

## Letter from NETA President Diana Rhudick

Dear Netans,

I hope this edition of *NETA News* finds you all healthy and busy with work. If the work situation is not ideal, we freelancers still have the option of unemployment benefits or a PPP loan. You can apply for the loan through August 8: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program>.

Looking back on NETA's programming year that ended in July, I see we were quite active. We had an in-person translation bash (remember meeting in person?) in September, then three more in-person talks plus our winter holiday party, before we had to move online. With a little help, NETA members Diego Mansilla and Lesley Andrews gave us what was dubbed an online mini conference in lieu of our usual annual conference. It offered some solid presentations from both students and professionals. You can read more about the conference in this issue; members can see videos of the professional sessions by logging in to our website and looking under "Members Only." We are already optimistically planning for an in-person NETA conference in 2021 at UMass Boston.

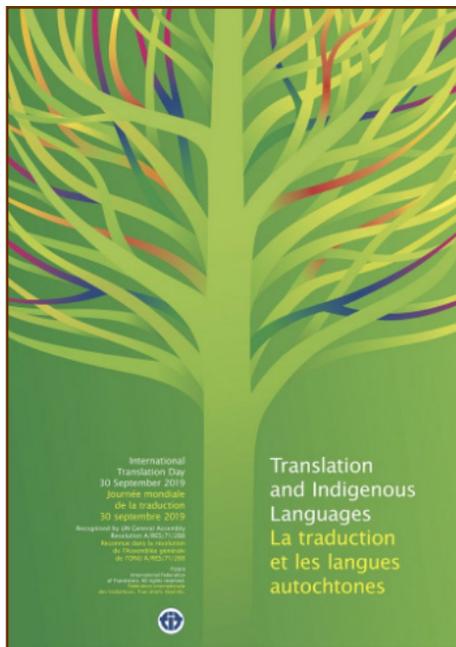
To end the season, we held a virtual modified Pecha Kucha session to replace our annual summer social gathering. Several members generously shared their hobbies with us—everything from genealogy to a study of Velázquez's *Las Meninas*—over a two-hour period. Videos of this event are also on our website under "Members Only."

Lastly, as many of you already know, the ATA will be holding an online-only annual conference this October instead of coming to Boston. Conference information is at <https://ata61.org/>.

I look forward to seeing Netans in person again one day. Until then, enjoy this issue of *NETA News*.

Diana Rhudick

## How will you commemorate International Translation Day?



In 2017, the United Nations General Assembly unanimously adopted a resolution declaring September 30th as UN International Translation Day, recognizing the role of professional translation in connecting nations, and fostering peace, understanding and development. The UN resolution was due in large part to the efforts of FIT (Fédération Internationale des Traducteurs / International Federation of Translators). FIT

has several events promoting International Translation Day, including an annual poster competition. The theme for their 2020 competition is **"Finding the words for a world in crisis."** The winner and winning design will be announced in August on the [FIT website](#). Visit the website to see posters from previous years as well as the many FIT activities past and future. The NETA Board has applied for FIT membership, and they are reviewing our application.

For 15 years NETA has been holding a *Translation Bash* as our way of recognizing Translation Day. Marian Comenetz, programming coordinator, has already begun planning this year's event, to be held on Saturday, September 26. Marian reports, "By now it is quite a tradition—a suitable and fun way to begin our programming year. Of course, due to the circumstances, there'll be a new twist as we attempt to bring off this event virtually. This will entail using Zoom rooms, one for each language pair. Thankfully, our vice president and tech guru, Lesley Andrews, will lead the way in that regard." A notice about the bash will be emailed at the beginning of September.

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## NETA News

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**NETA News** is a quarterly publication of the New England Translators Association. The opinions expressed herein are those of the authors and not necessarily those of NETA. We reserve the right to refuse submissions.

### Editor

Laura Rojo MacLeod

### Layout

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### Submissions

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### Schedule of deadlines:

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### Delivery

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To subscribe to either forum, you must be a current member.

**Look for the NETA Group on LinkedIn at:**

<http://tinyurl.com/ovehpy>

**Membership information** NETA accepts individual members only. A one-year membership is \$50 (\$25 for 2020-21). NETA offers a \$30 (\$15 for 2020-21) membership for students of translation and/or interpreting and individuals aged 65 or older. If you need a membership application or have other membership questions, contact: [membership@netaweb.org](mailto:membership@netaweb.org). Subscription to this newsletter is included with your membership.

## May 9, 2020: NETA / UMass Boston Online Conference

In case you missed part or all of the online conference, recordings are available at [netaweb.org](http://netaweb.org) in the members-only section. Below are bios and previews of the sessions so you can plan out which recordings to watch. On pages 7-9, three speakers have provided summaries of their presentations.

	<p><b>NETA / UMass Boston Online Conference 2020</b>  <b>Speakers and Academic Division Panels</b>  <b>May 9, 2020</b>  <b>9:00am - 4:15pm Eastern (Boston, US) Time</b></p>	
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*9:15-9:45 Opening Remarks*

**Diana Rhudick, NETA President**

**Susan Gauss, UMass Boston Latin American and Iberian Studies Dept. Chair**

*9:50-10:20 NETA Academic Division Opening*

**Alicia Borinsky “In Praise of in Betweenness: Translation and Uncertainty”**

**Alicia Borinsky** is a fiction writer, poet and literary critic writing in English and Spanish. Among her bilingual volumes of poetry are *Frivolous Women and Other Sinners*, *Lost Cities Go to Paradise* and *My Husband’s Woman*. She is the recipient of several awards, including a Guggenheim Fellowship and the Latino Award for Fiction, and the author of numerous scholarly volumes. Her most recent in English is *One Way Tickets, Writers and the Culture of Exile*. She is currently Professor of Latin American and Comparative Literature at Boston University as well as Head of Spanish and Director of the Cultural Studies Program in Buenos Aires.

*10:30-11:20 Keynote Speaker*

**Corinne McKay “Using objective data to price your work”**

Pricing is a frequent source of stress for beginning and experienced translators alike. Many freelancers focus too much on factors that they can’t pin down or control: What would a given client be willing to pay? How much would another translator charge for this work? How do I know that I’m not under-charging or over-charging? The key to smart and low-

stress pricing decisions is to focus on how much you want or need to earn from your freelance work, and what hourly or per-word rates you need to charge in order to get there. In this session we’ll use a simple, easy-to-understand (even for “word people”) worksheet to calculate our target rates, and then we’ll discuss rate zones. Having three rate zones: green (your ideal rate), yellow (a rate at which you must have a non-economic reason for working), and red (a rate below which you do not work) can help us identify the types of clients we want to target with our marketing efforts.

