

# informATIOn

## July 2005

## Number 2

# ATIO Comes Together

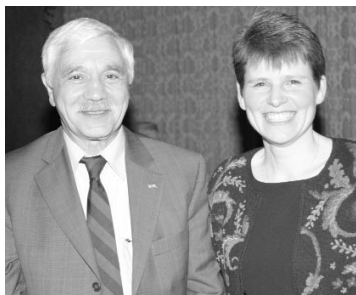
*By Nancy McInnis, Vice-President*

Our annual AGM/Professional Development day was off to a good start. The coffee was hot and the room was full of ATIO members and candidates interested in hearing what Francine Kennedy, CEO of the Translation Bureau, had to say about the translation market in Canada. Ms. Kennedy identified major challenges, such as the gap between supply and demand, and the fragmentation of the industry. However, in her opinion, commoditization of the profession was the biggest threat. Clients order translations the way they order stationery or car parts. They want the job done faster and cheaper. In their mind, it is a commodity and not a professional service. Ms. Kennedy suggested ways to counteract this view, such as requiring that translators have a university degree and earn professional certification. She also suggested raising the profile of the profession through subtle moves, such as changing to hourly or lump-sum billing instead of charging by the word. Not everyone in the room agreed with her views, but everyone was challenged to form an opinion on a subject that was near and dear to their heart, as evidenced by the parade of people waiting to speak at the microphones.

After Ms. Kennedy's presentation, attendees could still be heard discussing various aspects of her talk over a glass of complimentary wine while we waited for the tables to be set for lunch. And of course, lunch brought the AGM. I am very pleased to report that for the first time in far too many years, we achieved a quorum!! Congratulations to all who attended, and to all those who sent in their proxies.

Ken Larose presented a joint report from the President, Secretary and Treasurer highlighting the work the Board has done over the past year. He mentioned an increased number of workshops, negotiations with the government Translation Bureau and the new ATIO Website, to name just a few items. He also indicated some of the issues facing the Board in the coming year, such as the whole matter of rates that are fair to the client and the translator. How timely was Ms. Kennedy's presentation!

After Ken's report, we proceeded to elect this year's Board. And yes, there was a real election this year. Effrossyni Fragkou and Maha Takla were both nominated for Director, Foreign Languages. Maha carried the vote, but we hope that Ms. Fragkou



*Nancy McInnis with Julien Marquis, 2005  
returning officer*

will continue to show her interest by becoming involved wherever possible. All Board members volunteer their time and services, so another pair of helping hands is always welcome!

After the AGM was adjourned, we all moved on to a selection of workshops. Two of the sessions dealt with practical matters, such as accounting and the legal considerations of establishing your own translation practice. And two dealt with translation—legal and medical. We all had a cup of tea or coffee after the sessions, and everyone was very positive. Everyone appreciated the chance to meet a little more, and especially the chance to meet the translators.

The networking continued that evening over cocktails and dinner at the National Arts Centre. It was there that Ken Larose presented the ATIO Volunteer Award for 2005 to Denis Bousquet. Denis has been a tireless behind-the-scenes worker for the Association, and if his name seems familiar to you, it's probably because of all the articles he has ably, and willingly, translated for InformATIO. Though delayed, the ATIO Award for 2004 was presented that evening as well, to a very deserving H  l  ne G  linas-Surprenant.



*Denis Bousquet, winner of the 2005 Volunteer Award, and Ken Larose, ATIO president*

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Hélène has worked so tirelessly and for so long on behalf of the Association that she deserves to win the Award several times over! Congratulations and many thanks to you both for all you have done.

Ken also had the honour of presenting 25-year pins to several members, and the extraordinary privilege of presenting a 50-year pin to Paulette Cyr. Ms. Cyr even had her membership card from 1955 at the ready, in case any proof was required!

It was a very full day. We were all given much food for thought and many opportunities to expand our networking circles. I encourage you all to attend next year's AGM in Toronto. I am sure you will find it well worth your while.

*Ken Larose and Paulette Cyr, an ATIO member for 50 years!*

## Your New Board for 2005-2006

*By: Catherine Bertholet*

*Translation: Lise Cloutier, C. Tran. (Canada)*

On April 16, 2005, ATIO held its Annual General Meeting and elected a new Board of Directors.

