

CHICATA NEWS

A Publication of the Chicago Area Translators and Interpreters Association

Summer, June 2004

Professional ethics and crafty business strategies 👍 translates into business success.

CHICATA's sixteenth annual conference was held on Saturday, May 1, 2004, at Bella Bacino's in the heart of downtown Chicago. The morning sessions consisted of two speakers, and the afternoon session of two panels. Topics covered the NBPA, agencies, internet marketing, and ethics. The information inspired entrepreneurship.

👉 Morning speakers

by Carlos Cantú-Lee

The first lecture was on business development and was called "Translating Business Potential into Business Success". The presenters were Louis Vescio, chairperson for the National Business and Professional Association (NBPA) and Mike Kluge, Regional Sales Director for the NBPA.

Mr. Vescio's main message is to market ourselves more like independent firms and not as standalone contractors. Among his insights, he highlighted:

- ❖ Incorporate as an S-Corporation or obtain an EIN to become standalone companies and give a sense of fitting seriousness.

- ❖ Create a business image of ourselves by developing serious marketing materials that mean business.

- ❖ Conduct our business as a bigger firm would, by establishing agreements with clients/contractors, including confidentiality and outlining deliverables.

- ❖ Most important, network to develop business and share ideas with people because you never know where the opportunities lie.

Mr. Kluge concentrated on promoting the NBPA. The NBPA is a trade association of small and medium sized businesses throughout the Midwest and based out of the Detroit area with about 25,000 members. The objective of the association is to provide support services for the membership with the idea that there is strength in numbers.

Among the diverse service offering of the NBPA, Mr. Kluge highlighted the volume discounts, networking opportunities, continuous education programs and legal resources (such as debt collection). The NBPA is trying to be the "one-stop shop" for the small/medium sized business.

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From top to bottom: John Bukacek gives opening remarks. Ethics panel with Karin Bauchrowitz, Arnoldo Higuero, and Deborah Joyce. Participants discussing topics. Speaker Robert Dreger. Photographs submitted by Yves Lassere.



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CHICATA NEWS

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Message From the President



This past year has been a rather difficult one for CHICATA. Due to circumstances beyond anyone's control, our Vice President for Programs and our Vice President for Membership were both unable to completely fulfill their duties this past year. I heard complaints from our members about the two key areas of programs and membership. As president, I apologize for letting the membership down, and I promise to do better this year. Please keep in mind that all of our officers and committee members are volunteers. Family and work must always take priority over volunteer activities.

Though we have had some challenges over the past year, we had good programs, a useful Membership Directory, an innovative newsletter, and an outstanding web site. I would like to thank the officers and committee volunteers for all of their hard work. Providing all these services to our members is not simple task, and all of our volunteers deserve our heart-felt thanks.

Our August 2003 picnic was a festive event in conjunction with a Grant Park Concert. We had no meeting in September, for which I apologize. The October 2003 meeting was on "Top Ten Ways to Improve Collections." The November 2003 meeting focused on "Succeeding as the Owner of a Translation/Interpretation Business." Our annual December Holiday Party was a lot of fun, and included impromptu performances of dance and song by members. In January 2004 we had our annual "Shop Talk" meeting. Our CHICATA Translators Institute 2004 was held in February - a day-long workshop featuring Dr. Manfred Heine, on the topic of "Quality Assessment in Translation: Fundamentals and Practical Applications." In March of 2004, the program was titled "Lost in Translation: Making Sense of New Tax and Health Care Issues." Our 2004 literary translation workshop was titled "Translating Tradition in African Literature." And finally, on May 1, 2004 CHICATA held the Sixteenth Chicago Conference on Translation and Interpretation. So, over all, we had a series of good programs over the past year, and I expect the following year to be even better. (Please remember that CHICATA takes a "vacation" during the months of June and July).

Although CHICATA takes a "vacation" from programming, the newly elected Executive Committee will meet during the summer to plan for the next year. We aim to make improvements in our membership services, programs, publicity, web site, and newsletter.

In closing, I would like to welcome our newly elected Executive Committee, and thank them for agreeing to serve our Association. It is truly a pleasure working with them, and I look forward to a good year ahead.

Sincerely,

John F. Bukacek

Morning speakers

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The second lecture was more about protecting our business as independents and was called "Surviving and Breaking the Agency Cycle". The presenter was Mr. Robert Dreger, a Principal for the Small Business Advocate, a law firm that specializes on working with independents and small businesses.

Mr. Dreger presented the cycle most independents are subjected to by the agencies. The agencies press on their contractors by delaying payments creating a cash squeeze that makes the contractors commit to continue working more for the agencies and not focus on developing his/her own business.

Among Mr. Dreger's most important takeaways are:

- ❖ Always work with a contract to protect you and your work.
- ❖ Be particularly careful with the non-compete clauses, their duration and their long term effects in developing your independence.
- ❖ When pressed in a crunch of the "cycle", it is much better to say no than to be subjected to further abuse by the agencies.

