

# Parlons-en!

ATINE – C.P. 372, HALIFAX (N.-É.), B3J 2P8  
info@atins.org www.atins.org



# Let's talk about it!

ATINS – P.O. Box 372, HALIFAX, N.S. B3J 2P8  
info@atins.org www.atins.org

Association des traducteurs et interprètes de la Nouvelle-Écosse

Association of Translators and Interpreters of Nova Scotia

## President's Message

There simply is no other time which brings us as close to our paradoxical human nature as this particular season. Whether December had significance for us in terms of religious celebrations or pagan rituals (let the gods of light be appeased by our offerings of candles because we need these daylight hours to fight the gloom of winter!), it was also the month with the most social activity and, not surprisingly, the highest stress level.

Doubtless to say, ATINS was not untouched by all these elements. Its December board meeting was postponed because half of the councillors had other obligations and most of these were work related. And, as we all know, sometimes it is hard to balance duty according to bare necessity and obligation.

### Your Board Members

Your councillors, dear members, are hard at work. Let me take this opportunity and start introducing you to some of them and their tasks.

There is **Robert Cormier** who is coordinator for the Certification Exam. His role, or should I say roles, involve liaison with CTIC, which provides the exam texts, contacting all candidates, as well as answering to treasurer and secretary in terms of who paid fees and who has not, who is member and who needs to become member yet, organizing place for exam, looking at plan B if there should be weather conditions preventing the exam, etc. And, on top of it, Robert has a full time job as translator for Maritime Life.

Also working at Maritime Life, **Katie Dupont**, together with her generous and capable partner **Troy Cole**, looks after our professional image. The two prepared our new directory with its sophisticated look, our new website, and Katie is our newsletter editor as well. As part of that role, she is also the contact for people who want to advertise in any of our publications. But this is not where that woman stops: she constantly thinks improvement, professional development, social events for ATINS, etc. - a true partner on the team!

Very importantly, dealing with our association's financial aspects is **Tatiana Neklioudova**. There is not enough space here to tell you the trials and tribulations of our treasurer. Let it suffice to say, Tatiana is extremely busy trying to keep our funds attended to.

Our secretary, **Annie St-Jacques** deserves a great hand for her initiative and enthusiasm in the different ATINS projects. Unfortunately for ATINS however, Annie has recently taken on a new and demanding job. Translators often end up being considered the ultimate authority (with all the pressure implied in that title). Her daily professional duties at work are extending Annie's time needs to 50-hour weeks! As a result, we have to reluctantly ease our hold on Annie as secretary. We will sincerely miss her, but we wish her all the success she deserves in her new endeavors. Vice president **Jennifer Strachan** will be acting as interim secretary until the position is filled.

Another important ATINS position is that of Admission Exam coordinator. This year, **Françoise Tetrault** has looked after the exam. Unfortunately for ATINS but truly exciting for her, Françoise is leaving for a lengthy stay abroad. She has been most capable in coordinating the event and dealing with all issues, whether familiar or unexpected.

Many thanks for their valuable input go to all of those named above as well as to councillors **Karima Bushra** and **Wietske Gradstein**, vice president **Jennifer Strachan**, and past president **Sylvain Filion**.

### Is ATINS Worth Getting Involved?

Well, let's just say, I returned from the bi-annual

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**CONTINUED FROM PG. 1** **CTIC** (Canadian Translators and Interpreters Council) meeting in Montreal with great enthusiasm. As a new president, it was great to meet colleagues whose associations are going through similar growing pains or have those behind them and are now engaged in providing their members with tremendous professional benefits. Many items have been discussed and I will compile them into a report which will be distributed to all of you.

The most exciting Canadian translator event of the near future is the **FIT** (Federation of Interpreters and Translators) Congress in Vancouver in the year 2002. All associations are asked to get involved in this prestigious event. More on that to come soon.

On a more local basis, ATINS' participation in the *Business-to-Business Expo*, sponsored by the Metropolitan Halifax Chamber of Commerce, was certainly a success. Our booth was well visited,

directories and business cards were in demand, and the general feeling was that we had come a big step ahead in introducing ourselves. So, the next time a client contacts you for a translation, maybe the contact was initiated at that trade show.

