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Number 1

Breaking Out

By: F. Cadieux, President

The mandate of your Board of Directors is drawing to a close and the time has come to report on my fourth year in office. 2002–03 was another record year for ATIO, with membership reaching an unprecedented 1,424 members and associates, continuing the uninterrupted growth trend of the past few years. After recording a third consecutive six-figure budget surplus in 2001, we anticipate another very positive result once financial data for 2002 are finalized. The Association is strong.

Strong enough that we can break out of our longstanding inward focus, and start reaching out to your potential clients and employers and to the public, to raise the profile of our professions and enhance the value of your membership. This issue gives you a glimpse of our early public relations initiatives, the main focus of our work this year. (Some of our other achievements and plans will be presented in the Executive report to the Annual Meeting.)

As a “grand opening” for our new PR program, we are placing print advertisements in close to 20 Ontario ethnic community daily and weekly newspapers, reaching well over 300,000 readers. Many readers of the publications



Translators You Can Trust



Founded 1921

- ◆ The Association of Translators and Interpreters of Ontario has members who work in 55 languages
- ◆ Membership over 1400 and growing
- ◆ Members are certified professionals committed to quality and service
- ◆ Use ATIO members and get the protection of a legal title and code of ethics

For a full list of language professionals
1-800-234-5030
www.atio.on.ca

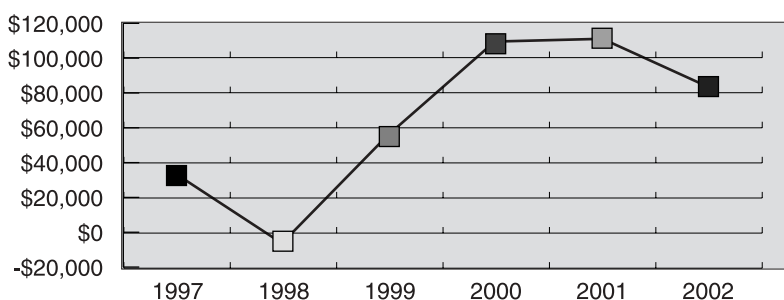
ATIO's first newspaper advertisement: seen by over 300,000 readers

where our ads are appearing—under the aggressive tag line “Translators You Can Trust”—are potential clients for our foreign-language colleagues.

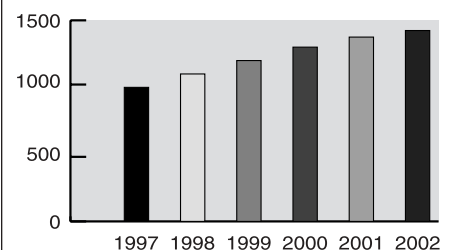
Continued on p. 3

ATIO: Growth At A Glance

ATIO Operating Surplus (Loss), 1997–2002



Membership Growth 1997–2002



Focus on Public Relations ... Focus on Public Relations ... Focus on Public Relations ...

Breaking Out *Continued from p. 1*

We have also carried out a direct mail campaign targeting foreign embassies and consulates in Ontario. We are surveying the recipients of our mailing to ensure that we have raised their awareness of the Association and convinced them to refer their nationals to ATIO members for translation work. In fact, each of our public relations initiatives will include an evaluation and feedback component to help us focus our resources on the areas that are most effective for you.

This spring will see the kick-off of a series of evening information events, held in both Toronto and Ottawa and targeting not only our members and associates but also potential recruits to the Association from various sectors. The first event is entitled "How to get more work in foreign-language translation" and features representatives of major clients as well as practical advice on breaking out of the isolation that our foreign-language colleagues described in a recent issue of InformATIO.

