



ITI-LRG Newsletter



Issue 21

www.iti-lrg.org.uk

September 2009

Editorial

Hello and welcome to the September issue of the LRG Newsletter. I hope that everyone has enjoyed the summer and is ready for the events lined up for the autumn!

There will be plenty to keep us busy including the much-anticipated marketing workshop, the mouth-watering dining-out evening, the interpreters' workshop and finally our annual AGM and Christmas party. As this year marks the group's 15th anniversary, there will be extra cause for celebration

at the Christmas party and we hope to see a good turnout for such a special event.

The ITI 'Sustainability in Translation' conference has come and gone, but don't worry if you missed it; our featured article this time is a comprehensive review of the conference, kindly provided by LRG member Beata Kazmierczak. She shares her view of the conference highlights and gives us a flavour of some of the many interesting presentations.

Happy reading!

Rosemary Black, Editor

Forthcoming LRG Events

Saturday, 12 September 2009
10.30am to 4.30pm

Marketing Workshop

at the University of Westminster,
309 Regent Street, W1B 2UW
Nearest tube: Oxford Circus
(Central, Bakerloo and Victoria Lines)



An all-day event with talks and workshops on a variety of marketing-related subjects, including:

- marketing yourself as a freelance translator or interpreter
- website dos and don'ts
- a practical workshop on how to write good promotional copy
- assertiveness and negotiation skills.

Speakers include Heidi Kerschl MITI, Keren Lerner of Top Left Design, Eamonn O'Rourke (freelance copywriter) and Philippa Hammond MITI.

It looks set to be an extremely interesting and useful day. Refreshments and a light lunch are included in the cost.

*Cost for the full day is £25 for LRG members, £35 for non-LRG-members. To book please contact our Events Secretary, Fiona Franks, at ffranks01@googlemail.com.
Deadline for bookings is Friday, 4 September!*

Wednesday, 30 September 2009
7.15pm

Dining-out evening

Bloomsbury Street Restaurant
at the Radisson Bloomsbury Street Hotel,
9-13 Bloomsbury Street, London, WC1B 3QD
(nearest tube: Tottenham Court Road and Holborn)

The 30 September is Saint Jerome's day. The LRG Dining-out evening is therefore the perfect opportunity to celebrate the patron saint of translation at the Bloomsbury Street Restaurant in the Bloomsbury Street Hotel.

Lorna Sandler, the organiser, has negotiated a special deal of £21 for three courses + coffee or tea.

For full details and to book, please contact Lorna Sandler at adept.lrs@btinternet.com.

Thursday, 12 November 2009
6.30pm for 7.00pm

Interpreters' Workshop: Tricky Terms and Teasers

at the Devereux pub, 20 Devereux Court, Essex
Street, London, WC2R 3JJ
(nearest tube: Temple, or buses to The Strand)

An interactive workshop for state and private sector interpreters. Initial subject fields: the legal system,

finance and journales. Advance submission of examples is welcome. Tea, coffee and biscuits will be provided courtesy of LRG.



The event is free for LRG members; £3 for non-members. For more information and to book, please contact Lorna Sandler at adept.lrs@btinternet.com.

**Friday, 11 December 2009
6.45pm for 7.00pm**

LRG's 15th anniversary, AGM and Christmas Party

at The Ebury, 11 Pimlico Road, London, SW1W 8NA (nearest tube: Sloane Square and Victoria)

This year is LRG's 15th anniversary and we will be celebrating with a special dinner at The Ebury (www.theebury.co.uk).

We have negotiated a 3-course menu for the evening including house wine and coffee for £39. However, the LRG Committee has agreed to subsidise this by £10 for LRG members. There will also be a celebration birthday cake. All members past and present are welcome. Partners are also welcome, but will have to pay the unsubsidised price.

Full details will be posted on the LRG and ITI websites and a booking form will be sent to all LRG members nearer the time.

For further details please contact the LRG Events Secretary: ffranks01@googlemail.com.

Review of LRG Events

Pre-conference gathering at the Old Star pub – 15 May 2009

Anna George did a fantastic job of organising a pre-conference get-together for networks and regional groups at the delightful Old Star pub near St James's Park. LRG was well represented with a large table of members all looking forward to the conference. It was an excellent opportunity to catch up with people before the conference proper and start networking.