**Corinne McKay** is an ATA-certified French to English translator and Colorado court-certified French interpreter, based in Boulder, Colorado. In addition to her own translation work — specializing in international development, corporate communications, and non-fiction books — Corinne blogs, writes books, and teaches courses for other freelance translators. With over 12,000 copies sold, her book “How to Succeed as a Freelance Translator” has become a go-to reference for the profession, and her blog *Thoughts on Translation* has twice won the ProZ.com Community Choice award for best blog about translation; with fellow French to English translator Eve Bodeux, she also co-hosts the podcast *Speaking of Translation*. Corinne served as President of the American Translators Association from 2017-2019, and now focuses on her own translation and interpreting work and her online course platform, *Training for Translators*.

*11:30-12:00 Professional Panel*

**“On Interpreting: An International Perspective”**

Interpreting is a complex process that requires a special set of skills and is different from translating, though it has some similarities. In this panel we will hear first-hand advice on what it takes to be an interpreter, what this job looks like and what skills you need to have or develop in order to be an interpreter. Our speakers will share their professional experiences from Europe and New England.

**Francisco Bueso**, *University of Massachusetts Boston, Ph.D. in Food Science and Technology from Texas A&M University*. Francisco Bueso is an English>Spanish and Spanish>English freelance translator and food scientist. He is currently stationed as USDA agricultural and regulatory representative in Honduras and teaches integrated quality systems at UNITEC graduate school in Tegucigalpa.

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**Inés Fusco**, *University of Massachusetts Boston, Associate in Applied Science, Business Management from Newbury College.* Fluent in Spanish language and culture, Inés has served as a Spanish interpreter over the last five years and has experience in the areas of Legal/Judicial, Medical and everything else, classified as community interpreting. She is currently an interpreter for the Lawrence Public Schools, a medical interpreter at East Boston Neighborhood Health Center and works in the community as a freelance interpreter. Working in Boston, Massachusetts (an immigrant-receiving city) has provided Inés the opportunity to broaden her cultural and colloquial experiences in a multitude of settings with a variety of dialects.

**Sladjana Jakovac**, *University of Massachusetts Boston, MA in European Business and Marketing from European University, Belgrade* Sladjana has worked as a professional translator and interpreter for more than 15 years, and is fluent in English, Spanish and Slovenian (as well as her native Serbian). After graduating from the Faculty of Philology in Belgrade, Serbia, she started working as a freelance translator for numerous clients in Belgrade, such as Telenor Serbia, ABS Holdings Serbia, Solidity Real Estate, the Government of Serbia and Slovenia. In 2015 she started her own company, P & F Translations.

She started working as a consecutive and simultaneous interpreter on some of the biggest EU Twinning projects and others in Serbia and SEE Europe, covering different topics, such as judiciary reform, the environment, trade, customs procedures, industrial policies, and non-performing loans.

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### *12:10-12:40 Student Panel*

#### **“Translation and Society”**

This panel will show you the perspective of the students from the Spanish - English Translation Certification Program at University of Massachusetts Boston and SUNY Binghamton on some important topics in the translation and interpretation industry. Ketam Shraideh will present on social media and translation. Marko de la Garza will discuss the importance of localization for small businesses, Kaitlyn Diehl will present on the importance of social science texts and their characteristics, and Sladjana Jakovac will tell us about the challenges that interpreters are facing nowadays.

*Chair: Ashley Jones-Lewis,  
University of Massachusetts Boston*

**Khetam Shraideh**, **“Translation and Social Media,”** *State University of NY at Binghamton*

**Marko De La Garza**, **“Organic Spanish-to-English Translation for Spanish and Latin American Individual and Small Business Growth via the Web,”** *University of Massachusetts Boston*

**Kaitlyn Diehl**, **“Social Science Texts: Key Differences Between Spanish and English,”** *University of Massachusetts Boston*

**Sladjana Jakovac**, **“Interpreters in a Globalized World: Challenges, Working Conditions and the Future of the Profession,”** *University of Massachusetts Boston*

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### *12:50-1:20 Professor Panel*

#### **“Teaching Translation and Interpreting at UMass Amherst”**

Our three-speaker panel will address the online teaching of translation and interpreting from a variety of perspectives. Our first speaker will discuss the challenges and opportunities of teaching an online Introduction to Translation course to speakers of different languages. Our second speaker will show how VoiceThread, a multimedia application allowing audio and video posts, is particularly helpful when teaching T&I ethics, a topic often perceived as “dry” or “boring,” as it greatly enhances student engagement while deepening their critical thinking skills. Our third speaker will present on the challenges and rewards of teaching a multimodal translation course, which combines face-to-face and online students, with examples of activities and assignments.

*Chair: Edgar Moros, UMass Amherst, Boston University, Adelphi University, Worcester State University*

**Dr. Laurence Jay-Rayon Ibrahim Aibo**, *UMass Amherst*

**Professor Cristiano Mazzei**, *UMass Amherst*

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### *1:30-2:00 Professional Panel*

#### **“Colectivo de Medios Latinos”**

Several members of the Colectivo de Medios Latinos, a group of Latino journalists and media professionals in the Springfield and Holyoke, MA area, will share their experience working as a team

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to inform our communities in a timely and reliable manner, in the face of the COVID-19 pandemic. Being members of New England Public Media, they will also discuss the need for bilingual professionals and translators in the media; talk about their collaboration with the UMass Boston Translation Program and discuss the opportunities that exist for universities and translation programs to develop and implement curricula to train bilingual professionals to effectively meet the needs of the media.

**Veronica Garcia**, is a host and producer for WGBY's award winning bilingual series *Presencia*. She also assists with the station's youth media programs and has years of experience working in the radio and television industry. She has been a community leader for many years and has done international journalism work in Venezuela and Ecuador. Veronica was a soap opera actress in her native country Ecuador. Her hosting experience began in 2000 as host of a television show "Mujer a Mujer" in New Haven, CT.

**Iohann Rashi Vega**, born and raised in Mexico City, studied music and media sciences, with a focus on radio and journalism. Moved to Puerto Rico in 1999, and started as a volunteer at WRTU, the University of Puerto Rico's public radio station. Became Promotion Coordinator, host and producer of several shows (World Music, Classical, Electronic and emerging genres) and producer of all the station's imagery. Worked as a news anchor, reporter, on-air host for different music shows, producer and voice over talent. Mentored students from the University's School of Communication into radio production. Moved to Massachusetts in 2011, where he joined the Gandara Center, as Coordinator of the Youth Development Center, providing computer and media literacy, youth mentoring for job readiness and leadership, and education on media production, podcasting and music, for children, and young adults in the community. Also, is the founder and producer of Radioplasma, an independent media outlet formatted as a bilingual podcast and online multimedia content. Currently, Iohann is the Director of Media Engagement with Holyoke Media, producing content, teaching youth and community members how to do so, and

developing partnerships around the creation of media content to build a diverse, inclusive dialogue that contributes to the local media environment.

**Elizabeth Román** has been a reporter for *The Republican*, *Masslive.com* and *El Pueblo Latino* for more than 15 years. She is a bilingual reporter focusing on issues affecting the Latino community in Western Massachusetts. She also covers topics ranging from education to politics and human interest stories for the community at large.