The newly elected Board members are:

Kenneth Larose	President
Nancy McInnis	Vice-President and Director, Independent Translators
Ilse Wong	Secretary
Creighton Douglas	Treasurer
Dorothy Charbonneau	Director, Conference Interpreters
Yuri Geifman	Director, Court Interpreters
David Lowe	Director, Salaried Translators
Maha Takla	Director, Foreign Languages
<i>Vacant</i>	<i>Director, Terminologists</i>

**Congratulations to all!**

## 25-Year Members

### Member for 50 years:

Paulette Cyr, *Conference Interpreter  
and Translator*

### Member for 25 years:

Evelyne Barthès-McDonald, *Translator*

France Blanchard, *Translator*

Danielle Boyer, *Translator*

Barbara Collishaw, *Translator*

Mireille Dujols, *Translator*

Jacqueline Elton, *Translator*

Nicole Gagnon, *Conference Interpreter  
and Translator*

Edith Kuntz, *Translator*

Lucie Larose, *Translator*

Joan Levesque, *Translator*

Alain Otis, *Translator*

Yvan Pichette, *Translator*

Walter H. Trembl, *Translator*



*Barbara Collishaw, Jacqueline Elton, Edith Kuntz and Evelyne Barthès-McDonald were with us on the evening of April 16*

# CONGRATULATIONS!

## CERTIFIED THROUGH CTTIC TRANSLATION EXAMINATION

### *French-English*

Joanne McCracken

### *English-French*

Colette Bourgogne

Christine Chapeau

Pascal Roseau

Yann Saint-Germain

### *Arabic-French*

Houda Debbabi

### *Spanish-French*

Louis-Avril Laguerre

Sylvie Pelletier

### *English-Spanish*

German Alvarez

Jordan Arias Aguila

Pilar Bolanos

Jimmy Borja Chales

Cristina Lorena Cordoba Poulat

Vanessa Demko

Rosamelia Gil Guzmán

Miguel Guerra

### *English-Tamil*

Madhavi Chandrasekaran

### *English-Urdu*

Muhammad Shafique

### *Dutch-English*

Paul Adams

### *Korean-English*

John Ung-Keun Lee

### *Spanish-English*

Tracey Azlyn

Lisa Carter

Edith Rosemberg

Carolina Zabala

### *Tamil-English*

Madhavi Chandrasekaran

### *Urdu-English*

Shahid Suleman

Qamar Yasmeen Tyyebi

## CERTIFIED THROUGH CTTIC COURT INTERPRETATION EXAMINATION

### *English/Spanish*

Barbara Duffus

## CERTIFIED ON DOSSIER IN CONFERENCE INTERPRETATION

*A = Maltese*

*B = English, French,  
Italian*

Helena Mallia



## CERTIFIED ON DOSSIER IN TRANSLATION

### *English-French*

Daniel Pokorn

Danuta Szachanski

Joëlle Zananiri

### *English-German*

Katja Ricke

### *English-Romanian*

Stelian George-Cosh

### *English-Slovak*

Eva Brejova

### *Croatian-English*

Fiona Koscak

### *Russian-English*

John Woodsworth

## CERTIFIED ON DOSSIER IN TERMINOLOGY

### *English-French*

Sonia Leblanc

# The Future of Foreign Languages

By Maha Takla, Director, Foreign Languages

When I was asked to write this article about the status of foreign language translators and how important their function is, I wondered about the term itself “foreign language.”

“Foreign” to whom? If I am in the Middle East and speak Arabic, then my language is not “foreign.” As a matter of fact, the “foreign language(s)” would be English or French!

If I am an Italian, then the “foreign language” to me will be English, French, German, etc.

So, for now, I’ll look at the words “foreign language translators” from a Canadian perspective, since any language that is not French or English is “foreign”!

How important is our function? I can only describe it in one word “priceless”!

Languages became a hot topic after the expansion of the global economy and the war on terrorism. Any person who mastered another language in addition to English became very much in demand.

I don’t want to get into the war on terrorism because it has been exhausted by others who have written about it.

Let’s have a look at our global village and the importance of the translator’s role in this “village.”

Seeing how important the role of foreign language translator is, the ATA announced the year 2005 to be the “year of Languages.”