LRG was also pleased to host Klaus Ahrend, head of outsourcing at the Directorate-General for Translation. He kindly answered questions from LRG members on translation outsourcing at the Commission and went into detail on the ins and outs of the application process for freelancers.

With excellent food and a warm atmosphere, this was a good prelude to the conference.

The Old Star will also be the venue for a networking supper on Saturday, 17 October, on the evening before the ITI Translation Workshop (see ITI News and Events on page 4 for details).

Rosemary Black

Conference talk and networking event – 23 June 2009

This event took place at the Devereux pub on a lovely sunny evening. It started with a talk given by Rhona Desmond on her thoughts about the ITI Conference in May 2009. It was mainly aimed at members who had not been able to attend the conference, but others were there also – about 15 people in all I think. I apologise for not

remembering all your names as I had not met many of you previously, but it was great to meet fellow PSers Pilar and Alison, and other LRG members.

The number of members did mean that the talk was relatively informal with a lot of interaction and discussion.

Rhona is an engaging speaker, and her presentation was interesting and informative. The theme of the ITI Conference was 'Sustainability in Translation' and Rhona started by outlining what she had expected the conference talks to cover and how the subject matter became more extensive. Two interesting talks were from people involved in environmental organisations (the Forest Stewardship Council and Friends of the Earth) and Rhona found that the main languages used for environmental issues are Spanish and Portuguese – her languages and in fact the languages of many of the members present at the talk.

We went on to discuss:

- these languages (American translators being surprised that there is work for Spanish translators in London);
- the Conference (in the past it was an annual event at a time when regional networks were less active and there were fewer of them, the importance of presenting new themes and discussions so as not to become repetitive, and the importance of the 'time out' during the conference itself with all the opportunities for networking);
- translation tools (whether they can be defined as being 'sustainable' comparing the energy used to develop and use them with the energy used by

carrying out internet searches and using PCs in general, whether translation tools will remove translators from the equation totally where cost is the significant factor, how to promote translation in countries where electricity is not a given, and how many translators actually do use CAT tools – apparently between 30% and 50% only);

- the PSG (some people present were not aware of the PSG, so we discussed its aims, its implications and the subjects covered; everybody present who had been a PSG mentee thoroughly recommended it and it was suggested that the information received over the 3 months was the equivalent of what one might learn over a 4-year period through fora such as ProZ).

Overall, the event was very interesting and enjoyable, providing a good overview of the conference.

Juliet Hammond-Smith

The annual LRG Pub Crawl – 16 July 2009

As I had recently become a fully paid-up member of the LRG, the summer pub crawl provided an opportunity to meet other members in informal surroundings. I could also indulge my love of London and visit an area with which I am not that familiar. I'd love to say that it was a beautiful summer's evening, but that would be stretching my credibility a bit too far!

It is true to say, however, that as I approached the pub I was apprehensive about entering a room full of strangers (why does this still happen to me? – a relatively old woman, according to my teenage daughter). Fortunately I spotted one familiar face, having met Betti at the Specialisation Debate earlier in the year.

Already the group was too large to sit round one table so I started the overspill at the next and was soon joined by a couple of seasoned translators with



LRG members at the annual LRG Pub Crawl in July

whom I got chatting and, before I knew it, the hour was up and we were being marshalled on to the next venue. It was one of those quintessentially British locations – the main bar was no bigger than someone's front room and the walls were plastered with all sorts of drawings, pictures and artefacts. We descended some very narrow steps to a small room downstairs where food orders were being taken. Given the very limited menu (the vegetarians in the party were destined to go hungry for a while longer) the food was far better than it had a right to be!

We made it to the third pub after some pavement debate over its exact location, and the vegetarians finally got something to eat there. I was enjoying the evening, but sadly this was to be the final stop for me as I had a 'proper job' to go to the following morning. I had chatted to a number of people and was fascinated by the diverse routes they had taken to become translators; I am greatly relieved to know that there is a living to be made from it, since I am about to embark on a relaunch of my career.

So as the rest of the group made its way to a night cap, I had to find my way back to the Tube station, with only the vaguest of directions and in the pouring rain without an umbrella!

