

Volume XXIV, No. 92 Fall 2022

A quarterly publication of the New England Translators Association

Fall Greetings

Dear NETAns,

I hope this finds you all well, strong, sound and safe, and taking in the beautiful season!

Remember that translators and interpreters share that Nature dimension of biodiversity in our own ecosystem: the text and all its levels of analysis. Nature is precious, inspiring, healing and beautiful. Let's continue being part of it, not apart from it. (D. Attenborough)

Speaking of diversity, it is a particular pleasure to share a variety of content with you.

We cannot emphasize enough how your participation enriches our association in every way. We call again for your favorite story as a translator or interpreter and your book recommendations, too; also check the benefits of being a member of FIT, which widens your professional and personal possibilities enormously, so make the most of it. It's a world without barriers.

We include an interesting interview by our president, Diana Rhudick, with NETA member Judy Lyons, treasurer of FIT North America. Congratulations, Judy!

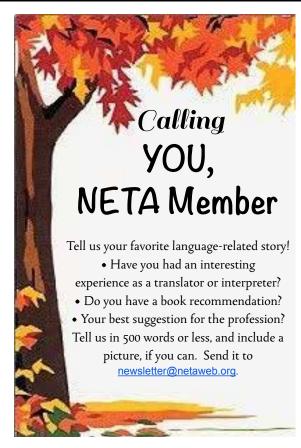
Also check out a review of the 2022 conference presentation by Elizabeth Martin. Thank you.

And a write-up of NETA's annual translation bash is here to enjoy, too. Thanks to all for your fun comradeship!

Now I want to comment that at this point in these tumultuous times, I find solace in the classics. The vast array of rich contextual material and experiences, both personal and professional, they provide in reading the text itself, in flashbacks, in multiple intertextualities, in the poetry, in referential analysis and influences, in its appeal to by and large audiences, and more, gives way to a superb exercise of endless possibilities, not only in linguistics, but in many fields of knowledge as well. It's a multiplayer experience.

Enter the ultimate language player: the translator. I think we agree that the art and task of our profession involves a multidimensional, playful approach, an intense quality navigation, towards finding the perfect word, its full connotational effect, the best discourse strategy, etc.

Then I thought of a great contemporary woman translator able to tackle all these dimensions, and Emily Wilson stood out. The first woman to translate "The Odyssey" into English, the classicist Emily Wilson has given Homer's epic a radically contemporary voice.



She can masterly achieve that rave approach mentioned above in her paramount piece, "The Odyssey."

Indeed, I read it, and I reimagine this classic gem with a new view and feelings and all the art of the deal for translators. I invite you to enjoy this immersive experience.

'Tell me, O muse, of that ingenious hero who traveled far and wide...'

emilyrcwilson.com/the-odyssey

May we translators and interpreters, ingenious word players par excellence, travel and seek the most totally resourceful term. *Bonum cursum*:)

Laura From the editor's desk

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Missing something?

The minutes of NETA board meetings are no longer included in the newsletter. There is no need to reproduce them here because the minutes are readily available on our website:

(1) Log on to <u>netaweb.org</u>. (2) Go to the three horizontal lines on the far right. (3) select *Members Only>Board Minutes*. There you will find links to board minutes dating back over a year up through the most current minutes from the October 2022 board meeting.

NETA News Volume XXIV, No. 92

Fall 2022

NETA News is a quarterly publication of the New England Translators Association. The opinions expressed herein are those of the authors and not necessarily those of NETA. We reserve the right to refuse submissions.

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Submissions

Submissions, comments and letters to the editor are welcome. Articles are subject to editing for grammar, punctuation, and space limitations. Upon request, a proof will be sent to you for review.

Deadlines for submissions:

Fall issue: Sept. 30, Winter issue: Jan. 15, Spring issue: March 15, Summer issue: June 15. Please send all correspondence, including requests for permission to reprint articles, to newsletter@netaweb.org.

Delivery

Notification of the publication of each issue of NETA News is emailed to all members. It is available at netaweb.org.

Change of Address

If you move or change email addresses, please update your profile on the website or send your updated info to the membership coordinator. membership@netaweb.org

Website Netaweb.org

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NETA online forum: neta@groups.io To join: neta+subscribe@groups.io

NETA alternative forum: alt-neta@groups.io

To join: alt-neta+subscribe@groups.io To subscribe to a forum, you must be a

current member.

