

### Wires

- Wires are part of the package. Wireless devices can cause more problems than they solve.
- But keep wires together and nicely out of the way.

### Surge protectors

- Avoid the $5 variety, and again, don't use plastic.
- Check for high joules and a good warranty.
- Your surge protector should cost $30-50.

### Power supply

- Power supply is essential. If there is one place you should spend some extra money this is it. Power supplies are measured in watts, and generally speaking, the more the better.
- Ohm's law: volts x amps equals watts (ignoring resistance).

  Household current is 110 volts so a 2 amp power supply would be 220 watts. If your machine needs 180 watts, this is not enough. Power spikes can go down to about 55 volts (below that you will usually have a blackout). At 55 volts the 2 amp power supply becomes a 110 watt power supply, but the computer needs 180 so you get a hard crash. Ideally you want a power supply with 5 amps or 550 watts. Five amps at 55 volts would give you 275 watts, so your 180 watt machine would sail right through the brownout without crashing.

Mark builds Green Machines that cost about $1000 but last forever because their components can be replaced. His is a generic machine, made in America by an American. He stated that it will never end up in a landfill and claims it is the best machine for individuals who run small businesses. He showed meeting attendees a slide of such a computer, pointing out that he builds his computers with a window so one can see inside and check for dust, too. Green Machines also come with a 5 amp power supply so there should be no problem in the event of a blackout. Mark occasionally gets calls from clients who report that his machines were the only ones that kept working during a brownout.

Mark has consulted, made repairs, and created computers for a number of NETAns and stands ready to be of service to others. By the way, he is also currently working on a book entitled *Computing for Entrepreneurs*.

## Back to the Future

1962 predictions about life in 1975

1975 predictions about the office of the future

Arthur C. Clarke predicted email, Goggle, Skype and more in 1976.

# NETA's 2014 Annual Holiday Party

*By Marian Comenetz*

In December 2013, vice president Lesley Andrews's mother attended NETA's annual holiday party for the first time—and promptly offered her Woburn condo as the site for the following year's event! We were only too happy to accept. And beginning at the moment of their guests' arrival on Saturday, December 13, 2014, Lesley and her mother offered the warmest of welcomes in a lovely setting. NETAns and their families came and went over the course of six hours, joining in animated conversation and enjoying the ample and varied food and drink. Around 5 pm attention turned to the now-traditional Yankee swap, where the element of curiosity inherent in the unwrapping of items gave way to the revelation of, among other offerings, a bath kit, a pair of aperitif glasses, a debut novel, a pair of men's gloves, a small inlaid wooden box, a colorful wooden parrot, and a pottery vase hand-made by NETAn Anya Raygor. Items and comments were happily exchanged. Spirits were high, and good vibes prevailed.

NETA thanks Lesley and her mother for their generosity in hosting our holiday gathering. As anticipated, a good time was had by all. What is more, Woburn's food pantry will be pleased to receive NETAns' contributions to their cause. We are only too pleased to uphold that tradition of giving.

## Was the Internet invented in 1975?

**A popular belief has sprung up that the Internet was invented in the Pentagon in 1969. The theory goes on to suggest that the Internet network invented in the Pentagon was designed to survive a nuclear attack. However, not everyone agrees.**

Find out more **...**

# Effective Communication And Pronunciation For Interpreters

## NETA Monthly Meeting, January 24, 2014

*By Marian Comenetz*

Inclement weather understandably discouraged a number of interpreters from coming in to Boston for the presentation by the Whittaker Group's Marjorie Feinstein-Whittaker, a speech and language specialist whose work focuses partially on accent reduction. A solid number of people did join in remotely; meanwhile, the intrepid few who ventured forth in person enjoyed in a spirited and interactive session with a clear plan and distinct, realistic goals.