The European Union produced a huge demand for translation. The European Commission Website is translated into 10 different “foreign” languages in addition to English. In a speech for **Ján Figel**, Member of the European Commission responsible for Education, training, culture and multilingualism he said “We must move from a multi-cultural society to an inter-cultural society.”<sup>1</sup>

Locally, in Canada, there is more and more demand for translation because of the growing multicultural (or inter-cultural) societies in major urban cities. According to the 2001 census, 17% of the population speak a language at home that is neither English nor French. Of course the demand varies depending on the number of people speaking each language. You can’t imagine the demand created by this percentage at the community level.

At the government level, it is expanding Canada’s growing economy by attracting “foreign” business to Canada. How do

they do that? They translate all of their marketing brochures into many “foreign” languages so that they attract “foreign” investors to Canada. When these “foreign” investors come to Canada, they, in turn, will require many translation services for their business.

Realizing how important official languages are, the government granted \$10 million over five years (2003-2008) to Industry Canada as part of the Government’s ACTION PLAN FOR OFFICIAL LANGUAGES. This money must be spent to reinforce links between the three language industry sectors (Translation, Training and Language Technology), while also heightening awareness of the overall industry (i.e. foreign languages). The LANGUAGE INDUSTRY PROGRAM (LIP) was created to fulfill this second objective.

There is a need for translation service at almost every turn. When newcomers arrive in Canada, there is a whole world of translation right there; when companies expand their business and look for new markets; when a crisis happens (like 9/11 or the Tsunami), in peaceful times and in war. People and organizations may never think that they need translation services, and all of a sudden they realize that they need them urgently!

In the past five years alone, I have noticed a big boom in the translation business. A new trend is being developed. More and more businesses and students are realizing the importance of translation, and we are seeing many new entrants into the industry. When it comes to “foreign” languages, we can only rely on the Internet or overseas graduates who come to Canada.

Ah! The Internet, the double-edged sword! The market is full of businesses and individuals offering their services in translation. You can realize the magnitude of this industry simply by typing the word “translation” in Google and you will get almost 60 million results to browse through!

In such a global market, I can see only a bright and prosperous future for the translation business, especially foreign language translators. And as I said in my opening remarks, our service and function is “priceless.”

To sum it all up, I quote from the conclusion drawn by the ISR<sup>2</sup> study which said: “Do not treat the world as if it is, or will become, homogeneous. Accept diversity and profit from it.”

<sup>1</sup> European Commission conference on Dialogue between peoples and cultures, Brussels, 25 February 2005.

<sup>2</sup> A very large-scale study was undertaken in 2002 by International Survey Research (ISR) involving a survey of one million employees of companies in the 10 biggest world economies.

# Message from the President

By Ken Larose

In our last issue of *informATIO* we published a short article by Johanne Boucher, the President of the Language Industry Association (AILIA), about that organization and its efforts to make the Canadian language industries more competitive both at home and abroad. In view of the concerns expressed at our AGM in April and the many enquiries we have received about AILIA and the perceived recent shifts in the way business is being done in the translation industry, we thought a few comments might be useful to ATIO members.

It is true that things are changing, and that there are doomsayers galore who believe that the way translation markets have been operated in the past is no longer feasible for the future. They may be right, and we may all have to make some changes to the way we work in response to the way our clients do business. However, I don't think any major changes of this kind are in the offing for interpreters or terminologists. It is translation that is most likely to be affected. AILIA is of course an organization that covers more than our narrow range of interests—with fields like language training and software development high on their list of priorities.

I highly recommend a visit to their Website to see what exactly they are up to. The general feeling among many in our industry is that we need to move beyond our cottage industry structure into the big leagues. This is also the view of the key people at Canada's Translation Bureau, as those of you who attended our AGM were able to learn from Ms. Francine Kennedy, the CEO of that influential organization.

My suggestion is to keep informed and not to panic. In the short and medium term, ATIO plans to work harder than ever to protect our accomplishments, particularly with respect to certification and the importance of ensuring that we make it clear to everyone that certified professionals are the best way to guarantee the quality translation that is so essential in a diverse country like Canada. We intend, over the coming year, to lobby everyone from the Commissioner of Official Languages to the Prime Minister on this important point.