Look for the NETA Group on LinkedIn at:

http://tinyurl.com/ovehyp

Membership information NETA accepts individual members only. A one-year membership is \$50. NETA offers a \$30 membership for students of translation and/or interpreting and individuals aged 65 or older. To apply or for other membership questions, contact: membership@netaweb.org. Subscription to this newsletter is included with your membership. New this September: NETA monthly meetings are free to members, \$25 to nonmembers.

The Benefits of FIT Membership

by Diana Rhudick

As a member of the International Federation of Translators (FIT), NETA is now a voting member of <u>FIT North America</u> (along with seven other groups). We can send representatives to attend the statutory congress and other meetings.

A few Netan(s) have already posted their candidacy for membership in FIT standing committees and task forces. Additional benefits of FIT membership:

 Opportunity to contribute to <u>Translatio</u>, the FIT newsletter



 Opportunity to contribute to <u>Babel</u>, the FIT academic journal

- Inclusion of NETA in the FIT online directory
- Reduced member rate for attending other members' events

Arguably, the most important benefit of FIT membership is supporting a global network of translators and interpreters and advancing the profession.

NETA joins a membership of language associations from around the world. Some are highlighted below. The complete list is here.

Asociación de Traductores e Intérpretes Oficiales (ANTIO), Costa Rica

Association sénégalaise des traducteurs (ASTRA), Senegal

Colegio Mexicano de Intérpretes de Conferencias (CMIC), Mexico

Danish Association of Certified Translators and Interpreters (DACTI), Denmark

Ukrainian Association of Translators and Interpreters (UATI), Ukraine

Iranian Association of Certified Translators and Interpreters (IACTI), Iran

Association of Certified Public Translators (ACPT), Lebanon

Associação Profissional de Tradutores Públicos e Intérpretes Comerciais Juramentados do Estado do Rio de Janeiro (ATP-RIO), Brazil

Colegio de Traductores de la Provincia de Santa Fe (CTPSF), Argentina

Association of Interpreters and Translators (AIT), United Kingdom

School of Translation and Foreign Languages (STFL) at The Hang Seng University of Hong Kong (HSUHK)

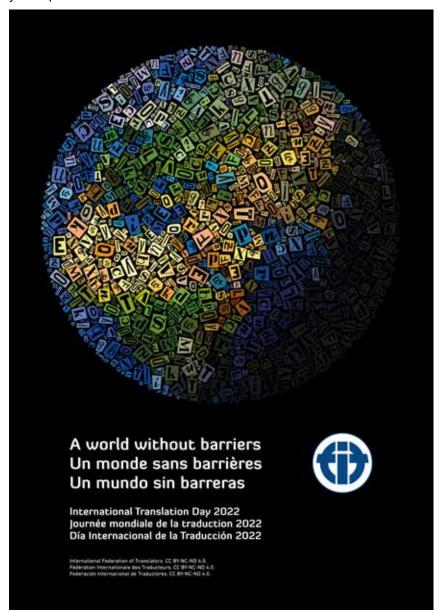
FIT's 2022 Poster Competition

The FIT Council proudly announces the winner of its annual poster competition commemorating International Translation Day (ITD) 2022. This year's winning design was created by José Luis Pulido, from Spain.

The poster embodies the theme for the XXII FIT World Congress and International Translation Day 2022:

A World without Barriers: The Role of Language Professionals in Building Culture, Understanding and lasting Peace.

International Translation Day is celebrated each year on September 30th, the feast of <u>St. Jerome</u>. Page 7 of the <u>September issue</u> of Translatio features an interview with José Luis Pulido, the winner of this year's poster contest.



NETA's 2022 Translation Bash

NETA's Monthly Meeting, September 17, 2022

Reviewed by Marian Comenetz

St. Jerome, the bible translator and patron saint of translators and interpreters, was born on September 30. Beginning in 1953, when the International Federation of Translators (FIT) was established, St. Jerome's Day—as September 30 was then called, was marked in ad hoc fashion. In 1991, the Public Relations Committee of FIT launched the idea of an International Translation Day to promote the translation field. In May 2017 the United Nations passed a draft resolution declaring September 30 International Translation Day.

For the past 17 years, NETA has been celebrating International Translation Day with a workshop that we call a "translation bash."