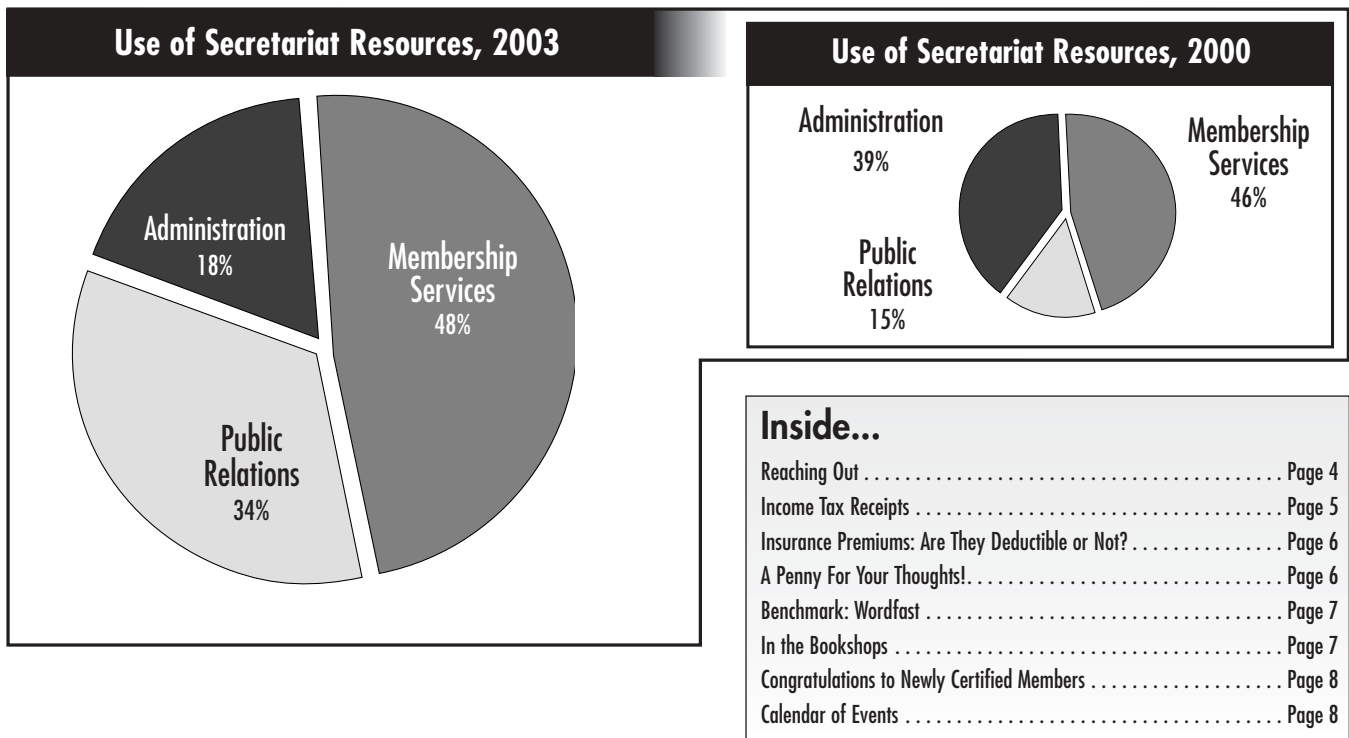
All these initiatives are just a beginning. Based on the concrete results of these first experiments, we can plan larger-scale campaigns that will benefit even larger numbers of ATIO members and associates. For example, we will assess the impact of our advertisements in the community press to decide whether it would be worth planning more costly ones in mainstream media. (See overleaf for a partial list of our planned PR projects.)

We can afford to be ambitious. The pie charts below show the growing proportion of our resources devoted to public relations, now including the equivalent of a half-time staff position. The Board of Directors has retained Base Consulting and Management, a firm specialized in promoting non-profit organizations, to help develop and implement our plans. Base is familiar with ATIO since this agency has been organizing our annual Professional Development Day and other events for some years.

Ultimately, all these efforts are designed to benefit you and therefore, as we develop our campaigns, we want to ensure that they match your needs and your wishes. Base Consulting specialists will be interviewing a representative sample of ATIO members and associates as well as outside stakeholders. Of course, you can send me your comments and suggestions at any time at f.cadieux@cmec.ca, or share them with all readers of InformATIO in our letters page.

For over 80 years now, ATIO has focused on serving its own. Public relations efforts were undertaken from time to time to reach out to the world but we lacked the critical mass of resources and energy to sustain them. Now we can finally break out of the constraints of the past and begin to realize the full potential of the Association and the full value of your membership.

A Growing PR Focus



Reaching Out

By: the Public Relations Committee

Here is an initial list of our target audiences and the vehicles we are considering using to reach out to them over the next few years. This is only a first cut since our public relations plans are designed to evolve over time. Naturally, many of these audiences and media intersect and we count on this to leverage the impact of our efforts. In addition to these plans, ATIO is also preparing the on-line professional development program that you approved some time ago and on which we will report in a future issue.