Marjorie inquired first whether anyone present had had accent coaching before. To a person, the answer was no. She then proceeded to assure people not to worry: an accent is certainly not a disorder; it is a difference. After age 10 or 12, it's rare for an accent in a second language to be perfect. Rather, the goal is to have clear, understandable speech—that is, to add something rather than taking something away. Marjorie quoted a University of Chicago study which concluded that according to a frequent perception, the more difficult it is to understand someone the less that person is to be trusted. Self-confidence can erode when there's an underlying sense of mistrust. Moreover, in a field like interpreting, where accurate communication can be a matter of life and death, trust is of the essence. Adjusting to the North American sound system can be difficult. What is more, trying to predict pronunciation based on how things are spelled can lead to lots of pitfalls (the classic case of "through," "though," and "bough" applies). In attempting to encourage the clearest speech, Marjorie suggested that the segmental approach, with emphasis on individual sounds, while traditional, is boring and not very effective. In its stead Marjorie advocates a suprasegmental approach, which relies more on the music of English and pays careful attention to stress. Marjorie and her colleague devised a system of addressing the suprasegmentals, which they have coined

the RULES approach. They have identified 23 idiosyncratic stress and intonation rules that can be taught to nonnative English speakers in a practical and systematic manner. To simplify things they have come up with a color-coded system for English pronunciation—something she referred to as Rules on the Run, which complements her Rules and RBTS, or "Rules by the Sounds," training system. Rules on the Run presents nine of the most common rules, spelled out on a two-sided sheet, color-coded sheet in table form, with the speech pattern, pronunciation rules, and examples of each, along with suggested ways to practice. Rules highlighted and practiced at this meeting were compound nouns (car keys, court room, driveway), which have their accent on the first syllable; proper nouns (Boston University, Tobin Bridge, Eiffel Tower), which have their accent on the second word; acronyms (MBA, SUV, USA), which have their accent on the last sound; numbers, which follow different rules (last syllable when hyphenated - twenty-five, first syllable when counting – thirteen, thirty); and verb past tenses ending in –ed, which can end in an unvoiced "t" sound (walked), a voiced "d" sound (showed), or an –ed sound (voted), with rules specified.

> **...According to a frequent perception, the more difficult it is to understand someone the less that person is to be trusted.**

Marjorie recommends a multimodal approach for practicing—use of visual strategies, recording oneself on a smartphone, an online platform she has developed, and more. With all approaches the goal is to generalize rules into real life communication.

After her presentation, Marjorie had the attendees divide into groups for six breakout sessions, each of which was designed to afford practice with one of the color-coded rules in the table. Every group received a packet of materials including, among other things, a copy of the color-coded table with rules and texts containing accent challenges. People split up the texts to work on each point. After about ten minutes, a representative of each group reported on the experience, and the packets circulated from one group to the next. The session concluded with each participant rising to introduce himself or herself based on a text Marjorie had had them fill out. That added a welcome personal touch as each individual shared his or her country of origin and educational specialization. From Peru to El Salvador, from China to Brazil, from physical therapy to computer science, from business to theology—the variety of backgrounds of those present was striking, and good spirits prevailed. The weather did not succeed in dampening them!

# Words coined in 1975

The Oxford English Dictionary (OED) has 256 words with first citations from 1975. Here are just a few:

**bean-counter**, n. Bean has been used as a word for something of trivial value since the thirteenth century, but it wasn't until 1975 that we started calling accountants bean-counters.

**Betamax**, n. Sony first produced its Betamax format videocassettes in 1975. The beta- is neat because it works in multiple languages. In Japanese, -beta means "all over." In European languages, of course it references the second letter of the Greek alphabet and is used in various technical applications.

**brainiac**, n. and adj. The OED records the slang term meaning "a smart person" from 1975, but it may be older. In the late 1950s, Brainiac was both a comic book villain, a foe of Superman, as well as a kit for creating electronic devices. The word is modeled after the early computer Eniac.

**CAT**, n.This acronym stands for computerized axial tomography or computer-assisted tomography. CAT scans would revolutionize medicine.

**downsize**, v. In 1975 this meant literally to reduce the size of something and was chiefly used in reference to automobiles, which given the relatively high price of gasoline were getting smaller in the 1970s. It isn't until around 1990 that to downsize came to mean "to dismiss from employment."

**ecotopia**, n. Ernest Callenbach's 1975 novel *Ecotopia* was about a fictional country where environmental concerns were paramount. By 1979, the word was being used generally to refer to societies that existed in equilibrium with the natural world.

**fractal**, n. (and adj.) Benoit Mandelbrot wrote *Les Objets Fractals* in 1975. A fractal is a mathematically generated curve where any part, once enlarged, exhibits the same shape as the whole.