### *2:10-2:40 Student Panel*

#### **"New Developments in Translation"**

The field of translation is undergoing constant evolution, from the proliferation of machine translation tools that are constantly being refined so that they can effectively meet the needs of translators to examining the contextual use of language. The presentations in this panel offer perspectives on the new developments in translation within the framework of linguistics, collaboration tools and marketing. The presenters will summarize their analysis of the evolution of the Spanish language with a focus on etymology, evaluate useful CAT tools for translators, discuss contemporary approaches to open sourced collaborative translation, as well as assess CAT tools application in the food industry. The ideas put forward are a scan of current views that can be used to generate discussions on the direction of approaches to translation.

**Chair: Allyson Cartter, "History and Evolution of the Spanish Language," UMass Boston**

**Marsha Webster, "Translating Together: The Way Forward," UMass Boston**

**Inés Fusco, "What Is a CAT Tool? Is It Going to Meow at Me?" UMass Boston**

**Francisco Javier Bueso Uclés, "Computer-Assisted and Machine Translation Tools for the Global Food Sector: Present and Future," UMass Boston**

### *2:50-3:20 Professor Panel*

#### **"Language Transfer on the Screen"**

This panel explores teaching audiovisual translation to college students interested in developing skills in different modalities of the field at the University of Massachusetts Amherst. The panel chair, Cristiano Mazzei, will provide a general view of the discipline and pedagogic framework of the multimodal course (online and onsite), and students will share their experience with subtitling projects. Paulina Ochoa-Figueroa will present her translation and subtitling strategies of a video-essay analyzing the Spanish film "Palabras

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encadenadas" (2003), and Yan Wu will discuss her challenges in subtitling a short video used to promote the popular British cartoon "Peppa Pig" in the Chinese market (2019).

**Chair: Cristiano Mazzei, Audiovisual Translation, UMass Amherst**

**Yan Wu, Can Peppa Pig Speak Chinese? UMass Amherst**

**Paulina Ochoa-Figueroa, Subtitling to Raise Awareness, UMass Amherst**

*3:30-4:00 Professional Speaker*

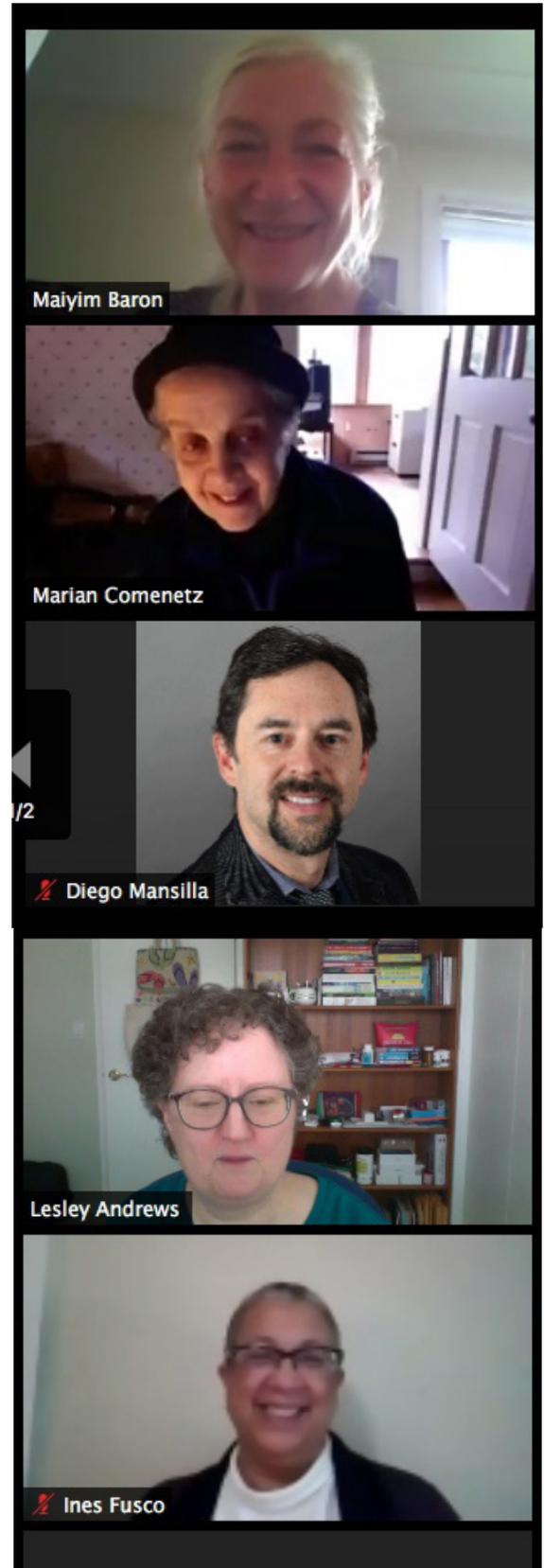
### **Helen Eby "How to Be a Translator or Interpreter and Not Go Broke"**

In this presentation Helen will consider the business of interpreting/translation from a variety of perspectives to develop a successful business plan. This includes, among other things, evaluating the quality of the product being offered, how the client sees it, how to promote it, what the competition is, what the market may bear, the cost of doing business, basic accounting and invoicing, follow-up practices for sustainability, and client follow-up and satisfaction. This presentation will be responsive to the needs of the audience. Resources will be provided.

**Helen Eby** is a certified English-into-Spanish and Spanish-into-English translator, a certified court interpreter, and a certified health care interpreter. She was a medical school student at the University of Buenos Aires for two years. She graduated from the Escuela Nacional en Lenguas Vivas as a teacher of English and Spanish. One of her major interests is supporting translators and interpreters, which is why she co-founded The Savvy Newcomer blog and ¡Al rescate del español! a blog about improving Spanish writing. She also co-founded the Oregon Society of Translators and Interpreters and the Spanish Editors Association. She has established training programs for medical interpreting and translation in Oregon.

*4:00-4:15 Closing Remarks*

**Diego Mansilla, Conference Organizer, Director of the Spanish/English Translation Certificate Program at UMass Boston, NETA Board Member and NETA Academic Division Coordinator.**



# What is a CAT Tool? Is it going to Meow at Me?

## A decision-making guide for translators

**Summary by Inés Fusco of her presentation as part of a student panel: “New Developments in Translation” at the NETA / UMass Boston Online Conference**

**Inés Fusco, University of Massachusetts Boston, Associate in Applied Science, Business Management from Newbury College.** Fluent in Spanish language and culture, Inés has served as a Spanish interpreter over the last five years and has experience in the areas of Legal/Judicial, Medical and everything else, classified as community interpreting. She is currently an interpreter for the Lawrence Public Schools, a medical interpreter at East Boston Neighborhood Health Center and works in the community as a freelance interpreter.