Audiences	Vehicles
General public	Advertisements in media
Media	Placement of editorial copy in media
Ethnic communities	Press releases
Corporate translation departments (e.g. insurance, pharmaceutical, financial institutions)	Media kit
Public-sector translation departments (e.g. Crown corporations, school boards)	Public events (e.g. International Translation Day)
Legal and paralegal: law firms, public sector (e.g. legal aid, immigration/refugee system)	Professional events (for both members and non-members)
Other professional groups (e.g. association executives, meeting planners, publishers)	Mailings
Students and academics	Website expansion
Professionals (especially salaried) who are not yet members	Speakers bureau

InformATIO

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Special thanks to:

Peter Birrell, Estelle Brunet, Hendrik Burgers, Fabrice Cadieux, Andrée Caillaux, Carlos Chalhoub, Creighton Douglas, Owen Evans, Sylvain Galibert, Oleg Kuzin, Lionel Meney, Charles Metz, Jean Pierre Thouin, Michel Trahan, Louise Voyer.

Income Tax Receipts

By: Creighton Douglas, C. Tran. (Canada)

Every year around income tax time, ATIO gets questions from Members about the legitimate use of ATIO receipts for income tax deductions. ATIO receipts for annual dues as well as other official ATIO items (including the Annual General Meeting and Professional Development Day) carry the note “Official Receipt for Income Tax Purposes” (« *Reçu officiel aux fins de l’impôt sur le revenu* »). Does such wording carry specific entitlements?

The short answer is **NO!** But don’t stop there. The long answer is that many items are allowed as deductions for specific categories of taxpayers: self-employed individuals, salaried employees, businesses, or companies. Not all items or taxpayers get the same treatment under the *Income Tax Act*, so it is important that individuals understand the rules as they apply to their own situation. The admissibility or amount of a particular deduction depends on many factors as laid out in the *Income Tax Act* and Regulations, and it is beyond the scope of this article to offer specific advice.

One important point is that ATIO Membership conveys **professional status** under provincial law (as for doctors, lawyers and other professions). Membership dues should therefore be income tax deductible whether as an employee or self-employed, so long as they are not reimbursed by the employer. Deductibility may also extend to related organizations in other



jurisdictions (such as other provincial or international translation associations), where membership in more than one association is necessary to maintain **professional status** (see IT-158R2 for details).

Training courses, conventions and seminars become more complicated, especially for “salaried employees,” although those who freelance are probably “self-employed” to some extent. Self-employed members should be able to claim (at least partially) for attendance at up to two association meetings per year, such as ATIO AGM/PD day, and perhaps other ATIO group or training events as well.

Obviously, it is up to the taxpayer to carefully read and understand the relevant sections of the Income Tax Guide and/or a computerized Income Tax preparation program (such as “*QuickTax for Small Business*” - \$59.95). If in any doubt, consult your tax advisor or accountant, and make sure the professionals advising you understand ATIO’s reserved professional status.

Interpretation Bulletins are available from the Canada Customs and Revenue Agency at www.ccr-a-drc.gc.ca/tax/technical/menu-e.html The following bulletins (especially IT-158R2) are relevant and helpful:

Interpretation Bulletin IT-158R2, *Employees’ Professional Membership Dues*

Interpretation Bulletin IT-131R2, *Convention Expenses*

Interpretation Bulletin IT-357R2, *Expenses of Training*

Interpretation Bulletin IT-518R, *Food, Beverages and Entertainment Expenses*

Neither ATIO nor the author can accept any responsibility for the relevance of this article to the affairs of any particular taxpayer.

Book Sale

Due to retirement, a number of books are for sale at attractive prices, including multilingual (Spanish, German, Dutch, and Italian) dictionaries.



Email : charlesmetz@colosseum.com

Insurance Premiums: Are They Deductible or Not?

By: Louise Voyer, CLU
ATIO Insurance Representative
613-737-3433 or 748-3455, Ext.132 (Voice mail only)
Translation: Hendrik Burgers, C. Tran. (Canada)

There are many types of insurance and the rules regarding deductibility of premiums vary greatly. The following provides a brief summary:

Life insurance The premium is usually non-deductible, unless the insurance is required by a creditor as a guarantee.

Disability insurance: Premium usually non-deductible in order to receive the benefits tax free. Rare exceptions in the case of certain companies, but then there is a requirement to obtain greater coverage because, deductible premium = taxable benefit.

Medical and dental insurance: Premium fully deductible for all individuals personally. It, therefore, makes good sense to purchase this type of insurance because medical expenses, themselves, are rarely deductible (or only after first deducting 3% of your income from them).

Professional errors and omissions insurance: Premium fully deductible as a business-related expense.

Overhead insurance (disability): Premium fully deductible as a business-related expense, but the amounts received during the disability become taxable; this is not, however, an issue, because this taxation is offset by the expenditures made.