Alex Bone

LRG News

Calling all LRG members!

Would you like to get more involved in helping to run the LRG? The group is currently looking for a new Chairman (or two new Joint Chairs) to take over from Betti Moser and Pamela Mayorcas from the end of 2009.

If you think that you might be interested, just get in touch with a member of the LRG Committee (contact details on the back page) or speak to Betti or Pamela at one of our events. We would love to hear from any of our members and are always keen to have fresh input and new ideas.

LRG celebrates its 15th birthday!

Hasn't time flown! The LRG celebrates its 15th birthday this year with a special Christmas party. Don't miss out on the fun! See 'Forthcoming LRG Events' on page 2 for details.

New LRG members

We welcome the following new members who have joined the LRG since May:

Francesca Albini, Alexandra Bone, Isabel De La Mano Calles, Juliet Hammond-Smith, Dalila James, Zoe Stagg, Anna Szpakowska, Lucas Vogt, Nicole Werner and Ewa Winnik.

ITI News and Events

ITI Orientation Course from 5 October 2009

The ITI Orientation Course is an online mentoring course for ITI members, including student members who have finished the taught part of their courses, who are looking for a kick-start in their translation career, but may not yet have acquired enough practical experience or confidence to apply for freelance or staff work. It runs from October to December and costs £145 (incl. VAT).

Contact *Lanna Castellano* at lanna.castellano@gmail.com for information on the course and *Parveen Mann* at ITI (membership@iti.org.uk) for an application form.

ITI Annual Translation Workshop Sunday, 18 October 2009 9.30am to 5.00pm

University of Westminster, 309 Regent Street,
London W1B 2UW

The hugely popular ITI Annual Translation Workshop will include a mix of practical work in language groups, a choice of texts, an informal and cooperative atmosphere and networking opportunities.

Come along to:

- share solutions to some of the translation problems which you encounter every day;
- work with material covering everything from general, legal and technical to fun texts in a number of language combinations;

- discuss queries and linguistic points with mother-tongue speakers; and
- network with colleagues in an informal and friendly environment.

Texts will be sourced around the theme of 'Hold the Front Page!' and will cover current news topics from September/October 2009.

The workshop languages will depend on demand. Groups can be created for any language pair requested by at least three people.

As in the past, there will be sessions focusing on different text types:

- 1) Current affairs
- 2) General technical
- 3) General legal/commercial/financial
- 4) Fun texts

There will also be a networking supper on Saturday 17 October in the upstairs function room of the Old Star pub right opposite St James's Park tube station. The Old Star is a friendly and spacious gastro pub with an excellent atmosphere. Everyone is welcome!

The event costs £45 for ITI members (£55 for non-members), including copies of all texts for translation, refreshments and lunch. Please contact the ITI Development Officer for more details: development@iti.org.uk. An online booking form is available on the ITI website.

The ITI International Conference: Sustainability in Translation

LRG member and conference grant recipient **Beata Kazmierczak** shares her experiences of the ITI Conference 'Sustainability in Translation'.

This was my first ITI Conference and – WOW! What a great networking opportunity! All of the sessions were informative and inspiring, but for my business purposes – I am a freelance Polish-English translator and interpreter – the best part of the entire event were the breaks, which should have been longer. The breaks gave us the opportunity for a huge amount of networking, enabling direct exchanges of experience, information and contacts between ITI members.

Personally, I collected quite a few business cards and also handed out my own, whenever possible, as a

token of a newly initiated relationship. Furthermore, it was also possible to network with the speakers, who, apart from being very friendly, had a wealth of information to share.

It is worth noting that the networking actually started the night before during an informal forerunner to the conference itself – a supper organised at the lovely Old Star pub near St James's Park. While others opted to sit with their language or subject networks, I decided to sit with LRG and happened to be right next to Klaus Ahrend (Head of the External Translation Unit at the Directorate-

General for Translation at the European Commission), who patiently answered our questions until late at night.

His presentation the next day did not therefore hold very much new information for me as he had explained the details and nuances of the recruiting process for the External Translation Unit in the pub the previous night. It sounded like a tough process, but as Klaus reassured us, the recruiting rules apply equally to all candidates and only the quality/price ratio matters.