Participants originally hailing from countries as diverse as Argentina, Senegal, Switzerland, Haiti, Brazil, Lebanon, Mexico and Nepal joined together on Saturday, September 17 to indulge in translating source-language texts relating to a changing port city. NETA's 17th annual translation bash saw engaged activity taking place in six different Zoom rooms, each featuring a different language combination: English>Spanish, which is invariably the largest group; English>French and English>Portuguese, each of which was larger than in any past year; English>Hindi, definitely a first in our experience and certainly a welcome one; Spanish>English, tried and true, which by chance worked with the published translation of the English>Spanish group's source text; and French>English, which materialized fully unexpectedly at the last minute but held its own very well nonetheless.

As always, the source texts presented myriad challenges that were energetically debated with good concentration for the two core hours of this event. Then for the last portion of the bash, each group's scribe posted that group's agreed-upon final version via screen sharing, a volunteer from the group read a portion of that text aloud, and group members commented on words or passages that presented particular challenges. To the extent possible, participants compared and contrasted points that stood out in the different translations. The bash was scheduled to end at 4:30 but ran over until 5:00 pm,

with the majority of participants still present. Surely that is an indication of the degree of engagement in this annual activity.

This bash write-up would not be complete without mention of our five group leaders: Erika Schulz for English>Spanish,
Rokhaya Smith for English>French, Steve Sanford for English>Portuguese, Andy
Klatt for Spanish>English, and Liz Blood for French>English. Each of them guided their respective discussions masterfully and enthusiastically, with focus and direction.

Because the nascent English>Hindi participants were just two in number, they worked on their own and then shared some comments about the Hindi language during the last portion of the bash.

This being our third year in a row running the bash via Zoom, we are gradually getting the hang of it technologically. For various reasons, each year presents new challenges, so we learn as we go and try to fine tune things from one year to the next. It is NETA's vice president and tech guru extraordinaire, Lesley Andrews, who thinks things through. figures things out, shares logistical information prior to bash day, and then invariably rises to the occasion in real time. In addition, Lesley compiles the various translations that emerge and shares them with group members when she sends out the attendance certificates that she prepares so adeptly. Lesley's calm competence is invaluable for each monthly meeting.

One final matter bears mention: Toward the beginning of this year's bash, we again welcomed past board member and conference academic division head Diego Mansilla. He and his wife, Adel, met at the bash, and their son, Adrian, was born on bash day five years ago--truly our "NETA baby." Adrian's little sister, Daphne, entered the scene last fall. Clearly, Diego and family have a unique role in our bash tradition.

All in all, thanks to the yeoman efforts of our group leaders and Lesley, and judging from the engagement and enthusiasm of our 40 attendees, NETA's annual translation bash can again justifiably be deemed a fine success.



Instructions on How to Increase Your NETA Online Privacy

by Diana Rhudick

If your name and contact information are included in NETA's online directory, be aware that these may be harvested by anyone using the web. The instructions below explain how to hide specific fields in your profile, which will of course also become hidden to potential clients.



Click on your name to show the menu.

Click on "View profile."



Click on the gray box to left,

"Edit profile."



Click on "Privacy," in the middle.

This page lists each field of your profile, and gives you the option to make each field visible to anybody, members only, or nobody, (No access).

You can also click or unclick "Show profile to others" near the top.

The email field is about 9 down on the list. You can select "No access" for it.

To save changes and exit, click "Save" at the bottom.







2022 NETA Picnic

By Diana Rhudick

NETA member Heidi Cazes and her husband, Jose Sevilla, hosted the annual summer picnic on August 13 in their new home. The weather cooperated, so we sat out on their large deck, complete with fully retractable canvas awning.

The menu contained typical American fare like hotdogs and hamburgers and potato salad, while the guest list contained folks from near and far.

We shared stories of our visits to Cuba, talked about the best tortilla stand in Mexico City, and also got to meet the newest NETAn, Daphne, who is the nine-month-old daughter of Diego Mansilla and Adele Fauzetdinova.

Heartfelt thanks to Heidi and Jose for opening their home to us!

As seen on the internet

Here's how it might go if William Shakespeare came to get vaccinated.

> Nurse: Which arm?

> Shakespeare: _As You Like It_

> Nurse: Was that painful?

> Shakespeare: Much Ado About Nothing

> Nurse: You will need a second jab.

> Shakespeare: _Measure For Measure_

> Shakespeare: Will I have any adverse

effects?

> Nurse:. Wait until the _Twelfth Night_

> Nurse: I heard you had trouble convincing your wife Anne to get vaccinated.

> Shakespeare: _The Tempest_

> Nurse: Were you able to convince her?

> Shakespeare: _Love's Labour Lost_

> Nurse: So who convinced her finally?