We are presently preparing a day of sessions on the accounting aspects of being a self-employed translator and technological tools for translators. We are planning a number of professional development events (of course always mixed with a social component to ease the pain of learning). Stay tuned to your e-mail and ATINS Website for details.

You know, it is good to be involved! Translating and interpreting are professions which are performed with deep commitment and which are well respected. For most of us, learning never stops. And we realize that we need to work within a credible framework. ATINS provides both: learning and support for our profession.

### Our New Members

I want to take the opportunity to congratulate all the candidates who successfully passed the Admission Exam last Fall. Most of them have already joined the ATINS, and it is with great pleasure that I welcome them as our newest members. Being part of the ATINS definitely widens our horizons. And we hope to see these new faces to our upcoming activities.

My wish for the year 2001 is to have more members involved on an active level and to create a fertile platform for all issues concerning our profession!! Please do not hesitate to contact any one of us, we're really a pretty amiable crew!!

On that note, I wish you all the serenity, prosperity and happiness you deserve!

**Sibylle Bechtold**

PRESIDENT

## BUSINESS-TO-BUSINESS EXPO: A Real Success!



With its 155 exhibitors and 1,500 visitors, the *Metropolitan Halifax Chamber of Commerce Business-to-Business Expo* was dubbed the largest business expo ever held in Halifax. The event offered an excellent opportunity for businesses of all size to generate new

leads, interact and gain valuable exposure within the business community. ATINS was well represented at the Expo by a group of dynamic members who donated some their time to promote the Association and its members.



SIBYLLE BECHTOLD, PRESIDENT; SYLVAIN FILLION, PAST PRESIDENT, MARIANE LECLERC AND CLAUDIA KINGSTON STAFFED THE BOOTH AT THE BUSINESS-TO-BUSINESS EXPO



TATIANA NEKLIUDOVA, TREASURER, AND JENNIFER STRACHAN, VICE PRESIDENT, PREPARING THE ATINS BOOTH. KARIMA BUSHRA NOT PICTURED HERE

# Upcoming Conferences

## *L'interprétation en milieu social ou la complexité d'une profession*

### 3<sup>e</sup> congrès international *Un maillon essentiel*

DU 22 AU 26 MAI 2001, MONTRÉAL (CANADA)

Ce congrès porte sur la complexité de la profession d'interprète en milieu social. Les congressistes seront invités à se pencher entre autres sur le rôle des interprètes, la formation, l'évaluation des compétences, les conditions d'exercice et l'organisation de la profession. De plus, des administrateurs et des interprètes décriront les contraintes auxquelles ils font face et définiront leurs attentes.

#### **Pour de plus amples renseignements :**

Le Groupe Columbia Communications inc.  
1350, rue Sherbrooke Ouest, bureau 1500  
Montréal (Québec)  
H3G 1J1

**Tél. :** 1 (514) 987-1707

**Télé. :** 1 (514) 987-7392

**Courriel :** [registration@columbia.ca](mailto:registration@columbia.ca)

**Site Web :** [www.rrsss06.gouv.qc.ca/colloque/index2.html](http://www.rrsss06.gouv.qc.ca/colloque/index2.html)

## *Traduction et censure*

### 14<sup>e</sup> Congrès annuel de l'Association canadienne de traductologie

DU 26 AU 28 MAI 2001, QUÉBEC (CANADA)

À cause de multiples contraintes externes (culturelles, politiques, religieuses, économiques, esthétiques, psychologiques), tout texte risque d'être assujéti à de la manipulation textuelle ou à de la réécriture. Cette manipulation peut découler de l'autocensure, de la censure préventive ou de la censure répressive. Le Colloque, qui se tiendra à l'Université Laval, veut rendre possible la discussion sur la pluralité de cette unique manifestation de manipulation textuelle, relevant de la négociation, et il invite des perspectives pluridisciplinaires.