There is not enough space here to review all of the many sessions, so I would like to share my impressions of those which I found particularly interesting in terms of future employment prospects or because of the sustainability theme, or which I enjoyed just because of the content or the speaker.

Forests in crisis and the role of communication in saving them – FSC

Speaker: Katerina Germanis, Communication Officer at the Forest Stewardship Council (FSC) International Centre in Bonn, Germany

I decided to attend this session because the title intrigued me and because it sounded like a very topical and even ‘emerging’ subject that I did not know very much about, especially with regard to its links to translation and interpreting. This session raised my awareness of environmental issues, especially on saving forests in crisis, as forests are so vital for ecosystems and for people. What I found astounding was that we lose one hundred species every day. People put too much pressure on forests as they lack economic value. As a result of deforestation, many communities find themselves under threat.

In 1993, FSC was founded as a non-governmental, independent and non-profit organisation because international efforts to protect forests had been unsuccessful. Its aim is to protect forest rights and preserve forests for future generations. The FSC combines responsible production with responsible consumption. Every member has an equal voice because small-scale producers need to be heard, and everyone is treated equally. Besides, local producers need to understand what responsible forestry, production and exploitation mean. In order to have an impact in the long term, FSC requires educated forest workers, managers etc. With a deep desire to help, I warmly welcomed the fact that Katerina saw communication as essential at FSC.

Communication is the key to success because it ensures equitability and transparency. Spanish and English are the working languages at FSC as it was founded in Mexico. Spanish, English and a third language, (such as French in Africa) are usually used

during meetings, depending on the location. Publications, promotional material and websites are drafted in a range of languages. FSC therefore needs high quality translators (native speakers). This is because technical and promotional translations require a very good grasp of the language. FSC prefers to work with the same translators because consistency means trust, but high quality translators are expected to deliver their translations at low cost! Apart from this resource constraint, another translation challenge is the demand for more languages, primarily Russian, Chinese and French, for translation of additional material and to enable information to be shared with networks.

The question and answer session that followed was a good opportunity to share a few practical details. It was good to hear that FSC valued terminological consistency in its translations. They have developed some glossaries and also have a reference guide. Their technical department primarily uses English and Spanish. Depending on the topic, many texts are translated internally, but there are translation opportunities for other languages, such as for promotional pieces. The annual reports have already been translated but the website remains to be done.

FSC usually works with the same translators because they like to have a secure long-term relationship with them. Even though they have not yet worked with an agency, they would consider doing so.

Unfortunately, the issue of translator payment was not quite as inspiring as the rest of the presentation. FSC tends to negotiate prices based on tenders and offers, requiring high quality at low cost. For example, a translation about the timber industry requires an experienced translator and somebody very senior in the office will approve the translation, but the budget will not necessarily be huge.

I found the final slogan very apposite: “don’t build your dream on somebody else’s nightmare”.

Friends of the Earth

Speaker: Helen Wolfson, International Coordinator for England, Wales and Northern Ireland

Following on from the previous session, this presentation was also environmentally oriented. However, it took us from grassroots to the global creation of a common language for sustainable development. Friends of the Earth is a global organisation with a presence in 77 countries, 2 million supporters and 2 000 staff members. Interpreters and translators are needed to support farmers and governments within 11 groups in Asia (with a focus on palm oil plantations which have a devastating impact on the environment) and 15

groups in Africa (with a focus on supporting local communities to preserve the rainforest). I thought that it all sounded great but how could I contribute as a Polish speaker? As Helen explained, all documents are translated into Spanish, French and English but they could be originally drafted in any language – this sounded a bit more promising for a Polish native speaker. Even though I heard that the organisation wanted to expand beyond their three basic languages, I was still not very convinced because such changes can take years. Perhaps I could somehow get involved in one of the 21 very active Friends of the Earth international e-mail groups that require translation services.

The question and answer session that followed sounded promising for those who speak Asian languages. Although Friends of the Earth has expanded very rapidly within the last 10 years with regard to translation into new languages, their focus at the moment is on the Middle East, China and India. It would be exciting to work with central governments, international institutions, local communities and local authorities, but I do not speak Chinese. The bad news is that they rely quite heavily on volunteers in the UK.