*The Board of Directors of the  
Association of Translators and Interpreters of Ontario  
regretfully announces the death of*

**Kishore Oogarah**

*Certified Conference Interpreter, ATIO Member Since 1997*

Keeping in close contact with AILIA, attending their events, and dialoguing with its members is the best way to make sure that we understand their objectives so that we can react appropriately and make our own interests clear to them. It is also a good way for us to learn how to make our own association more professional and more meaningful.

Are things really changing quickly in our own areas of interest? Are those of us who are simply trying to carry on business as usual behaving in an ostrich-like manner? What can we do to strengthen our own position? What suggestions do you have for us as an association of professionals? Most importantly, do you have any personal experience of recent changes that you believe are harmful, whether to yourself or to the profession?

Please let us know, and we would be happy to publish your information and comments for the benefit of our members.

## *InformATIO*

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The Editorial Committee of *InformATIO* reserves the right not to publish, or to edit with the author's consent, any article submitted or commissioned for publication. Any opinions expressed (except in articles signed in an official capacity) are those of the authors and are not endorsed by the Association.

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# Translators are Making the Global Community a Reality

By Lori Thicke, General Manager, *Traducteurs sans frontières*

*Traducteurs sans frontières*, a voluntary organization of translators who donate their time to help people literally around the world, is as global an organization as its mission. Based in Paris, France, TSF has its roots in Northern Ontario (I grew up in Kirkland Lake) and in the United Kingdom (co-founder, Ros Smith-Thomas, is from Sevenoaks); our team of translators is even more international, hailing from communities as far-flung as Ireland and Australia.

Ros and I created TSF in 1993 when our translation company, Eurotexte, was approached by *Médecins sans frontières* to take on a (paid) translation assignment. We asked whether the money would be put to good use if we waived our usual fee. The answer was a resounding yes and *Traducteurs sans frontières* was born.

Since then, many thousands of pages translated by dedicated volunteer translators have been called into service in innumerable humanitarian interventions, from the war in Iraq to the famine and violence in Darfur to AIDS prevention in the townships of South Africa to the Asian Tsunami.

We are proud to say that, in 2004, *Traducteurs sans frontières* provided over 1 million words of humanitarian translations, not only to *Médecins sans frontières*, but to a whole host of other

organizations such as *Handicap International*, *Surgeons for Africa*, *Secours Populaire*, *Médecins du Monde*, and *AIDES*.

Sadly, 1 million words are a mere drop in the ocean. There is a pressing and ongoing need for professional translations of all types of humanitarian documents. These documents may help in fundraising, increase awareness within the international community, make important technical and medical information more widely available and launch appeals for the release of political prisoners.

*Traducteurs sans frontières* is a start, but so much more remains to be done. Our one office simply can't handle all the pro bono translations needed in the world today. In truth, often we cannot even respond to those translators volunteering their services!

If you wish to contribute in a real way to the global community, you could contact the humanitarian organizations in your community and volunteer your services. If our experience is anything to go by, you may well find yourselves doing highly rewarding work that truly makes a difference in the world.

If you need any advice, feel free to contact [lori@eurotexte.fr](mailto:lori@eurotexte.fr).



## FondATIO: An Organization that Hits the Mark Every Year!

By Pascal Sabourin, Chairman  
Translation Paul St-Jean, C. Tran. (Canada)

FondATIO, the successor organization to the Peace Interpreters' Foundation, continues to support the next generation of translators and interpreters by offering scholarships to students enrolled in translation and interpretation programs in Ontario, as well as awards to graduates of those programs.

FondATIO held its Annual General Meeting on January 28, 2005, in Ottawa. Of the 200 or so members of the Foundation who were invited to the meeting, some twenty responded by attending or by proxy.

What's new at FondATIO? In his report, Chairman Pascal Sabourin reported some of the very encouraging comments that had been received from the various universities (Ottawa, York and Laurentian) regarding FondATIO's scholarships and awards programs. The administration, faculty and award winners at Ontario's translation schools strongly appreciate the generous efforts made by FondATIO and its donors. FondATIO's financial support often comes at a critical moment for students, namely at the onset of the school year.