Automobile and home insurance: Premium deductible in proportion to the percentage of use for business-related purposes.

A Penny For Your Thoughts!

Last year I took a course entitled *Consulting as a Career Option*, sponsored by the Department of Human Resources Development Canada. One of the course leaders gave an excellent presentation on Networking, which in my experience our translator colleagues do not know enough about. I therefore submitted this as a proposal to ATIO, as well as a second one, and have received no response to either!

A member of ATIO for over 30 years, I am concerned that the suggestions of other ATIO members may be receiving the same sort of attention, and that this would discourage members from offering their services as volunteers to the Association. Whence a heavier workload for members of the Executive and complaints about a shortage of volunteers.

I have participated on several ATIO committees, most recently during the term of Fabrice Cadieux, and consider that the freedom of expression and action of these committees could be broadened without detracting from the work of these committees.

Oleg Kuzin, C. Tran. (Canada)
Translation by: Creighton Douglas, C. Tran. (Canada)

A client recently offered me a job, a big part of which was done on the QuarkXpress program. Not being familiar with the program, I had to move heaven and earth to find a colleague who could give me some information. I did eventually find somebody, but it would have been nice to have had more than one opinion.

Does ATIO envisage the possibility of creating a discussion forum on its Website, (password access) where it would be possible for members and associates to exchange information?

Oleg Kuzin, C. Tran. (Canada)
Translation by: Creighton Douglas, C. Tran. (Canada)

The IT Committee replies: We are looking into the most effective type of forum on the ATIO Website for members and associates and we expect to make an announcement later this year.

Fabrice Cadieux replies: Let me take this opportunity (being named in your letter) to reply to your comments. You were indeed a member of the Toronto Public Relations Committee for a time, and you made it clear at the time that your contribution (which was certainly valued) would consist in proposing ideas rather than actually taking part in implementing them.

When you write that your latest two proposals (the networking session mentioned above and another proposal to make the translation examination preparation course available on-line) "received no response," I take it you mean they have not yet been carried out.

Your networking session idea will be considered by the Public Relations Committee as part of our activities program and we will take it up if there is enough interest to justify the cost and volunteer time required. As to the correspondence course, the next edition in the fall will indeed be available on-line.

Finally, I am not sure what you mean by broadening the freedom of expression of committee members, which is unchallenged, as anyone attending our meetings can attest!

Benchmark: Wordfast

By: Sylvain Galibert

Revised by: Carlos Chalhoub, C. Tran. (Canada)

Wordfast is a fairly new player in the CAT tool market. At a fraction of the cost of all the other tools, it has quickly gained popularity among freelance translators. This article is intended to summarize the program's competitive strengths.^{*1}

Just like most of the other tools, Wordfast performs segmentation, runs translation memories, finds fuzzy and 100% matches, etc. However, Wordfast distinguishes itself from the others in the following manner:

User-Friendliness: Wordfast is totally integrated into MS Word, a program familiar to most translators. Basics can be learned within a few hours. The package uses less than 1.5Mb of disk space. Sessions can be shared by several translators via a network or over the Internet.

Flexibility: All of Wordfast's native formats are either Txt or Unicode. Translation memories, glossaries, blacklists, and even configuration files can be edited using any word processor.

Customizability: Nearly everything in Wordfast can be customized, from fuzzy thresholds to segmentation rules, and from translation memory attributes and penalties to overall behaviour and appearance. Further, you can develop and run your own pre/post segmentation macros to meet very specific particular needs. All MS-Word functions remain available too, like the real-time spellchecker, find and replace, etc.

Terminology Features: During a particular translation session, Wordfast allows the use of up to three glossaries, one blacklist, one abbreviation list, and an unlimited number of dictionaries. Powerful context and concordance searches are also available. Glossary terms can be added on the fly, and then used for real-time quality checks and propagation.

Compatibility: Wordfast offers first-level^{**2} compatibility with Trados^{***3}, Déjà Vu, SDLX, and MetaTaxis, and can exchange translation memories with most CATs on the market via the TMX standard. Wordfast runs on MS-Windows, Macintosh and Linux, and can handle all MS-Office documents (*.doc, *.xls, *.ppt, *.mdb), including common text formats such as *.rtf, and rtf-prepared tagged formats like FrameMaker, QuarkXpress, etc.

Online Support: Wordfast support is primarily provided by an extremely active Yahoo! discussion group. Most questions and problems are solved within 48 hours, many within minutes. See <http://groups.yahoo.com/group/wordfast>.