Conference Languages at International Meetings on Environmental and Sustainability Issues

Speaker: Sonia Vandepitte, Lecturer in English and Translation, Faculty of Translation Studies, University College, Ghent, Belgium

When I heard from Sonia that an interpreter is somebody who first tunes into the brainwaves of the speaker and then starts to interpret, thus becoming the speaker himself/herself and as a result producing his/her own piece of art, I started to doubt myself. However, as a consolation, Sonia stressed that this could be done only when using educated and good quality English as a starting point because accent is one of the stress factors that seriously inhibit production. Other factors include the speed of the speech, technological equipment and speakers' monotonous reading at conferences.

Another consolation was that, although little research has been done on the impact of English speakers who are not necessarily native speakers, interpreters have reported that it is easier to interpret non-native speakers because they speak more slowly and clearly. However, other research has proved that the impact of this was deteriorating and that interpreting was more difficult if one had to listen to different accents. Clearly every interpreter has his/her own personal preferences, but we can nonetheless say that an interpreter is involved in four activities: a) comprehension; b)

production; c) memory; and d) coordinating all of these elements.

When a non-native English speaker speaks English and the interpreter cannot understand the accent (a), this results in slower production (b), memory overload (c), and finally it is difficult to coordinate it all (d). Thus having a non-native English speaker reduces the overall quality by 20–35%. And here I breathed a sigh of relief: the quality of the production depends greatly upon the quality of the source material. So, it does not all get 'lost in translation' because of an unskilled interpreter. What a sustainable message and ... a practical self-defence tool.

Cheering news was that English is the main conference language – it is definitely lingua franca, so if you work with English, you are better off than somebody who works with Polish, Dutch, Hungarian, Italian, Danish, Swedish or Maltese alone because, statistically speaking, these languages are not conference languages. You might not realise it, but two billion people speak English – that is every third person!

Work-Life Balance for Freelancers

Speaker: Siobhan Soraghan BSc MBA DipM MCMC MCIPD MNLP

Sunday's session on sustainability for translators and interpreters was perhaps the most important one for me. Whatever the many letters after Siobhan's name might mean, she definitely got to the core of how to sustain yourself. I could quote everything she said – it was all that useful! Although some of her messages were not new to me – such as how setting or not setting your limits can make you suffer, because we often do not know how to set our limits to give us enough enthusiasm and energy to find our niche in the market – they were presented in a very clear, practical way. I therefore made myself comfortable and was all ears!

After weeks of working late into the night, it was nourishing and energising to hear Siobhan's message about how to live life as we want it and yet work at the same time. I especially remembered that if we forget to do a reality check, we might suddenly find that it is too late. However, my favourite message of all was: "be properly selfish!" Oooooh YES! This was the essence of the entire presentation!

The body has natural cycles, but we push it to its limits; we keep going, we keep working and we keep burning the candle at both ends. Then we use false fuel – sugar, alcohol, coffee and adrenaline. Adrenaline is meant for extremely stressful situations only, but we keep pumping it all the time. Then, overloaded with work, we doubt the purpose and meaning of what we are doing. This almost sounds like my diary!

Then I was enlightened on something that I already knew: find your own personal niche in the market so that you can work fewer hours but receive better pay. I certainly do not feel tempted to sell my work too cheaply any more – it is demoralising. So, suddenly a little light started to glitter shyly from under a stack of various excuses collected over the years that made me compromise below my desired level. Perhaps I have never reached job burn-out and have just carried on.

It felt natural to follow Siobhan's advice and list my 'drains & gains'. I started the list the next day and I am working on finding the balance. I have not corrected my belief or reaction-overreaction system yet, but this session definitely made me more aware of the need to do so. I suppose that it is good to start chipping away a few bad habits that are draining. The obvious ones are sugary snacks, lack of quality sleep, skipping meals and staring at the computer screen for too long, but the one that struck me the most was negative thinking. And also, very importantly, it is essential to allow slack – and this is something that I actually find quite challenging.