Computer Aided Translation (CAT) tools are designed to assist the translator in delivering their best work. They help to create, edit, manage and store content. Some tools include compatibility with a variety of file formats like PDF, Adobe, or Word giving the translator the capability to receive and deliver professional looking graphic files to the client without the need for purchasing other software. CAT tools can also offer robust solutions to help manage content, quality assurance, multiple projects, and even some business functions.

When considering a CAT tool, it is important to understand that translation memory (TM) is NOT machine translation (MT).

Understanding Who’s Who in the CAT tools software space and today’s translation market serves as helpful information for establishing computer and software needs. Many translators continue to follow the leader simply because SDL is that product that makes you want to purr.

Many translators prefer SDL, they feel empowered by using SDL products, and feel confident that it helps to deliver quality work while providing features to improve quality assurance, productivity, and efficiency.

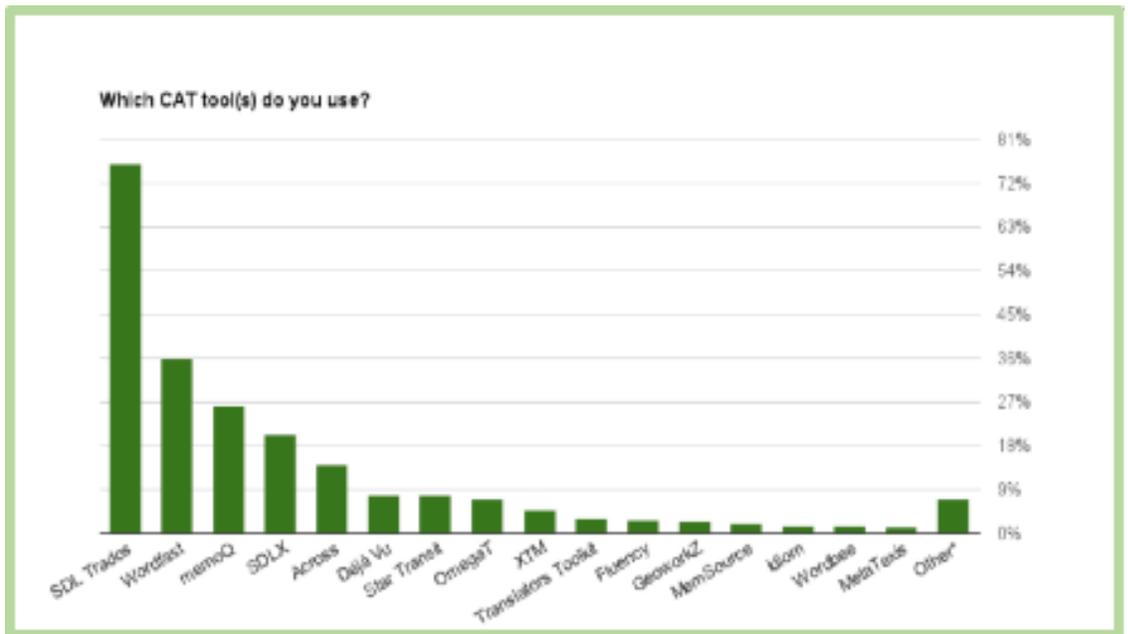
While SDL has set the standard for others to follow, they are also known for prohibitive pricing. If you follow them at all, you know that their price varies

a lot throughout the year. To maintain market share and meet the needs of the market, SDL now offers a simple cloud-based solution for an annual subscription of \$129. The buy in price is more affordable and provides freelance translators the necessary “starter” capabilities while increasing brand awareness and loyalty.

**it is important to understand that translation memory (TM) is NOT machine translation (MT).**

Today, it is nearly impossible for a professional translator to build a growing business without the use of technology. LSP giants in the U.S. like, TransPerfect #1, Lionbridge #2, and LanguageLine Solutions #3 continue to compete for their piece of the pie (Nimdzi, 2019). Acquiring the right talent in all areas seems to be a common goal. Translators, native Spanish

speakers, and project managers are some of the key positions being hired in these organizations that are succeeding in the localization space. In addition to language skills, agencies look for people who are savvy with CAT tools. It is not difficult to get started and do a straight translation with a CAT tool, translators should take time to learn the more complex features.



# Interpreters in a Globalized World: Challenges, Working Conditions and the Future of the Profession

**Summary by Sladjana Jakovac of her presentation as part of a student panel: “Translation and Society” at the NETA / UMass Boston Online Conference**

**Sladjana Jakovac, University of Massachusetts Boston, MA in European Business and Marketing from European University, Belgrade** Sladjana has worked as a professional translator and interpreter for more than 15 years, and is fluent in English, Spanish and Slovenian language (as well as her native Serbian). After obtaining a degree in Philology in Belgrade, Serbia, she started working as a freelance translator for numerous clients in Belgrade.. In 2015 she started her own company, P&F Translations.

Globalization has made a world one connected network in the sense of economics, politics, environment and many other important aspects of our modern lives. There is an increasing demand for language service providers and translation and interpretation experts. As everybody else, they are facing numerous challenges, such as keeping the proper working standards, adapting to a variety of different speakers, topics, and formats. Interpretation, in any of its forms, is an extremely complex cognitive process that requires different skills, such as superb language skills, quick thinking, developing confidence as a public speaker, switching attention and intuition.

There are three types of interpreting which are used depending on the format of the meeting and the needs and conditions of the clients: simultaneous, consecutive and chuchotage.

Chuchotage is a form of interpreting where the linguist stands or sits alongside a small target audience and whispers a simultaneous interpretation of what’s being said. The term chuchotage is French for “whispering.”

**Even though major companies try to make a software that would take over the interpreting industry, so far, the profession is safe.**

Simultaneous interpretation (SI) is used at conferences, trainings, workshops and any other type of events that usually gather a lot of people. Associations of conference interpreters or similar organizations offer guidance through working standards that should be respected in order to provide a good service. Unfortunately, in practice, it is not always what you get. There are some challenges that all of us face, such as: a proper booth, working with relay, a speaker who speaks fast and in unstructured manner or is non-native English speaker, interpretation of jokes or not receiving the materials for preparation.

Consecutive interpretation (CI) has its own challenges which are mostly connected to public performance, while chuchotage is often considered the most difficult type of interpretation, due to tiring of vocal cords.

The future of interpretation is threatened by new softwares being developed lately.

Even though major companies try to make a software that would take over the interpreting industry, so far, the profession is safe and there is no such software in sight. Recently, however, and especially during COVID 19 pandemic, remote interpreting is becoming more and more important, and is the biggest change of format seen so far, and it will probably continue to grow in the period to come.