❖ And most important: we are often working *in* our business, not *on* our business. Do not neglect the management side of what we do. ●

Carlos Cantú-Lee translates and interpretes for both legal proceedings as well as high-profile conferences and in business and technical environments. He interpreted for the Governors of Chihuahua and New Mexico during a trade conference and for Hewlett-Packard Manufacturing and Financial Applications User Conference. He has a B.Sc. in Chemical and Systems Engineering, as well as an MBA and a Masters in Engineering in Manufacturing.



Internet panel

by Antonella Cappelli Mobarhan

The Internet panel - Lefteris Kritikakis, Grace Leonard, and Patrice Van Hyle - provided an interesting and dynamic discussion on the "value" of having a personal website for freelance translators. Opinions covered the whole spectrum, from Lefteris Kritikakis, who thought word of mouth greatly surpasses the web in marketing translation services, to Patrice Van Hyle, who expressed greater enthusiasm regarding the usefulness of a spot on the web, with Grace Leonard taking an in-between position.

Personally, I can say that my website, which has been up for about 5 months, has been very useful in terms of giving potential clients a place to look at my credentials, portfolio, specialization, etc., including a photo! (Several new clients told me they were pleased to be able to associate a face with my name). True, I receive sometimes résumés from translators who think I run some kind of small agency, but it only takes me a minute to reply that I have a "solo" practice. After all, it is a good feeling to be able to tell potential clients to take a look at your website to find extra information about your business! ●



Antonella Cappelli Mobarhan is a medical and biomedical translator specializing in English into Italian and French. She may be reached at 847-251-4435; cell 847-204-4261; fax 847-251-4497; acm@speakeasy.net; or via website at <http://www.acm-translations.com/>

Ethics panel

by Warren Eckels

Karin Bauchowitz, Arnoldo Higuero and Deborah Joyce dedicated their talk to ethics of translation and interpretation, adding useful ideas on taking contracts. Here is a summary of the session.

Three rules offer good, general ethical guidance. First, use common sense. Second, ask yourself if you would be comfortable with your actions

 **..it is better to say no than to be subjected to further abuse by the agencies...** 

appearing on the front page of the newspaper. Finally, if in doubt, ask.

Individual fields of translation and interpretation bring their own ethical issues to the table. Every association has its own rules. Examples were offered.

Other thoughts were voiced. As a translator, you have several obligations to their clients. Do not accept an assignment in a field of which you know nothing. View the source document before offering to translate it. Offer a realistic deadline to your client. Ask for and follow directions on how the document is to be translated. Make sure that somebody edits your work, even if you must pay the editor yourself. Honor confidentiality agreements. If you are working for an agency's client, do not poach that client yourself.

One obligation that all translators have is never to submit their work after deadline. Also, all clients have obligations to their translators that go beyond prompt payment. They should give translators a written translation agreement, and clear instructions on the work that is to be done. Clients should answer any translator's questions, providing him or her with drawings, if requested, and a contact person.

The panel's participants and the audience also discussed some issues that were tangentially related to ethics. ●

Warren Eckels is a Spanish-to-English translator training to become a court interpreter. He has a M.S. in Applied Mathematics and twelve years of experience in Information Technology. His specialties are technical and legal translation.



Executive committee covers a thorough list at the annual conference's open forum.


by Luisa Ranieri Brantingham

Present: John Bukacek (President), Yves Lassere (Treasurer), Patricia Jacobs (VP for Membership and Public Relations Chair), Rocio Jaramillo (Newsletter Editor), Luisa Ranieri Brantingham (Secretary), Marie-France Schreiber (Webmaster), Arnoldo Higuero (Nominating Committee), Floriana Bivona-Lockner (Mailbox), and conference participants.

Absent: Brandie Brunner (VP for Programs).

Location: Annual conference.

Time: 5:30pm.

 **President's Report:** John said it was a difficult year. Brandie Brunner was unable to carry out her duties. John took care of the programs for most of the year. There was a delay in issuing the membership directory. In spite of the difficulties, CHICATA had a year full of events, and John thanked everyone for their contributions.

John discussed holding meetings at different places and times. For some members, it is difficult for them to attend meetings on Saturday. Other venues would have to be found since the usual meeting place, the Sultzer Library, has restricted hours. The next Institute will focus on interpreting and may be held in the Fall. John has already contacted potential speakers.

Vice-President for Membership's Report: Patricia apologized for the delay in issuing the directory. The next directory may be released in June and have a different format with a geographical index. Items discussed were if the directory should be printed or sent by e-mail and if it should have a searchable database on the website. Some members objected to this because of security.


If we discontinued the printed directory and made it available on the

website, CHICATA would lose income. This decrease in revenues could be compensated for by an increase in membership dues.

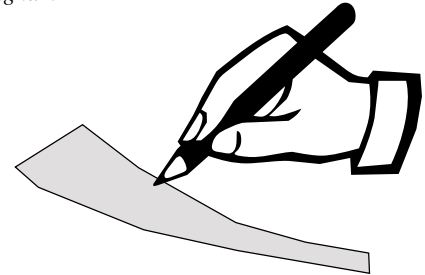
Treasurer's Report: Yves mentioned that the budget is being audited by Boris Silversteyn, a former CHICATA treasurer: Harriet Genberg, who has been auditing the CHICATA budget for several years, was not available to do it this year.