#### **Pour de plus amples renseignements :**

Denise Merkle  
Département de traduction et des langues  
Casier 30  
Université de Moncton,  
Moncton (Nouveau-Brunswick)  
E1C 3E9

**Tél. :** (506) 858-4214

**Télé. :** (406) 858-4166

**Courriel :** [merkled@umoncton.ca](mailto:merkled@umoncton.ca)

**Site Web :** <http://www.uottawa.ca/associations/act-cats/congress.htm#fra>

## OVERSEAS CONFERENCES



### *Translation and Interpreting in a global market*

#### Third Conference on Training and Career Development in Translation and Interpreting

MARCH 7-10, 2001, MADRID (SPAIN)

At the last Conference on Training and Career Development in Translation and Interpreting, we addressed the many questions that were raised by the coming of the new millennium. In this third edition, we rise to the challenges that translation in a global market poses in both professional and educational contexts. With this debate, we hope to advance new perspectives in accordance with the changing times.

#### **For further information:**

**Website:** [www.uem.es/facultad/3tijoningle.html](http://www.uem.es/facultad/3tijoningle.html)

### *Trends in Special Language and Language Technology*

MARCH 29-30, 2001, BRUSSELS (BELGIUM)

This event features keynote addresses and presentations by international and local experts taking an in-depth look at one of the world's fastest-growing business sectors: the "language industry." Experts will share their insights into how issues of domain specific language, multilingualism, translation, and language technology affect the world of business and of professional life.

#### **For further information:**

**Website:** [www.ttk.ehb.be](http://www.ttk.ehb.be)

### *De Babel a Internet*

#### III Congreso Latinoamericano de Traducción e Interpretación

23, 24 y 25 de Abril de 2001, Buenos Aires (Argentina)

El deseo de realizar este Congreso es, sin lugar a dudas, ofrecer a los profesionales de la traducción un nuevo espacio de intercambio de opiniones y la posibilidad de enriquecimiento con el aporte de destacados invitados argentinos y extranjeros que nos honrarán con su presencia. Bajo las consignas de analizar los aspectos propios y extralingüísticos de la labor profesional y consolidar la idea de que la traducción es generadora de espacios interculturales, intentaremos contribuir a la integración lingüística, comunicativa y cultural de la Argentina con el mundo.

#### **Detalles:**

**En Internet:** [www.traductores.org.ar](http://www.traductores.org.ar)

# Sleep-Killing Suggestions

ADAPTED FROM ATLANTIC PROGRESS, OCTOBER 2000

If you have trouble staying awake during meetings, maybe you should follow these sleep-killing suggestions from *The complete Handbook of Business Meetings* by author Eli Mina, a professional meeting chairman.

**1 No passive observers:** Make each attendee a participant by giving them a lead role on at least one agenda item.

**2 Get them talking:** Call on silent members to comment. That will make daydreamers awkward.

**3 No dull lectures:** When presenting, include interesting examples and case studies that will keep them awake and thinking.

**4 Open the door:** For long meetings, schedule short breaks for attendees to leave the room. There should be no more than an hour and a half of continuous sitting and talking.

**5 Get them moving:** Diversify discussion activities by breaking the group into smaller groups that have to meet outside the meeting room and return with suggestions.

**6 No rambling:** Encourage participants to be brief and concise when making statements. That will keep the conversation fresh and important.

**7 No decadent snacks:** Don't serve sleep-inducing meals like pasta and cheese cake before a meeting. Light snacks like salads or fruits will keep them awake.



## 2000 Admission Exam

By Françoise Tétrault, C. T. - ADMISSION EXAM COORDINATOR

The 2000 Admission Exam was held Saturday, September 23rd, from 9:30 a.m. to 12:30 p.m. at the Business Centre of the Maritime Life Building. Seventeen of the nineteen candidates who had registered for the exam showed up; fourteen passed and three

failed. In addition to the Official Languages combinations, candidates wrote in the following linguistic combinations: Japanese-English, Portuguese-English, Spanish-English, English-Russian, English-German, and French-German. Here's hoping

that all the candidates who passed will become members of ATINS, as it would be nice to have new blood come into our Association to ensure that the good work carries on... Congratulations to all successful candidates!