# History and Evolution of the Spanish Language

## Summary by Allyson Cartter of her presentation as part of a student panel: “New Developments in Translation” at the NETA / UMass Boston Online Conference

**Allyson Cartter, University of Massachusetts Boston, BA in International and Global Studies and Latin American and Latino Studies from Brandeis University.** Allyson is a freelance Spanish-into-English translator who specializes in marketing, journalism, and linguistics. With a background in nonprofit and academic communications, political data analysis, and international education, Allyson has experience with navigating a range of texts in business, the humanities, and social sciences. In addition, Allyson is skilled in digital and social media strategy, database management, and front-end web development.

Spanish is an etymological map of invasion, occupation, migration, and geography. Through examination of its linguistic history, one can unearth palimpsests of occupations of the Iberian Peninsula, as well as the Spanish Empire’s colonization of the Americas. There are lexical footprints from neighboring peoples and from those whose impact is primarily through the written word.

Spanish is rooted primarily in Latin, comprising the basis for about 75% of the language. It was the primary foundation for closed-class words, such as prepositions and pronouns. In addition to vocabulary, key components of Spanish rooted in Latin include gendered nouns and verb conjugations. Romans were present in the Iberian Peninsula for over 600 years, from the third century B.C.E. to the fifth century C.E.

Germanic Visigoths invaded Spain in the fifth century and remained for three centuries. However, most Spanish words of Germanic origin originate in periods of contact bookending the invasion: in the fourth and fifth centuries, via contact between the Romans and Germanic tribes, and in the 12th and 13th centuries, by way of Old French.

The Moors defeated the Visigoths in 711 and occupied the region for over five centuries, until 1492. Arabic was less widely adopted than Latin, and the Ibero-Romance language of the time—which would later become Spanish—was spoken popularly. As

many as 4,000 words in modern-day Spanish—8% of the lexicon—are Arabisms, making it the second-largest component behind Latin. Most are concentrated in terminology relating to military, government, cities, agriculture, and crops.

**As many as 4,000 words in modern-day Spanish—8% of the lexicon—are Arabisms.**

In addition to the Reconquest of the Iberian Peninsula, 1492 marked the Spanish Empire’s expansion into the Americas. Many *indigenismos* are nouns related to food, plants, and animals, and source language families include Quechua, Tupi-Guaraní, Nahuatl, and Taino.

In the second half of the 19th century, a handful of Anglicisms entered Spanish by way of Britain.

In the 20th century, several Anglicisms passed into Spanish via the intermediary French. Technical, scientific, and economic innovations of the 20th and 21st centuries have brought a number of English words to Spanish, as well terms related to culture and sports: *escáner* (“scanner”), *clon* (“clone”), *best-seller*, *cóctel* (“cocktail”), *golf*. One category of Spanish neologisms influenced by English include noun-noun compounds, found more typically in Germanic languages (e.g. *año luz*, “light year”).

The linguistic evolution of the Spanish language is interwoven with the political, sociocultural, and geographic history of its speakers. As with centuries of neologisms and borrowings, the role of these English integrations in Spanish’s lexical tapestry remains to be seen.



## Translating Literature as a Tool for Bridging Cultures: The Translation of Culture-Bound Terms from English to Arabic in “A Wilderness Station” by Alice Munro

By Amina Tahraoui

“A Wilderness Station” is one of the most touching stories in “*Open Secrets*,”<sup>1</sup> the collection of short stories by the Nobel Prize winner Alice Munro. It is set in a small Canadian town in 1852. The protagonist Annie McKillop –an orphan– married Simon Herron even though he had only a life of hardship to offer her. She had been selected by the orphanage matron as a good wife who would be suited to do the hard work without complaining.

When Simon was killed by a tree branch, or probably murdered by his younger brother George, she went to the jail to confess killing her husband. Finally, she was brought into the house of the Justice of the Peace to be his family dressmaker and lived a happier life.

The priest, the doctor who was treating her, and the law representative all considered her to be insane and were exchanging letters about her mental status while she had no voice. So far, she seems to the reader to have weird behavior, but then a new version of her husband’s death is revealed: Annie is clever and has a direct relationship with God. When she saw the wound on Simon’s head, she knew that George had struck him with an ax, because he was always beating both him and his wife for trivialities. Being afraid that he might kill her too, she was sleeping in the woods, and after some time has gone to the prison to confess a crime she did not commit, just to be safer.

As usual in Munro’s fiction, this story includes many references to religion, especially to Presbyterianism. It is difficult to say whether Munro uses this religious background for or against the doctrine, but it allows the readers to learn more about Christianity. Although the story belongs to the gothic style and alludes to many sad things like fear, domestic violence, death, unquestionable trustworthiness of men, and misjudgment of women, its Arabic translation<sup>2</sup> by Ahmed Al-Roubi, and Marwa Shahatah offers a good opportunity for the Arab audience to know more about the “other” and discover some similarities between the “the self,” i.e., the Arab Muslim culture and the Western culture. This could be reflected in Munro’s use of “verse,” “God forgive me” and “prayer,” among others, translated respectively by *āyah*, *rabbi ighfir lee*, *as-salāt*. The Arabic translations do not refer precisely to the same concepts but are equivalent to a certain extent.

What might be challenging in translating the religious terms and other culture-bound terms is whether to use foreignization or domestication; the first preserves the cultural difference and sends the target audience to the source (culture, ideology, identity), whereas the second minimizes this difference and sends the reader to the target culture values.<sup>3</sup>

The Arab translators have rendered the words minister: *alqass*, The book of psalms: *Kitab el Mazamir*, the service: *alquddass*, congregation: *alabrachiya*. This has an effect of foreignization, which allows the target readers to discover elements unique to Christianity that are totally unknown in their culture.<sup>4</sup>

Foreignization is also used continuously in translating God as *ar-rab*. However, in this case, it would be interesting to also resort to domestication in the form of adaptation, with the word *Allah* that is inherent in the readers’ religion, to bring it closer to them and create an atmosphere of understanding.

“The Covenant” and, “I said, Our Father who art in Heaven” are translated literally, and the strangeness is maintained, but they are unclear to the reader and require an explanation in a footnote or within the text. Therefore, the translators should have used amplification to provide more details.

In the same way, “the Gaol” was translated literally into *al-sijn*, meaning prison. This leads the old character of the word to disappear in Arabic. A more appropriate translation technique would be compensation,<sup>5</sup> i.e., to create the same effect of oldness in another place in the sentence.

On the other hand, domestication is used in translating cloak in “She left the door open and went away without cloak or bonnet” through the term *‘abāah* which is familiar in the TT culture and designates a dress that covers the whole body, worn by women in some Arab countries in all the seasons. Cloak has many equivalents in Arabic, but *‘abāah* may appeal more to the audience and create cultural convergence.

The translators have followed the same strategy for “wash him off” when Annie was talking about her husband’s dead body. The stressed word *oughassil* refers to a fundamental practice in the Arab Muslim funeral traditions.