**global warming**, n. describes the average global surface temperature increase from human emissions of greenhouse gases. Its first use was in a 1975 Science article by geochemist Wallace Broecker of Columbia University's Lamont-Doherty Geological Observatory: *"Climatic Change: Are We on the Brink of a Pronounced Global Warming?"*

**keypad**, n. The name for a small, often handheld, data entry device appears in 1975.

**luser**, n. A user; esp. one who is also a loser. ( luser and loser are pronounced identically.) This word was coined around 1975 at MIT. Under ITS, when you first walked up to a terminal at MIT and typed Control-Z to get the computer's attention, it printed out some status information, including how many people were already using the computer; it might print "14 users", for example. Someone thought it would be a great joke to patch the system to print "14 losers" instead. There ensued a great controversy, as some of the users didn't particularly want to be called losers to their faces every time they used the computer. For a while several hackers struggled covertly, each changing the message behind the back of the others; any time you logged into the computer it was even money whether it would say "users" or "losers". Finally, someone tried the compromise "lusers", and it stuck. Later one of the ITS machines supported luser as a request-for-help command. ITS died the death in mid-1990, except as a museum piece; the usage lives on, however, and the term `luser' is often seen in program comments and on Usenet.

**micromanagement**, n. The management style that has never been considered a good thing.

**near-death experience**, n. An unusual experience taking place on the brink of death and recounted by a person after recovery, typically an out-of-body experience or a vision of a tunnel of light. In 1975, Dr. Raymond Moody, www.lifeafterlife.com, released his best-selling book, *Life After Life*, which focused public attention on the near-death experience. It was Moody who coined the term.

**peta-**, comb. form. In 1975 the International Committee on Weights and Measures (CIPM) assigned the prefix peta- to the power of 1015, a quadrillion. So a petabyte is 1,000 terabytes, which is 1,000,000 gigabytes.

**Post-it**, n. The 3M company began marketing Post-it notes in this year.

**psychobabble**, n. Pretentious misuse of psychological jargon.

**set-top**, adj. Usually found in the phrase set-top box, which refers to a standalone decoder that allows analog television to display a digital signal, the adjective can be applied to any number of television accessories.

**underperform**, v. A business jargon term referring to investments and companies that don't do as well as expected.

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# NETA Board Skype Meeting, Monday, November 24, 2014

*by Joan Sax*

**Present:** Marian, Suzanne, Joan, Ken, Diego, Antje, Lesley

**Absent:** Noah, Petra

## Topic: Conference-related topics to be decided by Board

**1. Lunch logistics:** Because 2015 is NETA's 40th anniversary year, the board decided in September to assume the cost and planning of our 2015 conference luncheon. Suzanne has been in touch with Jenna, the conference sales manager at the Hampton, who explained that we cannot hold the luncheon in the largest meeting room because of the staff time involved in set-up and break-down as well as the logistics involved in moving everyone from place to place. We are estimating at least 200 attendees; unfortunately there is no room besides the largest meeting room where all can be seated together. Therefore, we will have two venues for lunch. One way to do that would be to use a smaller room upstairs that holds about 50-70 people and the larger room downstairs that holds about 150 people. The board decided to retain the language groups we have had in the past. We have to figure out a way to sort out who goes where so that we don't have people wandering upstairs and down looking for a place to eat.

**2. Cost and menu:** Buffet meal is the choice because of use of staff and expense. Of the hotel menu choices under Lunch Buffets, the Taste of New England seemed the best, without salmon because of the price and probably with a vegetarian option. Suzanne will ask Jenna Broderick, the catering coordinator at the Hampton, about giving us options of something close to that mean, perhaps without salad, for a price of $20-23, and $23-25. It should be noted that the price does not include taxes, gratuity, etc. amounting to an additional 30%.

Ken proposed a $7500 limit for the entire lunch. We need to get last year's count to see what we ended up spending per person.

As for dessert, we are allowed to bring in a large sheet cake with NETA 40th Anniversary on it. We need to compare the price for that with the price of the desserts available at the Hampton.