### Welcome to ATINS Newest Members!

The following candidates successfully passed the Admission Exam and have now joined the ATINS:

**Alexandra Fischer**

(SPANISH TO ENGLISH)

**Christiane Haag**

(ENGLISH TO GERMAN)

**Claude Lalonde**

(FRENCH TO ENGLISH)

**Diane Fournier**

(ENGLISH TO FRENCH)

**Isabel M. Redondo**

(PORTUGUESE TO ENGLISH)

**John Rafuse**

(FRENCH TO ENGLISH)

**Marie-Claude Rioux**

(ENGLISH TO FRENCH)

**Mary-Beth Clark**

(JAPANESE TO ENGLISH)

**Patrick Roussel**

(ENGLISH TO FRENCH)

**Suzanne Hayman**

(FRENCH TO ENGLISH)

**Yuliya Vodyanytska**

(ENGLISH TO RUSSIAN)

**Dieter Plümacher**

(FRENCH TO GERMAN) - DIETER IS ALREADY

CERTIFIED FROM ENGLISH TO GERMAN AND

ASSOCIATE FROM GERMAN TO ENGLISH

### ERRATA



Please note that the paper version of the *2000-2001 ATINS Directory* should mention that **Georges Merinfeld** is an associate member in the language combination **Portuguese to English**. Also, unfortunately, the font used for e-mail addresses throughout the directory may cause some confusion with Mr. Merinfeld's e-mail address, as the figure "zero" could be mistaken for the letter "o". Mr. Merinfeld's e-mail address is **ax088chebucto.ns.ca**.

# How to Retain Your Clients

Small improvements in retention can produce sizable benefits, which is why effective business people always focus on retaining the customers they have. Not only does retention reduce costs, it boosts your productivity by allowing you to spend more time servicing your customers and expanding your practice.

How do you know if you're doing a good job retaining customers? Look at your retention rate. Has it changed over time? If you have a mediocre or poor retention rate, you need to immediately start working on ways to keep your customers coming back to you.

## Please your customers

To retain customers, you must focus on customer satisfaction. Rather than just do the work and then moving on to the next customer, savvy business people are turning themselves into "account managers." They work at creating and maintaining an ongoing relationship with their customers. Never before have customer expectations been higher, and the businessman or businesswoman who ignores these expectations and needs, will be replaced by others who understand them. To keep a customer, you need to get close to the customer and understand his or her wants and needs.

## Manage expectations

But you need to manage expectations. Customers with unrealistic expectations of what they want and what you can deliver will never be happy. They'll waste your time and then take their business elsewhere. Your job includes teaching your customers what they can realistically expect from your service.

## Know your customer

This is part of a retention strategy that emphasizes the need to know your customer. Sounds simple, but it isn't. The better you know your customer, the better you can advise them and

help them. Those who provide good advice and help are retained, while those who just do the work may be dropped.

## Stay in touch

Maintain communications. Reach out to the customer. Call them, send an e-mail or letter, take them out to lunch. Do simple things like mailing a thank you note or birthday card. If you come across an article or Website you think of interest to the customer, send it along. Out of sight, out of mind, as they say. You need to regularly remind the customer that you're around and can provide valuable services and advice.

## Keep consistent

Perhaps most important, don't take your customer for granted. If you provide good customer service at the beginning of your relationship, for example, don't let it slip – you will eventually lose the customer. Don't ignore the customer. If you want to retain your customers, you have to treat them as you would like to be treated.

ADAPTED FROM AN ARTICLE BY  
ALAN S. HOROWITZ ON  
[www.sales.monster.com](http://www.sales.monster.com)

## QUICK TIPS For Microsoft Excel



### Find the proper currency sign

You're translating figures from one language to the other, but you can't find the proper currency format. You've looked in the **Format - Cells** or the **Tools - Options** choices but can't find any way to change this default.

The reason you can't locate where in Excel to change this setting is because the solution is NOT in Excel.

First, close any open programs, including Excel. Then click the **Start** button, and choose **Settings - Control Panel**. Double-click on **Regional Settings**, then select the **Regional Settings** tab.