Another interesting thought was that if you run on something that motivates you, such as on what you love or on your dream, it energises and fulfils you; if you run on fear, it drains you. At last I was encouraged to ask myself the question: is my locus of control outside or inside of myself? Do I need to make a change? It is a crucial question that I usually prefer to avoid, because it might cause an avalanche of other existential doubts but, as Siobhan explained, it is only about getting real and pragmatic about yourself. I felt quite encouraged by this perspective.

Siobhan recommended two books: *First Things First* and *The Seven Habits of Highly Successful People*.

* * *

I feel very grateful to LRG for trusting me to report back on the conference and for giving me this opportunity to share my impressions with LRG Newsletter readers, even though I am not an experienced article writer – this is my first attempt but hopefully not the last one!

Beata Kazmierczak

Noticeboard

European Day of Languages Saturday, 26 September 2009

The European Day of Languages aims to:

- raise awareness of the importance of language learning and of diversifying the range of languages learnt in order to increase intercultural understanding;
- promote the rich linguistic and cultural diversity of Europe; and
- encourage life-long language learning in and out of school, whether for study purposes, for professional needs, for purposes of mobility or for pleasure and exchanges.

European Day of Languages was first set up by the Council of Europe in 2001 and has been getting bigger every year, with 45 countries now involved. Visit <http://edl.ecml.at> for more information.

The ITI is holding its General Meeting in Milton Keynes on the same day, Saturday, 26 September 2009. The GM is an opportunity for members to learn more about what ITI has been doing for you over the past year and what it hopes to do in the year ahead. Full details are on the ITI website, www.iti.org.uk, under ITI Events/ITI.

Diary dates

THIRD THURSDAY MEETINGS

AT THE NORFOLK ARMS:

**17 September, 15 October, 19 November,
from 6.00pm**

An informal monthly translators' gathering organised by Sophie Leighton and Andrea Reinacher and advertised on the LRG e-group and the equivalent forum of the IOL London Group.

The Norfolk Arms is a gastro-pub offering truly exquisite tapas!

For details of the pub and a map, see www.norfolkarms.co.uk. To find the group, look out for the ITI Bulletin on the table!

TRANSLATORS ASSOCIATION

WORKSHOP: TRANSLATING FILM SUBTITLES

Thursday, 8 October 2009, 2.00–5.00pm

At the Society of Authors, 84 Drayton Gardens, London, SW10 9SB. Workshop run by Cynthia Schoch.

Cost: £7.50. Please contact the Society of Authors, www.societyofauthors.org, tel: 020 7373 6642, to book. Booking deadline: Thursday, 1 October 2009.

LRG events autumn/winter 2009

<p>Saturday, 12 September 10.30am – 4.30pm</p>	<p>Marketing Workshop A day of talks and hands-on workshops on all aspects of marketing yourself as a freelance translator and interpreter. <i>Cost: £25 for LRG members, £35 for non-LRG.</i> <i>To book, please contact Fiona Franks at ffranks01@googlemail.com.</i></p>
<p>Wednesday, 30 September 7.15pm</p>	<p>Dining-out evening at the Bloomsbury Street Restaurant (Radisson Bloomsbury Street Hotel, 9-13 Bloomsbury Street, London WC1) <i>Cost: £21 for a 3-course meal + coffee/tea.</i> <i>To book, please contact Lorna Sandler at adept.Lrs@btinternet.com.</i></p>
<p>Thursday, 12 November 6.30pm for 7.00pm</p>	<p>Interpreters' workshop: Tricky Terms and Teasers at the Devereux pub, 20 Devereux Court, Essex Street, London WC2R 3JJ <i>Free for LRG members; £3 for non-members.</i> <i>For further details, please contact Lorna Sandler at adept.lrs@btinternet.com.</i></p>
<p>Friday, 11 December 6.45pm for 7.00pm</p>	<p>LRG's 15th anniversary, AGM and Christmas Party at The Ebury, 11 Pimlico Road, London, SW1W 8NA <i>Cost: £29 for LRG members, £39 for partners and other non-LRG members.</i> <i>This includes a 3-course meal, 1 glass of wine, coffee and birthday cake.</i> <i>Booking forms will be sent by email to all LRG members nearer the time.</i></p>

See www.iti-lrg.org.uk for the latest updates on forthcoming events.

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