> Shakespeare: _The Merry Wives of Windsor_

> Nurse: So it worked out then.

> Shakespeare: All's Well That Ends Well

> Nurse: What do you think of the general situation with regard to Covid?

> Shakespeare: _A Comedy Of Errors_



26th Annual NETA Conference

Held Virtually April 30, 2022



Below we are pleased to present one final review from 2022 conference. You will find more articles about the conference in the <u>summer issue</u> of NETA News on the NETA website. Preparations are already underway for the 2023 conference. If you would like to help, email netaconference@netaweb.org.

How Do You Translate That? Adapting Ads in the Francophone World

A Review of the 2022 Conference Presentation by Elizabeth Martin

Reviewed by Megan Miller

It's no secret that advertising looks a little different depending on where in the world you go. After all, it only makes sense to expect unique campaigns in countries with differing cultures, language, and policies.

But as advertising agencies shift their campaigns to new markets, they face a new set of challenges. They need experienced translators to really capture the essence of the original copy. Elizabeth Martin, a professor of French at California State University,

San Bernadino, illustrated this challenge in her presentation for the 26th annual NETA conference.

Martin's presentation, "Challenges in translating for the advertising industry: The case of Belgium, France, Luxembourg and Switzerland" takes an in-depth look at Francophone countries and differences in marketing strategies.

While companies must consider lots of factors when crafting an advertising approach, language

remains one of the most vital to get right, given that several French-speaking nations have cultures strongly rooted in multilingualism.

Luxembourg, Belgium, and Switzerland each have at least three official languages, French being the common denominator. But despite not a single one of these nations deeming English official, English pops up in their advertising all the time. Martin showed numerous examples from these countries that mix English terms with German phrases, combine French and English words, and craft slogans entirely in English.

Martin recognized that some of these ads might be specifically targeted to tourists and large expat communities, but she also argued that they illustrate a higher degree of English proficiency in officially-multilingual countries.

Contrast these findings with what Martin discovered in France, which has much more stringent policies on language usage in advertising. While it's perfectly legal to include English phrases and terms, they must always be translated elsewhere in the ad. Quebec has even steeper cultural confines, almost exclusively using French, as Martin noted in the Q and A.

Although France tends to have fewer English loanwords featured in advertising, they are certainly not non-existent. Martin showed several examples of "assimilated borrowing"—English words that don't have to be translated to French because they are already accepted parts of the French language.

Compared to other European Francophone nations, France doesn't seem to have as widespread an understanding of English. This results in a more limited capacity in which English can be used throughout the country. Whereas English puns and humor work in places like Switzerland, they

probably wouldn't be as effective in a French city.

Martin concludes that copywriters and translators in the Francophone world should take special care to account for these linguistic and cultural differences. Humor and cultural references are not the same across the nations, despite their having the French language in common. It's crucial for advertising agencies to recognize different varieties of French and cultural norms when localizing content for another Francophone market.

While getting consumers to buy, buy, buy is a common thread connecting advertising campaigns, one-size marketing strategies rarely fit all. It's a translator's job to take on the challenge and find a perfect-fit approach to advertising for their clients.

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An Interview with NETA's Judy Lyons

By Diana Rhudick

NETA president, Diana Rhudick, interviewed NETA member Judy Lyons about her recent appointment as treasurer of FIT North America.

Diana: Judy, can you tell us a bit about your background: Where did you study? What has been your experience in finance?

Judy: I studied French at Georgetown University in Washington, DC, graduating with a bachelor of science in languages. My first real job was in a bank in Philadelphia, where I completed a training program in commercial credit analysis and learned about accounting and finance for a variety of industries.

I missed studying French while a banker, so I earned a master's degree in French literature at New York University along the way. My banking career took me back to DC, where I studied translation at night at Georgetown University.

Then my bank transferred me to Paris to

manage their branch at the US Embassy. That's where I first combined my language and finance skills.

Fast forward through another job using French and finance that landed me in Boston, where I began working independently as a French into English financial translator twenty years ago.

Diana: What kind of translation work do you do?

Judy: Banking translations are where I'm most comfortable, given my work experience. My clients include banks and investment companies in the US and

Europe. The documents I translate vary, often including financial statements, strategy memos, correspondence, compliance documents, and some fun stuff, too.

I love texts about artistic or athletic events sponsored by my bank clients. Since finance often involves contracts and other legal matters, over the years I've developed my legal translation skills as well. One of my clients specializes in legal translation for lawyers. Together, we've just been awarded a contract to translate for the Swiss Federal Department of Finance.