**3. Related topics:** Since there will be two places where lunch will be served, we will not have any speeches or entertainment. We could, however, decorate the rooms with balloons, a NETA 40th banner, etc. We need to find out who does such things (Staples does) and what the cost would be. Suzanne offered to find out what the costs would be.

**4. Exhibitors:** The board decided that the ConfCom's proposed pricing for exhibitors was far too great a jump from last year. The Board also felt strongly that there should not be tiered categories, such as gold, silver, etc. for exhibitors.

We would mention and thank all exhibitors and sponsors at the opening and/or closing sessions.

Lesley offered to do the registration (using Wild Apricot or Eventbrite--TBD). Joan will help.

Exhibitors: $250 non profit, $350 for profit, both including lunch for 2 people. Sponsors (to have publicity in registration packet): $100. Coffee break sponsors: $350

**5. Ideas for closing session, survey, drawing:** We decided to ask attendees to fill out an online survey after the conference rather than during it. So the closing session will change to include thank-yous, announcements, and a drawing for a bigger ticket item or two.

Attendees will be encouraged to fill in the survey afterwards, with the enticement of additional gifts (ex. admission to next years conference, an annual membership).

There were a couple of suggestions for drawing gifts.

We also considered having T-shirts, tote bags, and/or flash drives with the NETA logo for sale.

Next Board meeting is 1/24/15.

Respectfully submitted: Joan Sax, Secretary

## Upcoming Feb. 21 NETA Meeting: MSWord for Translators

The February NETA Monthly Meeting will return to the subject of using Microsoft Word. The meeting will be lead by Bruce Popp, an ATA Certified French into English Translator and Grader. In his day-to-day translation work, Bruce translates patents and scientific and technical documents. Previously in the series, Bruce has covered specific MSWord topics like using wildcards for searches and laying out tables. This time he will delve into audience-submitted topics. ***What Word beginning or advanced topics would you like to work on?*** Please provide your input to Bruce by Thursday, February 19. And plan to attend: Saturday, February 21 from 2:00-4:00 at Boston University CELOP, 890 Commonwealth Avenue, 2nd floor, Boston, MA 02215 or remotely (email Lesley Andrews by Thursday, February 19).

The meeting is free and open to all interested parties.There is no preregistration process. A certificate of attendance will be provided upon request.

Click here for directions to CELOP.

# NETA Board Meeting, January 24, 2015

*by Joan Sax*

Present: Ken Kronenberg, Marian Comenetz; Lesley Andrews

Present remotely: Antje Ruppert, Noah Lynn, Suzanne Owens, Petra Schweitzer, Diego Mansilla; Joan Sax; Catherine Howard

### Treasurer's report:

The board reviewed the quarterly update of NETA's financial status as presented by Roma. It took stock of the current state of website overhaul expenditures and anticipated conference expenditures; it briefly considered the literary group's outlays; and it confirmed that tax forms had in fact been sent out and the hosting site bill had been paid.

### Board Election:

Four seats are open for this year's election. Ken will run again. Joan said she would be willing to run again. Several people who have contributed to NETA were suggested. Petra, Antje, Ken, and Marian will contact some potential candidates. Diana will send out a memo in early March inviting members to run or suggest other names.

### Membership: Antje

Antje has processed everyone who joined or renewed on line or by mail. She has found Wild Apricot much easier to use than the previous website. She is learning about automating more. She will have to do some changes manually. At this date, we have approximately 230 members.

### Website:

Marian provided information on website developments since the September board meeting. Most importantly, the board agreed to a Phase II of website work from Scott, who has been working very hard and very effectively for us.

Diana and Marian have been putting in a ton of hours on the website. Trainings with Scott have scheduled for membership and events, with Antje and Lesley being included increasingly. Lesley will be handling conference registration.

After another option was considered, we decided to stick with PayPal for all payments.

We will have a "soft launch," to be followed by the official announcement of the new website shortly thereafter. Diana and Marian committed to having the site ready for conference exhibitor registration by February 1. Many specifics will be worked out after the launch.

We are asked to update our profile on the new website.

### Conference:

ConfCom has been meeting monthly in the fall. The next conference meeting will be on 1/31.

Lunch will be $24/person (before tax and gratuities, which will be 30% more). Suzanne has been working on specifics with our hotel contact, Jenna. Dessert will be a 40th anniversary sheet cake.