**Translating literature can play a crucial role in bridging the gap between different cultures, and both domestication and foreignization can serve to convey the intended meaning.**

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# Translating Literature as a Tool for Bridging Cultures

*Continued from page 10*

Furthermore, they have adopted generalization for “Sherry wine,” a type of wine from southern Spain, mentioned in: “For many, these tales are a passing taste given up when life’s real duties intervene. For others, they are indulged in now and then, as if they were sweets or sherry wine”. Sherry wine is neutrally reexpressed as *sharaben Mussakiren*, which means alcoholic drink. The translators have possibly assumed that specific details about wine are unnecessary. With this example, a domesticating strategy would be more effective. The simile could be translated by reproducing this image with another symbol from the target culture.

In conclusion, translating literature can play a crucial role in bridging the gap between different cultures, and both domestication and foreignization can serve to convey the intended meaning. Several factors will determine the use of one or the other.

Notes:

- 1 Munro, Alice (1995): *Open Secrets*, Vintage Books, New York.
- 2 Al-Roubi, Ahmed & Marwa Shahatah (2017): *Asrar Mu’lanah [Open secrets]*, Hindawi foundation for Education and Culture, Cairo.
- 3 Based on: Venuti, Lawrence (1995/2003): *The Translator’s Invisibility*. <https://www-taylorfrancis-com.sdl.idm.oclc.org/books/9781134820795>.  
 “a domesticating method, an ethnocentric reduction of the foreign text to target-language cultural values, bringing the author back home, and a foreignizing method, an ethnodeviant pressure on those values to register the linguistic and cultural difference of the foreign text, sending the reader abroad.” p. 20
- 4 A few Arab readers are Christians and already know all these concepts.
- 5 I use “compensation” and “amplification” as defined by Molina & Hurtado in Molina, L. & Hurtado, Albir, A. (2002). *Translation Techniques Revisited: A Dynamic and Functionalist Approach*. *Meta*, 47 (4), 498–512. <https://doi.org/10.7202/008033ar>.

# Instructions on how to increase your NETA online privacy

by Diana Rhudick

If your name and contact information are included in NETA's online directory, be aware that these may be harvested by anyone using the web. The instructions below explain how to hide specific fields in your profile, which will of course also become hidden to potential clients.



Click on your name to show the menu.



Click on “View profile.”

Click on the gray box to left,



“Edit profile.”

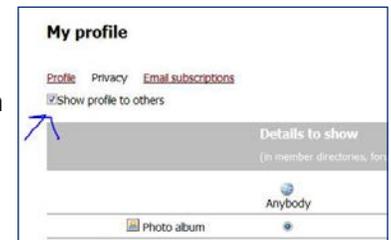
Click on “Privacy,” in the middle.

This page lists each field of your profile, and gives you the option to make each field visible to anybody, members only, or nobody, (No access).



You can also click or unclick “Show profile to others” near the top.

The e-mail field is about 9 down on the list. You can select “No access” for it.



To save changes and exit, click “Save” at the bottom.



## The American Translators Association 61st Annual Conference is going virtual!



**ATA 61st ANNUAL CONFERENCE**

OCTOBER 21-24 2020 | ONLINE

Virtually **EVERYWHERE**  
for **EVERYONE**

**ATA61 will be held online October 21 - 24, 2020.  
Registration opens in August.**

The virtual conference will include 120 live sessions, a job fair, an exhibit hall, and other opportunities to learn and network. Whatever your role in the T&I Industry, ATA61 is the place where dedicated professionals come together to expand their knowledge and their network. **Learn more at [ata61.org](http://ata61.org)**



You will also find articles and news about the conference and topics of interest in the [July-August issue of the ATA Chronicle](#).

In addition, the ATA has a [YouTube channel](#) with video resources, including shorts on specific topics, presentations recorded at past conferences and podcasts by veteran translators.

*ata* American Translators Association  
The Voice of Interpreters and Translators

# Dimensions in Translation and Interpretation: Standard and Environmental. BYOGT (*Bring your own green translator*)

**NETA Monthly Meeting, April 18, 2020**

*Reviewed by Marian Comenetz*

Educator and translator Laura Rojo MacLeod enthusiastically welcomed attendees to the “green wave.” As indicated in her session abstract, the main goal of her presentation was “to further improve the quality of our art in relation to the natural world.” This summary touches upon some key elements of Laura’s session. To see her PowerPoint or view a recording, email [lesleyca@gmail.com](mailto:lesleyca@gmail.com).

The first Earth Day was celebrated on April 22, 1970. Laura has been engaged with the environmental movement ever since that time. Two personal highlights were translating the first United Nations Environmental Program handbook for UNESCO in 1975 and attending the 2nd Summit in Rio, entitled Progress Without Destruction, in 1992. As she began her talk, Laura highlighted what she sees as T & I’s connection with the natural world. She urged attendees to “incorporate the dimensionality of nature into our job” by developing and internalizing a “richer lexicon to apply to T & I activity” and to see how interconnected we are with nature “in all seasons.” T & I and nature should be “working together to empower each other.” At one point she asked participants to take five minutes and think of “an epiphany to connect with the environment,” that is, a memory of how nature has had an influence for them. With Vivaldi’s Four Seasons playing in the background, we were asked to “write, sing or draw” a reaction. She recalled a childhood experience when her father encouraged her to take in a natural scene and truly see what was there: “look deeper, go beyond your perception.”

Laura then discussed what she called “some dimensions,” referencing writers as diverse as Walter Benjamin, Nabokov, and Stephen Pinker. She asked participants to consider how the translator can connect with an author whose work she is translating via a personal variation to the text, a local variation (“see where the text is coming from”), and a global variation (with “wider geopolitical implications”). Turning to the “environmental dimension,” she

highlighted five points:

- “Dimensionality in nature’s biodiversity” (traverses every field of human activity);
- “Unique human capacity to appreciate the natural world” (widens qualitative comprehension);
- “Ecological ethics” (A. Leopold): “ecology” comes from the Greek “oikos,” meaning “house” – our need to take care of it;
- “Intentional ethics for social change” (L. Venuti): we can generate ethics intentionally to prompt societal and cultural change; and
- “Aristotelian modes: ethos (behavior), logos (reason), and pathos (emotion)” (“add up to the environmental dimensionality cocktail”).

In our work, we stick to the text that the author has provided, but we can “add” and “find a way to become a cheerleader for the environment.”

According to Laura, the environmental

dimension includes “the standard points” but then extends the approach to four categories: personal, interpersonal, strategies, and tasks. She elaborated on each category with several suggestions (ex. “refresh your environmental comprehension,” “be a mediator of nature,” “apply a global biodiverse approach,” and “naturalize softly”).

Laura said her Bring Your Own Green Translator workshop is intended to help T & I to

- “Define your best personal dimension and action plan for the problem of nature”;
- “Identify strategies you use most often”; and
- “Adjust your approach and strategy to reform T & I capabilities and perform for the environment.”

She commented on eight things a “total green T or I is able to do,” adding that “successful T & I are capable of influencing human behavior toward organizational purposes and goals in relation to the problems of nature.”