Diana: You are a long-time member of the New England Translators Association. How have you been involved with it?

Judy: I joined NETA in the early 2000s, when I first started as a freelance translator. It was invaluable and fun to meet other language professionals, learn how to run my business, take training courses, and network with people working with so many language combinations and specializations.

Early on, I served on NETA's board of directors for four years and then again as NETA's treasurer for three years. During that time, I helped plan NETA's annual conference and other programs.

My translation business quickly got very busy, so I haven't been as involved as I was in my early years. I still love the annual NETA conference, which has grown tremendously since I helped plan it!

Diana: NETA is a newer member of FIT. How have your interactions with FIT been so far?

Judy: While I'm a longtime NETA member, I'm brand new to FIT. So far, I've enjoyed my interactions with my FIT colleagues:

Alan Melby, who is the new chair of FIT North America, and Tania Therien, the new secretary of FIT North America. Alan's based in Provo, Utah, and Tania is in Calgary. We've had a few friendly, efficient, and informational Zoom meetings, and I look forward to meeting them in person at future conferences.

I'm learning about how FIT North America is a regional center, along with FIT Europe and FIT Latin America, of FIT Mundus. I'm eager to meet more colleagues in each of these organizations and in different parts of the world.

Diana: What kinds of things is the FIT North America treasurer responsible for?

Judy: The FIT-NA treasurer is responsible for all the financial business for the North American regional center. I'm learning the ropes, which begins with learning how FIT Europe and FIT Latam handle their finances. I'll handle the

bank account, financial transactions, and financial reporting for FIT North America, which will include working with our colleagues in Mexico and Canada. Like my old days at the bank branch at the US embassy in Paris, I'll be working with multiple currencies.

Diana: What else should we know about you?

Judy: I'm excited to do my part of FIT's mission to support interpreters, translators, and terminologists as members and the profession at an international level, building community, visibility and a sustainable future for the profession.

Judy: I joined NETA in the early 2000s, when I first started as a freelance translator. It was invaluable and fun to meet other language professionals, learn how to run my business, take training courses, and network with people.

Indigenous Proverbs from Around the World

Compiled by Laura Rojo MacLeod

When Chief Joseph began his 1879 address in Washington, D.C., with these words, he was setting the stage for an entreaty to the U.S. government to allow his people, the Nez Percé American Indian tribe, to return to their land in the Pacific Northwest. His quote here was an effort to show that two differing groups — white people and Indigenous Americans — could understand each other and see one another's points of view. They are words worth living by on a personal and professional level as well.

The richness and diversity of the world's Indigenous cultures are truly amazing. There are at least 370 million Indigenous peoples (about 5% of the world's population) across more than 90 countries, representing — and preserving — more than 4,000 languages and countless cultural treasures.

For many Indigenous groups around the world, the preservation of their original language is a vital part of their traditions and identity. Proverbs play an important role in this, serving as a way to pass down wisdom and a sense of self from one generation to the next. Here is a selection of Indigenous proverbs from all across the globe!

Arapaho proverb Where there is true hospitality, not many words are needed. The Arapaho people are native to the Great Lakes region of the United States, where they lived along the Mississippi River. Around 1680, they were forced out of their ancestral lands and migrated to the Great Plains.

Apache proverb It is better to have less thunder in the mouth and more lightning in the hand. The Apache are a group of culturally related tribes native to the Southwestern United States. They played a large role in the history of the Southwest, under leaders such as Cochise, Mangas Coloradas, and Geronimo.

Hopi proverb *Don't be afraid to cry. It will free your mind of sorrowful thoughts*. The Hopi Tribe resides primarily on a large reservation in northeastern Arizona. It is a sovereign nation with its own constitution and government.

Cheyenne proverb *Do not judge your neighbor until you walk two moons in his moccasins.* Before the arrival of the Europeans, the Cheyenne lived in what is now Minnesota. They were forced out into North and South Dakota, where they became skillful mounted warriors. Today there are around 23,000 Cheyenne, living mainly in Montana and Oklahoma.

Inuit proverb The caribou feeds the wolf, but it is the wolf who keeps the caribou strong. The Inuit are a group of Indigenous peoples who live in the Arctic and sub-Arctic regions of Greenland, Canada, and the United States (Alaska). They have a strong tradition of fishing and hunting in extremely cold conditions.