Secretary's Report: Luisa said that it was a pleasure to have served as Secretary in the past year and was looking forward to the next year. The minutes of the meetings have been prepared as required.

Newsletter Editor's Report: The last newsletter was issued only in PDF file format. The printed version of the newsletter has been discontinued since only 5 members insisted on having a printed newsletter, and printing is very costly. The electronic format saves CHICATA \$300.00 each issue and Rocio saves the considerable time it takes for producing a printed newsletter. She invited all members to submit ideas and articles. Guidelines can be found on the website.

 **Webmaster's Report:** Marie-France renewed the www.chicata.org domain name for 5 years, taking advantage of the significant discount offered if another 3 years were added. The website used to have limited space, but currently we now have 100MB and it is up to standards.

Things to be considered for a searchable database are: listing of phone numbers, e-mail addresses, specializations, credentials, related activities, listing by language pairs and subject categories. ATA has an excellent searchable list and we could learn from their website. Warren Eckels joined the



website committee and his expertise will be a great help.

In September, the web committee will have a report on the progress made regarding a searchable database.

Some universities would like to link to our website. Should we charge them or have a link exchange program that requires an exchange of permissions and disclaimer added, (but not an endorsement).

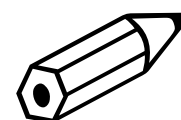
We use Core.com Defender for protection against viruses.

Publicity Committee's Report: Pattie said she is willing to speak to any group interested in hearing a presentation about CHICATA. She would use the CHICATA PowerPoint presentation.

Nominating Committee's Report: Arnoldo announced that the nominating committee (consisting of himself, Ernst Schuletz, and Irene Ishoo) sent out 106 ballots of which 80 were returned. The results were as follows:

John Bukacek - President (76 votes); Alex Gualino - Vice-President for Programs (66 votes); Patricia Jacobs Vice-President for Membership (59 votes); Yves Lassere - Treasurer (68 votes); Luisa Ranieri Brantingham - Secretary (66 votes).

General Reports: The activity in the mailbox and e-mail has increased.



The Spanish Language Group is interested in having their own web page

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Insure your health needs wisely.

by Manual Abundis

Grant Born is the District Manager of NASE (National Association for the Self-Employed) and is a licensed insurance agent. On March 20, 2004 he presented a very interesting topic to our CHICATA membership: Making Sense of New Tax and Health Care Issues. Grant talked about health insurance cost and coverage, enrollment to the program, and gave us some general facts.

Grant mentioned all health insurance companies are not the same. Companies do not pay claims the same way. Not all cover pre-existing conditions. Some do not cover every doctor. Some insurance plans will not cover you if you are outside the USA and some vary

between States. Some do not cover on-the-job injuries. All insurance companies increase their rates in very different ways

Grant explained that NASE is a membership company for self-employed people. NASE provides benefits such as health insurance for you as a business owner and your staff. This is called Association 105 – Health Reimbursement Arrangement (HRA). This means you or your spouse is the owner of the business and can provide health insurance to the employees. In my case, Gloria (my wife) is the business owner and she provides employment for me; therefore she provides health insurance

for me and for herself. Under (HRA) the cost of the premium is 50% deductible from your taxes.

Additionally, NASE provides dental and accidental death insurance. NASE also offers other financial, personal and business benefits. NASE is the Voice of the Self-Employed in Washington as it looks for legislative changes in increasing deductions for business meals, equipment, tax credits on health insurance and many more.

For further information visit the NASE website at www.NASE.org, or contact Grant Born at 847-277-9600. ●

Manual Abundis is a translator and interpreter between Spanish and English. He specializes in medical, computer and business topics.

Congratulations Elected Officers for 2004

John Bukacek President

Alex Gualino Vice President for Programs

Patricia Jacobs Vice President for Membership

Luisa Ranieri Brantingham Secretary

Yves A. Lassere Treasurer

CHICATA's 2004 CALENDAR OF EVENTS:

January 17, 2004: Spanish language group meeting.

January 24, 2004: Annual shoptalk at Sulzer Library.

February 21, 2004: Institute Day. Quality assessment in translation.

March 20, 2004: New tax and health care issues.

March 27, 2004: Spanish language group meeting.

April 3, 2004: Translating tradition in African literature.

May 1, 2004: Annual conference.

May 22, 2004: Spanish Language meeting.

June 12, 2004: Spanish Language meeting

June 30, 2004: Executive committee board meeting.

July and August 2004: Summer vacation.

Executive committee

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(with password), and an internal link to glossaries. Floriana said she distributed few directories this year because of its late publication.

If we discontinued the printed directory and made it available on the website, CHICATA would lose income. This decrease could be compensated for by increasing membership dues. Yves did not have the amount of revenues received from the directories, since the budget is being audited.

The meeting ended at 6:30p.m.●

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