At this point Laura introduced three models from trademarked material referred to as Managerial Assessment of Proficiency (MAP), by HRD Press, used to evaluate managers in human resource and training applications. To them she herself added

**Laura highlighted what she sees as T & I’s connection with the natural world. She urged attendees to “incorporate the dimensionality of nature into our job”.**

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## NETA's Discussion Forums

There are two online discussion forums for members of the New England Translators Association. The original forum ([neta@groups.io](mailto:neta@groups.io)) is devoted to language topics, specifically translation, interpreting and the business of being a language professional.

As of July 2020, there is a second forum ([alt-neta@groups.io](mailto:alt-neta@groups.io)) which is not limited to language but open to all topics. The alt-neta forum came into being after a controversy over the appropriateness of a political message that was posted on the original forum. NETA had had an alternative forum in the past when we used Yahoo Groups. In migrating to Groups.io, the alternative forum was never created.

A member requested we again create the off-topic discussion group that could allow subscribers to post messages unrelated to interpretation and translation. The topics might encompass environmental issues, politics, cultural events or news.

The NETA Board discussed the idea and decided to ask members if they would be interested. The interest appeared to be there, so the alt-neta forum was reinstated. The two forums are totally independent of one another, and members can subscribe to participate in either one or both, as they wish.

There are two ways to subscribe to our members-only discussion forums:

1) Send a message to

[neta+subscribe@groups.io](mailto:neta+subscribe@groups.io)

or

[alt-neta+subscribe@groups.io](mailto:alt-neta+subscribe@groups.io)

2) Go to <https://groups.io/g/neta>

or

<https://groups.io/g/alt-neta>

Scroll down and the click on blue rectangle:

[+ Apply For Membership In This Group](#)

Once you have joined, you will receive posts from other subscribers, and can post by emailing to

[neta@groups.io](mailto:neta@groups.io)

or

[alt-neta@groups.io](mailto:alt-neta@groups.io)

When you send messages, remember to use the email address that you listed when you joined. Other emails will be rejected by Groups.io.

## Dimensions in Translation and Interpretation

*Continued from page 13*

"personal green styles," saying that "no piece of T or I is an island."

Laura prepared 10 cases for discussion, each with a scenario related to an individual or a group translation project. For lack of time, we only got to the first few, but the pattern was to try to introduce environmental touches into each solution.

Laura encouraged attendees to "green up your space" with a favorite plant, book, magazine, poster, or pertinent musical background—"whatever makes you feel connected to nature."

Having said earlier on that "you are going to be your own green translator," Laura ended by showing 12 photos of glass wing (translucent) butterflies. It is sometimes said that T & I should be invisible, but Laura assured participants that "we can be agents of change." For T & I she coined the term "butterfly effect" to refer to "the small change in initial condition that can cause significant change in outcome."

### Some of Laura's favorite slogans

Think globally, act locally.

Be the change.

We have not inherited the land.

Only one earth.

Zero waste is in.

The mountains are calling.

Hear the wind.

No one is too small to make a difference.

# NETA Board Meeting Minutes, June 27, 2020

## Virtual meeting via Zoom due to COVID-19

*Submitted by Rokhaya Smith, Secretary*

**Board Members Present:** Lesley Andrews, Maiyim Baron, Laura Rojo MacLeod, Diego Mansilla, Diana Rhudick, Antje Ruppert, Erika Schulz, Rokhaya Smith.

**Absent:** Crystal Zhong, Treasurer

**Others present:** Marian Comenetz, Programming coordinator; Stephanie Newton, NETA member and special guest considering becoming a Board member.

Quorum present? Yes

## AGENDA

### NETA's Role – October 2020 ATA Conference in Boston

The question was raised whether Bruce and Rudy were still on board with regard to their roles as NETA members in ATA61. Erika indicated that the ATA recently emailed its members that ATA61 registration would start on July 1st. Diego mentioned that the ATA was preparing all workshops and presentations and considering offering them both online and in person. The ATA has not made a final decision yet and NETA needs to wait and see in which format ATA61 will be offered, before we can review our association's role. Diana suggested that even if it happens online, the Board should explore opportunities to promote NETA as well. Diego indicated that ATA was going to do its best to have the conference face-to-face unless otherwise mandated by Massachusetts authorities. For now, it seems they are considering a hybrid format.

With regard to a NETA blog on ATA61 (things to do in Boston, sightseeing, dining options, etc.), the Board decided that, if NETA were to run one, then it should be housed on the website as it reaches the wider NETA audience.

NETA needs to wait before organizing possible volunteers for the conference. Antje Ruppert to contact Rudy to determine current state of affairs with regard to his role in ATA61.

### Treasurer's Third-Quarter Report

It was noted that the balance sheet is showing an increase despite the loss of income from

not charging for the miniconference. NETA is in good shape for social undertakings, and expenses related to 2021 conference organization and preparation.

Erika suggested that NETA extend all memberships for one year as a show of support to the membership during the pandemic. This would amount to approximately \$11,000, which would be about half of next year's conference budget. NETA members appreciated that NETA offered the May online miniconference free of charge. After floating various ideas, the Board decided to reduce by 50% the membership rate for all members for one year, from July 1st, 2020 to June 30th, 2021. Diana will issue a statement on the website, and Lesley will change the rates on the website.

Diego asked the Board to consider paying Alicia Borinsky for her presentation, and the Board unanimously decided to do so and also to remunerate the other two miniconference presenters: Alicia Borinsky, Helen Eby, and Corinne McKay will each receive \$200.00. Lesley will send them checks and inform Crystal so she can make a note for her report.

All in all, NETA is well positioned to tackle 2021's increased conference costs and social initiatives despite the loss of revenue due to the cancellation of this year's conference.

Diego suggested that NETA consider giving a one-year membership to a UMass student. Other members indicated that it should be open to all students in the New England area as it should not be only geared to UMass students. Other ideas to open this to all students included submitting a paper, participating in a translation contest, volunteering for NETA in any capacity, a raffle, etc. No decision was made as the issue needs further discussion.

### Roles for 2020-21

Antje will continue as the membership coordinator and all other Board members will continue in their individual roles. Diana will ask Crystal if she wants to continue working as our treasurer. Erika will ask Alice Wolfe whether she wants to keep receiving and sharing the job opportunities and connect with Sarah to determine if she is willing to continue in her roles as newsletter layout person and editor. Laura will inform Sarah of her desire to volunteer with the newsletter and ask her how she can help with NETA News. Here are the roles for the coming year:

**President:** Diana

**Vice-President:** Lesley

**Treasurer:** Crystal Zhong

**Secretary:** Rokhaya

**Program Coordinator:** Marian

**Membership Coordinator:** Antje Ruppert

**Super Administrators (website):** Diana and Lesley

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# NETA Board Meeting Minutes, June 27, 2020

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## Membership

Membership has decreased to 221 members, perhaps at least in part due to the conference being cancelled (individuals used to sign up or renew at that time). Most registrations and renewals are conducted online, which makes the process easier for Antje, our membership coordinator. Finalizing the automation of membership-related communications (sending confirmation emails, digital membership cards, and many other tasks) will make the process smoother and simpler for Antje. Automation does not mean that the website is doing things on its own, but rather that it is automatically responding to a member joining the association or renewing their membership. Lesley has made good progress recently so the website now sends an automatic email describing the action taken by new members and containing some links and attachments. For now, Antje is still manually sending individual emails to renewing members and it is a time-consuming process. She and Lesley will work on automating these tasks, so she does not need to manually complete them and individually send them to members renewing.