We decided to have language tables distributed between the two lunch venues, one of which holds 150 people (downstairs) and the other 75 (upstairs). We should have Portuguese, Spanish, French, German, Slavic (Russian/Polish) and Asian (Chinese/Japanese). Suzanne will ask Jenna about the size of the tables and distribute the language groups accordingly, with the larger tables downstairs, presumably.

**40th anniversary items:** We expect to provide pens and possibly flash drives to give away, but not to have "40th" on them so that the leftovers can be used for future conferences. Suzanne will order more pens with the NETA logo. We should have a NETA 40th banner across the largest conference room. Lesley will look into the cost and design and where to put it up. Balloons also would be nice.

Milena has agreed to organize book tables where NETA translators and authors and conference speakers may display their work, but those items will not be for sale so that we don't have to have someone in charge of the money. Translators and authors may sell their volumes individually, if they wish.

We decided not to have a book swap this year.

Registration will be done on WA. We will not have to pay Eventbrite.

Lunch will be extended by 15 minutes, with times to be reflected on the afternoon schedule. Then the wrap-up session will be shortened by 15 minutes. Tickets for the drawing will be included behind the nametags. We need to come up with prizes.

Also, for the first time conference evaluation will be on line. Lesley has devised an excellent way to conduct it. People will have one week to submit their responses, and Lesley will do a drawing from the names of those who completed the survey. Prizes such as a year's NETA membership and free conference admission for the following year should motivate people to submit the survey.

# NETA Board Meeting, January 24, 2015

**Speakers**: Arthur Goldhammer will be the keynote; 40th anniversary panel with Rudy, Alice B., Frank G., and Joan S., and Ken moderating will be the endnote.

ConfCom is actively engaged in selecting speakers and identifying exhibitors now.

A "save the date" notice went out recently within NETA Notes.

Early Bird registration will begin on or around March 10, 60 days before the conference, with regular registration beginning 30 days ahead.

Regular online registration will end a few days before the conference to allow for food orders and the preparation of nametags.

## Monthly Programming:

Wild Apricot allows for online sign-up, which Marian and Lesley will use when a large number of attendees is anticipated.

2/28 - Bruce will address Word questions to be solicited ahead of time.

3/21 - Catherine on Intelliweb Search

4/18 - Maya Evans on second culture kids

6/27 -  New and old board members meet in person for the annual transition from one board to the next; it was agreed to hold that meeting in Amherst.

## NETA News:

Winter issue scheduled for 1st week in February. Suzanne agreed to write the conference publicity pieces for that issue and for the spring issue, due out in April.

## Regional meetings:

Marisa Gillio has offered to sponsor a regional gathering in New Haven. We are providing publicity.

## Sponsoring other related meetings:

GBANE meeting may be too high powered for exhibiting, but Diana and Diego expressed willingness to go to their meeting.

## Social Media:

372 Facebook friends: Terry is doing most of the posts. Petra says she and Suzanne intend to add things prior to the conference.

## Letter in Support of IAPTI:

Catherine's Howard's draft of a letter of support from NETA was read. Some minor changes were suggested, and the board voted to send it, as amended, as an open letter with Diana's signature as president of NETA to the president of IAPTI. It will also be posted on our website.

## Use of NETA Logo:

Some have seen NETA's logo appear on agency websites. We may want to draft a letter to membership explaining that NETA is an organization of individual translators and interpreters. Joan will look up the passage in NETA's bylaws and report back.


Next Board meeting is 3/21.


Respectfully submitted: Joan Sax, Secretary

## BBC reports on interpreter apps

The Feb. 10 BBC article Lost in translation: do interpreter apps work? shows the functionality to be getting closer to the hype that surrounds these apps.

Google Translate for smart phones released an interpreter function in January of this year, a real-time voice-translation mode. The app also has a picture function that translates printed text almost instantly.

Skype's Interpreter function is still in Beta but getting closer to reality. The interpretation in the demo was somewhat crude but basically understandable.

Lexifone.com is another automated interpreter service. According to their website, "Lexifone has set up a fully automatic phone interpreter service, Namely, we have built both a voice to voice translation engine and a worldwide telephony platform to facilitate the calls".