Select in the list the language of your choice and click **OK**. Windows will tell you to restart your computer before the new settings will take effect. If you click **Yes**, your computer will restart. Then, when you open Excel, your problem of currency should be solved.

## REMINDER



### For those members who registered for the 2001 National Translation Certification Exam

The exam will consist of two parts: a translation exam (one compulsory general text of approximately 175 words, and a choice between two specialized texts of about 175 words each) and an ethics test. Members in good standing who are already certified are not required to take the ethics test. Please note that portable computers are not allowed at the exam.

#### Date:

Saturday, February 10th, 2001

#### Time:

From 9:00 a.m. even to 12:00

#### Location:

Maritime Life Business Centre,  
2745, Dutch Village Road, Halifax

#### Rooms:

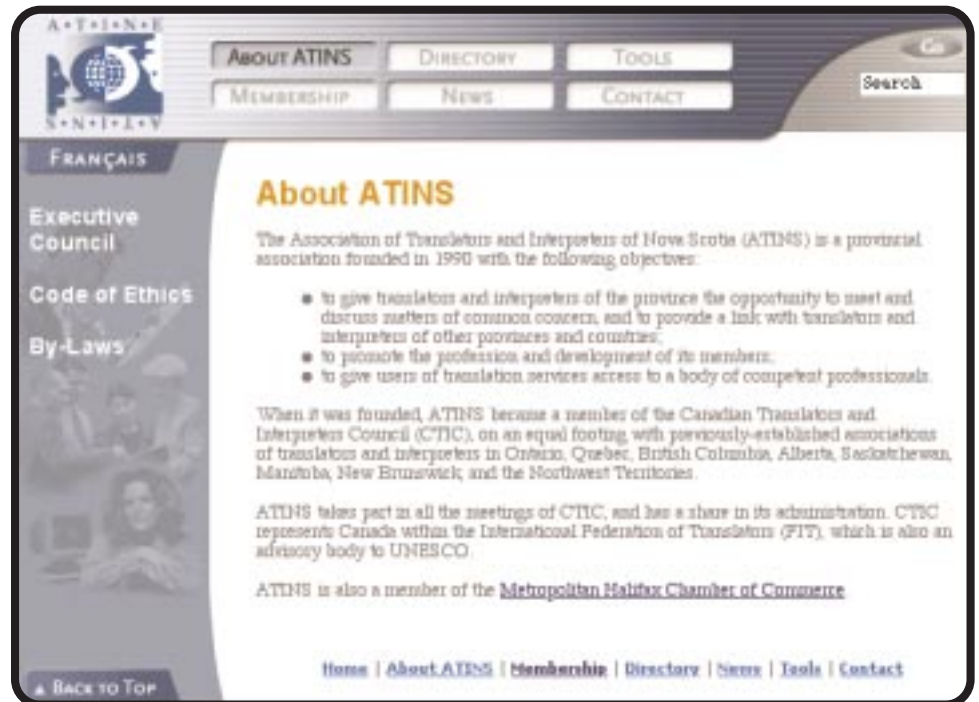
Great Lakes, Atlantic and St-Laurent

# www.atins.org

BY KATIE DUPONT, C.T.

Since its launch in October 2000, the new ATINS Website has been quite popular. We actually recorded more than **6,000 hits** since the launch. Of these hits, **over 800 were unique hits**, meaning that so far, 800 different people visited our Website and came back to visit... again and again! Having a Website gives the ATINS worldwide exposure. As a matter of fact, during the week of January 21st, 2000 (from the 21st to the 27th inclusively), we had visitors from Canada (which represented 65% of our hits), France, Spain, United States, Belgium, Italy, Argentina and Switzerland. Around the world in seven days... Not bad!

When we originally took on the task of redeveloping the Website last Fall, our primary objective was to create a powerful communications tool for our members. Following are a few notable features of the site. [...CONTINUED ON PG. 7](#)



THE SECTIONS WITHIN THE NEW ATINS WEBSITE HAVE BEEN ORGANIZED TO MAKE FINDING THE INFORMATION YOU NEED QUICK AND EASY.