FondATIO's treasurer, Paule Landry, gave a brief report on the status of FondATIO's finances. As we all know, charitable organizations are required to distribute to their beneficiaries at least 80 percent of the donations received during the year. Paule makes sure that FondATIO meets this commitment.

Following the AGM, the Board of Directors held its first meeting. For the benefit of our readers, the Board of Directors of their Foundation is made up of the following persons:

Chairman:

Pascal Sabourin

Vice-chair: Hélène

Gélinas-Surprenant

Secretary: Michel Trahan

Treasurer: Paule Landry

Members-at-large: Kenneth Larose, Catherine Bertholet and Robert Denis.

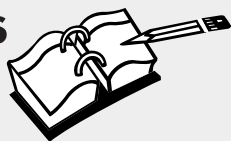


*FondATIO Board of Directors (left to right): Michel Trahan, Paule Landry, Pascal Sabourin, Hélène Gélinas-Surprenant*

**The Scholarships and Awards Committee** includes the following members: Robert Denis, Michel Trahan, Hélène Gélinas-Surprenant and Pascal Sabourin; while **the Public Relations Committee** is made up of Catherine Bertholet and Monique Landry-Sabourin.

The Board has also set the value of the scholarships and awards that will be offered in 2005: there will be two Achievement Awards of \$500 each, in June, and two Scholarships valued at \$1,000 each, in September, for a total of \$3,000 in awards and scholarships in 2005. It should be pointed out that the yearly level of support is entirely dependent upon the donations received during the year. Nevertheless, we must recognize that the efforts of our donors have been quite remarkable, and we take this opportunity to thank all those who contributed to FondATIO's activities when they renewed their ATIO membership.

# Calendar of Events



## ✓ JULY 2005

July 24-25, 2005: 14th World Congress of Applied Linguistics  
Madison, Wisconsin  
Information: [www.aila2005.org](http://www.aila2005.org)

## ✓ AUGUST 2005

August 4-7, 2005: 17th World Congress of FIT  
Tampere, Finland  
Information: [www.fit2005.org](http://www.fit2005.org)

## ✓ SEPTEMBER 2005

September 9-11, 2005: Professional Education of 21st Century Translators and Interpreters  
Monterey Institute of International Studies Graduate School of Translation and Interpretation  
Monterey, California  
Information: [www.iti.org.uk/uploadedFiles/events/050210%20Montereyconference%20new.pdf](http://www.iti.org.uk/uploadedFiles/events/050210%20Montereyconference%20new.pdf)

September 23-25, 2005: 4th International Maastricht-Lódz Duo Colloquium "Translation and Meaning" Lódz Session  
Lódz University  
Lódz, Poland  
Information: [www.hszuyd.msti.translation-and-meaning.nedweb.com/](http://www.hszuyd.msti.translation-and-meaning.nedweb.com/)

## ✓ NOVEMBER 2005

November 2-4, 2005: American Literary Translators Association Annual Conference (ALTA)  
Omni Mont-Royal Hotel  
Montreal, Quebec  
Information: [www.literarytranslators.org/conference.html](http://www.literarytranslators.org/conference.html)

November 9-12, 2005: American Translators' Association Annual Conference  
Seattle, Washington  
Information: [www.atanet.org](http://www.atanet.org)

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\*New system of dictation Olympus, which allows to send  
the files of dictation by e-mail.

## ATIO Secretariat Summer Hours

From June 20 to September 6, 2005, the office will  
be open from 8:00 am to 4:30 pm.

# Man Booker International Prize

By Creighton Douglas, C. Tran. (Canada)

The Booker Prize is broadening out. Now called the Man Booker Prize, it is for a single book by an author, and the same author may win more than once. But now there is more: in June 2005 the judges will announce the winner of the first *Man Booker International Prize*. This prize is to be awarded every two years, to a living author of fiction who has had a truly global impact. Their body of work may either have been originally in English, or be generally available in the English language through translation. The new prize can be won only once by an author of any nationality, provided only that their works are widely available in English.



In the process of establishing the new prize, the administrators of the *Man Booker International Prize* became aware of the very important contribution of translation in producing such international work and noted that the work of 10 of the 17 authors on this year's list was through translations. Hence, they added a new award in the form of an additional £15,000 (approximately C\$35,000), that the winner of the basic prize can assign to one or more translators who made major contributions to the English-language version.