Aboriginal Australian proverb We are all visitors to this time, this place. We are just passing through. Our purpose here is to observe, to learn, to grow, to love... and then we return home. The term "Aboriginal Australian" encompasses the various Indigenous peoples of the Australian mainland and surrounding islands. With a total population of about 760,000, they account for around 3.3% of Australia's population.



Quechua proverb Do not steal, do not lie, do not be lazy. The Quechua language was spoken by the Incas, with various dialects still spoken in South America today. The proverb above — Ama sua, ama Ilulla, ama quella — may even have its roots in the Inca Empire. More than 10 million Indigenous Quechua people live in South America, with about half of them in Peru.

Maasai proverb Nobody can say he is settled anywhere forever: It is only the mountains which do not move from their places. The pastoral Maasai of Kenya and Tanzania are a nomadic people with a total population of about 2 million. They move in groups for much of the year, subsisting almost entirely on the meat, blood, and milk of their cattle herds.

Hmong proverb Many hands make work light; many ideas open the way. The Hmong are an Indigenous people living mainly in Southwest China, Vietnam, Laos, and Thailand. The culture and religious beliefs of the Hmong are extremely rich, and they are known for their beautiful embroidery and love songs.

Lacandón proverb The roots of all things are holding hands. When they cut down a tree in the jungle, a star falls from the sky. The Lacandón are a Maya Indigenous group who live in the jungles of the Mexican state of Chiapas. Their cosmology states that the end of people will come about when the environmental balance is broken.

Māori proverb *My language is my awakening, my language is the window to my soul.* The Māori are the Indigenous Polynesian peoples of mainland New Zealand — or Aotearoa, as they call it. Whakataukī, or proverbs, are common in formal speeches and everyday Māori conversation.

The Six Ps of LinkedIn Success

NETA's Monthly Meeting, October, 2022

Reviewed by Diana Rhudick

The speaker, Chris Morton, warned us he would be taking a fire hose approach in his presentation. By the end, we were all thoroughly soaked with knowledge. The six Ps in question were Perseverence, Patience, Participation, People, Profile, Planning—all needed in order to create the best LinkedIn profile for promoting your services.

We began with some of the many reasons why LinkedIn is important to your business (260 million users globally, for example), and just how much time you need to devote to it. Chris said he keeps it open all day and checks in occasionally, since this is his main means of marketing for his consulting business. He demonstrated how he connects other social media outlets to his LinkedIn page, thereby getting extra mileage and saving time on creating content. He stressed that participation here is a long game, which is where the patience and perseverance come in.

Chris mainly covered how to develop your profile page, which he recommended that we update at least every three months, with "judicious use of keywords." He also discussed how to search for clients, how to build a feed, and how to make your page stand out with cool tricks like videos and audio.

In addition, he talked about how to create a company page, how to build

your network, and the benefits of the Groups section. Fire hose, remember?

For those of us who need a little support in building our profiles, Chris gave us recommendations for LinkedIn profile builders and experts and books to consult on the topic. He even sent a special extra list of women experts for attendees only.

To assess how well your efforts have paid off, you can try some of the recommended websites that will give feedback on your profile page, your keywords, or your head shot. Members can watch the full recording of the talk at netaweb.org under "Members Only."

Preview of NETA's Nov. Meeting: Trial Preparation for Court Interpreters

To be held November 19 via Zoom

The third meeting of the New England Translators Association programming season will be of particular interest to judicial interpreters. During this meeting participants will:

- Discover best practices for researching, learning and storing terminology for trial prep
- Learn how to prepare the clients (attorneys, judges, clerks) for interpretation needs
- Mentally prepare for the rigors of trial interpretation

The presenter, Javier Castillo, is president of Castillo Language Services, Inc. in Greenville, NC. He is an interpreter, translator, consultant and internationally recognized speaker. He is a Federally Certified Court Interpreter, a NC AOC-certified court interpreter, a Certified Medical Interpreter (CCHI) and a contract interpreter for the U.S. Department of State. He routinely interprets for international delegations and high-level speakers across the United States and abroad.

Date: Saturday, November 19 Time: 2:00-4:00

Format: remote, via Zoom

NETA members attend free (must log in to website). There is a fee of \$25 for nonmembers.

Registration procedure: Sign up for this event by clicking the event link at the bottom of NETA's home page, www.netaweb.org, and following the instructions. Please note that registration will close at 6 pm the day before the meeting. You will receive a Zoom link no later than 8 pm the night before the meeting.

After the meeting, all participants who have attended at least 75% of the session will receive a certificate of attendance for the continuing education credits or to submit to your employer.