## Get Involved!

The ATINS is looking for dynamic members to sit on its Certification Exam Committee. The position includes corresponding with the candidates as well as the CTIC, answering any questions related to the exam, ensuring that all candidates are properly registered and informed of the details of the exam, supervising the exam, etc. If you are interested in the position or would like more information, contact us at: [certificationexam@atins.org](mailto:certificationexam@atins.org).

### QUICK TIPS – For Microsoft PowerPoint



#### Ungroup objects to edit one or more objects

When you group objects, you combine them so you can work with them as if they were a single object. You can flip, rotate, and resize or scale all objects in a group as a single unit. You can also change the attributes of all objects in a group at one time. For example, you might change the fill colour or add a shadow to all objects in the group. You can also create groups within groups to help you build complex drawings.

You can ungroup a group of objects at any time, and you can easily regroup them by selecting any one of the objects that was previously grouped.

To ungroup objects, select the group you want to ungroup. On the Drawing toolbar, click **Draw**, and then click **Ungroup**.

To regroup objects, select any one of the objects that was previously grouped. On the Drawing toolbar, click **Draw**, and then click **Regroup**.

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## Electronic Directory

Considered by far the most important part of our Website by many of our members, our Electronic Directory lists the members by their status (Certified or Associate), their title (Translator, Interpreter or Literary Translator) and their language combinations, allowing visitors to easily find the information they are looking for.



## Newsletter

The ATINS Newsletter can be read directly online! It doesn't need to be downloaded, but the option is still available to download and print it if you like.

## OTHER FEATURES TO COME

### E-mail Forms

We are working on implementing electronic forms (ex. comments and suggestions form, membership, online surveys, etc.) to be filled online by members or potential clients. This will definitely ease the process for the members and the people in charge of processing the information.



## Search Engine

The Search Engine offers additional help in finding the name of a specific person, a language combination or any other information in the site. The search engine even has the ability to search the content in PDF files.

## E-mail Addresses

As part of our Website improvements, new position-specific e-mail addresses have been setup for Board members and the people in charge of the different committees:

- **president@atins.org**  
for Sibylle Bechtold
- **vicepresident@atins.org**  
for Jennifer Strachan
- **treasurer@atins.org**  
for Tatiana Neklioudova
- **secretary@atins.org**  
for Jennifer Strachan (interim secretary)
- **admissionexam@atins.org**  
for Françoise Tétrault
- **certificationexam@atins.org**  
for Robert Cormier
- **info@atins.org** and  
**webmaster@atins.org**  
for Katie Dupont

These e-mail addresses will help avoid any disturbance in the service offered to ATINS members, other associations and the public at large when a board/committee member's mandate is over, since the above addresses will remain and be used by the new person filling the position.

## Advertisement

We are looking into implementing banner ads on the Website. This will be an excellent venue for translators and translation companies to get their word out. This will also be a small revenue generator for the Association. Proceeds from the advertising maybe used for things such as training

sessions and improvement to the services offered to our members.

If you have ideas, suggestions or concerns about our Website, or any other ATINS related subjects for that matter, do not hesitate to send them along to **info@atins.org**. The promotion of our Association and the improvement of its communication tools are not exclusively reserved for the Association's Council. Its only by working together that we will achieve the professional image we are looking for, which will benefit all of us in the long-run.

## LE MOT JUSTE

Voici quelques expressions tirées de dissertations d'étudiants :

«Cultivé dans le sens d'en savoir plus...»

«Voler scrupuleusement les gens...»

«Il faut avoir la foie.»

«Autremendit...»

«L'inguoistiquement parlant...»

«Je réponds affirmativement non.»

«Et vous quand pensez-vous?»

## ROADKILL



## EDITOR'S NOTE

**Thank you to all our contributors** as well as Graphic Designer **Troy Cole** who generously designed and produced this issue of *ATINS Let's talk about it!*.

If you would like to submit articles, announcements, tips, pictures, or anything else you deem worth sharing with your fellow Translators and Interpreters please send them along. The submission deadline for the next issue is **March 1st, 2001**.

**Katie Dupont C. T.**  
Tel.: 902-443-0630, [info@atins.org](mailto:info@atins.org)