## Website

Lesley has switched NETA over to Wild Apricot's payment system, but we do not know yet if banking issues are a thing of the past. Everything seems to be working as expected for now.

Our Domain name was renewed at a reduced price and the cost of our G Suite Basic subscription is unchanged.

## Monthly Programming

We no longer have a venue for our monthly programs as the interpreting program is being terminated at BU. One direct consequence will probably be reduced attendance to monthly programs because many attendants were students in that program. For that reason, location is going to be important. Using UMB as a new location might not be feasible since students in UMB's translation program are remote and attendance would therefore be low.

Running monthly programs online as some other associations do was raised. NETA has been offering that option for some time to those unable to physically attend. Continuing to offer programs online would be a way of widening attendance to those not residing in the Boston area. Offering them 100% online would be simpler and less costly, and might actually make other in-person gatherings (the Bash, summer picnic, holiday party) more popular.

Steps are already being taken to offer the Bash online this year in light of the pandemic, and NETA may consider offering an online option in coming years after it determines how the process went.

Pecha Kucha is our summer event. The first communication is to be sent on Monday June 29th.

Lesley came up with several bright ideas for in-person meetings to determine presenters' technology requirements. We are not offering live meetings at the moment so she will update and use

the questionnaires she created for online presentations to determine presenters' technology skills and needs.

Lesley has been issuing attendance certificates. Doing so is very time-consuming. A monthly subscription to the plug-in Accredible that would have produced them is \$180.00 per month. Fortunately, Zoom's registration form for remote participation provides a list of participants and the duration of their attendance. Lesley will continue to produce attendance certificates based on that information.

## Upcoming monthly meetings are as follows:

The 15th annual translation bash will be held remotely on September 26. Other 2020 meetings will occur on October 17 and November 21. The Board is waiting to see how the pandemic evolves before setting a date for our December holiday party as we would ideally be meeting in-person. Monthly 2020 meetings are January 23, February 20, March 20 and April 17.

Board meeting dates are September 12, January 16, March 13 and June 19.

## Conference

Diego received a contract from UMB that he submitted to the Board for our conference to take place on May 1, 2021. Lesley has informed Kristin of this date, and Kristin is willing to organize the conference again. She has sent the Board a proposal, which will be reviewed and discussed during our Zoom meeting on July 13. The speakers committee has agreed to continue their work for our 2021 NETA conference.

Kristin is requesting \$11,500 to organize the conference in 2021. The Board felt that it was a steep \$4,000 increase from her 2020 fee. Lesley explained that one reason for this increase is the fact that NETA conference volunteer coordinator, Ines Fusco, stepped down, and Kristin suggested hiring staff for the conference to run smoothly next year. Another reason was the cost of using Mailchimp. Antje suggested that NETA reach out to the membership and see if we can have enough volunteers to run the conference. The Board considered paying

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## NETA Board Meeting Minutes, June 27, 2020

*Continued from page 16*

Ines Fusco to run the volunteer piece. Another thought was that perhaps the exhibitor portion of the conference might be managed by a volunteer. Erika noted that the itemized list of tasks that Kristin provided the Board shows them so intertwined that it would be difficult to remove specific tasks without it affecting others. Two Board options consist of negotiating with Kristin to reduce staffing costs and asking Elena and Ines to return to their former roles as conference organizer and volunteer coordinator, respectively. Lesley is to ask Kristin to provide the Board with a detailed cost of individual tasks to be completed so we can decide if we want to reach out to Elena and Ines. The board needs to make a decision regarding the expected increase in conference costs. The Board decided that discussing this agenda item required more time so they will hold a special Zoom meeting on July 13th for that purpose.

Lesley will continue to be involved with the speakers committee, which is not included in Kristin's budget.

### NETA News

Diego has asked miniconference participants to submit write-ups of their sessions for the summer issue, and some said they would. He is to give them Sarah's email so they can liaise directly.

Laura is willing to help with editing the newsletter. The question was raised as to whether it would be appropriate for her to edit an English publication as she is a native Spanish speaker. She has extensive experience in editing and will inform Sarah of her availability to help in any role that Sarah might deem useful. Erika will ask Sarah if she wants to continue as the newsletter layout person.

### Neta@groups.io (content), Social Media, Other Initiatives

In light of a recent controversy regarding a message that was posted on the Groups.io list, a member requested we create an off-topic discussion group that could allow subscribers to post messages unrelated to interpretation and translation. The Board decided we would ask members if they would

be interested in such a discussion group and create one if there is enough interest. The topics may encompass environmental issues, politics, cultural events or news that might be of interest.

Lesley will find out who pays for the \$120.00 subscription fee to Groups.io and when the payment is due.

Lesley is now NETA's only Facebook administrator. All other administrators are now contributors and so is Terry. Elena, Suzanne and Erika are editors. Erika will contact Elias again regarding his ideas for a potential mentoring program, increasing NETA's visibility on social media and his role.

Lesley is the LinkedIn administrator and has added Diana as a co-owner. Petra is a moderator. Elena and Dan are removed as moderators.

YouTube users remain unchanged for the time being as we are not using that channel.

### ATA Statement Against Racism

The Board did not address this issue as it was running out of time.

### Other

Because of the pandemic, the request from Karen Walker, Career Advancement Manager at Found in Translation, to have NETA volunteers attend their Alumnae Association meetings cannot be addressed at this time.

Diana was able to submit an application for NETA to become a member organization of the International Federation of Translators (FIT).

### Adjournment and Next Meeting

The meeting was adjourned shortly after 1:00.

The next meeting is scheduled on July 13th at 7:00 p.m. to discuss Kristin's proposal for next year's conference and other miscellaneous items.

## NETA Membership fees reduced for one year.

NETA's board of directors has reduced membership fees by 50% for one year, beginning July 1, 2020 and ending June 30, 2021. Anyone renewing their membership or joining our association during that time will pay \$25 as a regular member, or \$15 as a student or senior member. You should wait until you receive a reminder to renew your membership, then renew on your regular date. The board has made this gesture to acknowledge the hardship caused by the coronavirus pandemic to many of our members. The Board values every member of our organization and does not wish to lose anyone. We look forward to seeing our industry recover over the coming months.