Wordfast and the associated manual can be downloaded and registered at www.champollion.net.

*1 This article assumes familiarity with the basics of Computer-Aided Translation.

**2 Wordfast-segmented documents can be used by these applications with little or no modification.

***3 Wordfast, Trados, Déjà Vu, SDLX, MetaTaxis, MS-Word, MS-Windows, MS-Office, Macintosh, Linux, FrameMaker, QuarkXpress, and Yahoo! are registered trademarks. All trademarks are the property of their respective owners.

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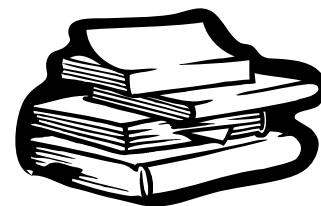
In the Bookshops...

Translation by: Hendrik Burgers, C. Tran. (Canada)

In Quebec, any arrival of a new dictionary describing the language of Quebecers arouses emotions and causes controversy. This was, most notably, the case in 1980, with the *Dictionnaire de la langue québécoise* by Léandre Bergeron (VLB éditeur) and, in 1992, with the *Dictionnaire québécois d'aujourd'hui* by Jean-Claude Boulanger (Le Robert).

The publication, in 1999, of the *Dictionnaire québécois-français (Pour mieux se comprendre entre francophones)* by Lionel Meney, whose purpose and form were completely different from the two previous dictionaries, received a positive reception from the media, the general public and language professionals. The defenders of a Quebec language, such as the writer Victor-Lévy Beaulieu, and the supporters of a Quebec standard close to the standard French of France were both given recognition, to some extent, in this work. On the other hand, some of the collaborators on the *Trésor de la langue*

française au Québec (TLFQ), involved in the preparation of the *Dictionnaire historique du français québécois*, provided a negative review of it.



In this text, Lionel Meney responds, point by point, to the criticisms of two of these and explains how his dictionary project fits into the body of research work, whose aim is to better describe Quebec French, in particular in relation to standard French.

- MENEY, Lionel, *Polémique à propos du Dictionnaire québécois-français*, Guérin, Montreal, 2002, 72 p. ISBN 2-7601-6283-4. CAD 10.50.

- MENEY, Lionel, *Dictionnaire québécois-français. Pour mieux se comprendre entre francophones*, Guérin, Montreal, 1999, 1884 p. ISBN 2-7601-5482-3. CAD 60.00.

Internet : <http://www.guerin-editeur.qc.ca>

Electronic mail: francel@guerin-editeur.qc.ca

Congratulations to Newly Certified Members!

By: Catherine Bertholet

CERTIFIED ON DOSSIER IN TRANSLATION

English-Farsi

Jalil Nozari

SPECIALIZATION RECOGNITION

Law

Rafael Adam Wugalter



Calendar of Events

Translation: Peter Birrell, C. Tran. (Canada)

✓ MARCH 2003

March 31–April 1, 2003: **5th Terminology and Artificial Intelligence Encounters: International Conference on Terminology and Acquisition of Knowledge from Texts**
Strasbourg, France

Information: <http://u2.u-strasbg.fr/spiral/TIA2003/>

✓ MAY 2003

May 1–4, 2003: **4th Latin American Congress on Translation and Interpreting**
Buenos Aires, Argentina

Information: www.traductores.org.ar/des_en.html

May 17–18, 2003: **14th International Japanese-English Translation Conference (IJET-14)**.

Information: www.jat.org/ijet/ijet-14/

May 29–31, 2003: **16th Symposium of the Canadian Association for Translation Studies/ Association canadienne de traductologie. Theme: “Translation and globalization.”**

Dalhousie University, Halifax, Nova Scotia

Information: Dr. Louise Brunette (organizer), Concordia University, Department of French Studies, 1400 De Maisonneuve Boulevard West, Montreal, Quebec H3G 1M8.

E-mail: louiseb@alcor.concordia.ca or Dr. Anne Malena (Chair of the Program Committee), Modern Languages & Cultural Studies, 200 Arts Building, University of Alberta, Edmonton, Alberta T6G 2E6.

E-mail: amalena@ualberta.ca; telephone: (780) 492-1187; fax: (780) 492 2106

Also consult the CATS/ACT Website: <http://www.uottawa.ca/associations/act.cats/>

✓ NOVEMBER 2003

November 21–23, 2003: **50th Anniversary of the International Federation of Translators**
(*details TBA*)

Paris, France