

STIBC Voice

Society of Translators and Interpreters of BC

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From the STIBC President's Laptop

By Stefanie Kennell

Once again, I would like to give you some news of the opportunities and challenges that our Society is currently encountering, including office space, educational programs, COVID-19, videoconferences, and staffing.

Home, sweet home—but only for three more years! The renewal of the lease for STIBC's premises at #400-1501 West Broadway has been signed. Because the monthly rent is now considerably higher and will continue to rise every year, this lease will run for three years (not five, as its predecessor did), from the beginning of March 2020 until the end of February 2023, when STIBC will have to vacate the space. This means it's not too early to start thinking about potential alternative places that the Society can move to. I encourage anyone with suggestions to send them to office@stibc.org with "New STIBC location suggestion" in the subject line. Among the factors to consider besides cost (the obvious one) are location (convenient to public transport and parking), space (the current premises contain a reception area, two offices, and a boardroom for meetings, exams, and workshops), and accessibility (for people with physical disabilities).

Online professional education for translators—In late February, Karin Reinhold (past President of STIBC) and I met with Marie-Hélène Girard of McGill University. Marie-Hélène explained to us that her university, which already offers several undergraduate certificate programs in French, English, and Spanish, wanted to canvass prospects for involvement with McGill as it develops a Master's program in Translation. Focusing on legal translation <https://www.mcgill.ca/continuingstudies/area-of-study/translation-studies>, it will be web-based and designed for current and aspiring translators across Canada. This prospect is intriguing and deserves to be followed up.

By March, the **COVID-19 crisis** emerged full-blown. The situation has now reached the point where all of us are anxiously aware of how greatly this pandemic is affecting our lives and our livelihoods. Most of us are confined most of the time to our homes by the "physical distancing"

restrictions and closures meant to thwart the transmission of the virus by preventing unnecessary physical proximity. Given the inherently social nature of language, interpreters and translators are facing a special set of challenges, while sign language interpreters have finally come into their own at the news briefings of Canada's public health officers and politicians. From the perils of face-to-face contact, prompting a sizable increase in the use of video conferencing (Skype or ZOOM, despite the latter's proliferation of security and privacy issues), to finding terminology relevant to the COVID-19 crisis (see <https://www.btb.termiumpius.gc.ca/publications/covid19-eng.html>) and coping with income loss caused by less work, each one of us is having to handle a vastly increased level of day-to-day difficulty, both as language professionals and as human beings.

Please know that STIBC is here for you despite any temporary hardships. Our staff members Tamara, Angela and Silvia are hard at work (mostly from home), still replying to your membership- and accounting-related emails and (on Mondays between 9:30 a.m. and 4:00 p.m.) answering the telephone. The HR Committee of the Board, which has been reviewing applications in its search for a new STIBC Executive Director and a Membership Coordinator, will soon start interviewing the short-listed candidates (also by phone and Skype). Much depends on when the COVID-19 restrictions are lifted—let's be optimistic and take care! We will tell you about our new staff members as soon as they start work and we can resume offering you—our members—workshops, webinars, and exams.

Keep well, everyone, and seize this opportunity to learn new things!

Stefanie Kennell, Ph.D., C.T.
Certified Translator, Greek to English
President, STIBC Board of Directors, 2019-2020

Newly Certified Members via CTIC Exams and On Dossier

CTIC Exams

The following results were received during the first three months of 2020 and are final as of the date of publication of this edition of the STIBC Voice. Any results received after this date will be published in our next edition.

Translation

Major Singh Randhawa: Punjabi to English

On Dossier

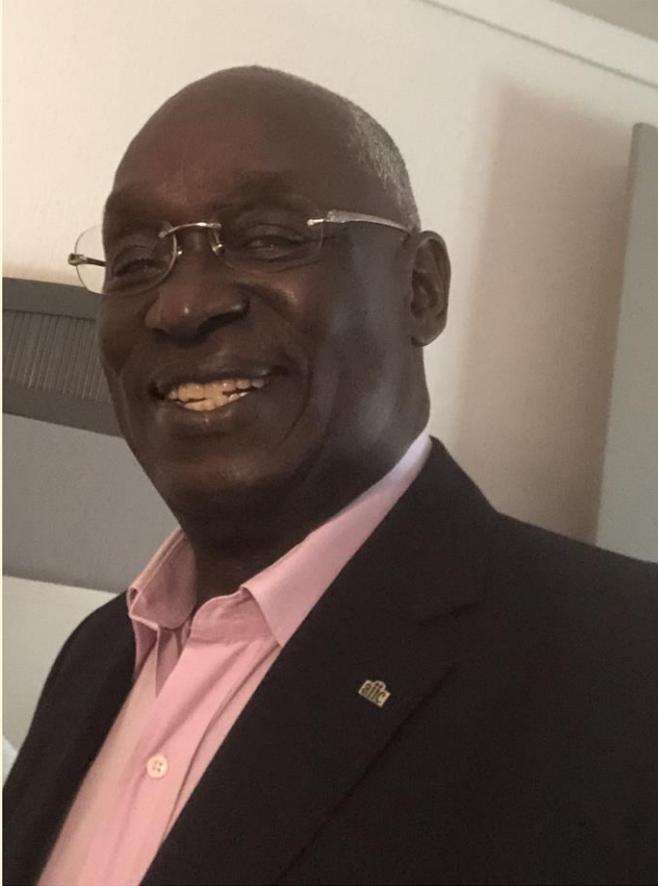
Court interpreting

Amy Shin: Korean<>English
Russel Gill: Punjabi<>English

Congratulations to you all!

Interview Series #IV. An Interview with Senegalese Conference Interpreter Malick Sy, President of AIIIC from 1994 to 2000

By Angela Fairbank



Malick Sy

1. Translator, Terminologist, Interpreter— which of these three professions do you identify with?

MS: Conference Interpreter. I insist on this term because it's very important to define the profession of conference interpreter clearly and accurately. In my humble opinion, the terms interpreter—which is too generic—and the derivative expressions court interpreter, escort interpreter, and community interpreter, have led to quite a misleading mixture.

2. Please provide a brief synopsis of your education—including language

education—and background related to how you came to be a Translator, Interpreter or Terminologist. For example, immersion in foreign countries and culture, university education, mentorship/menteeship, internship, etc.

MS: Primary school in Guinguineo, a village in central Senegal.

High school at a public boarding school: Lycée Van Vollehoven in Dakar.

Cheikh Anta Diop University in Dakar, Senegal: Literature (English and Spanish).

Sorbonne Université then ESIT (École supérieure d'Interprètes & de Traducteurs in Paris): Literature and then Interpretation.

Various stays in England.

I have had the immense privilege of having had historical figures in conference interpretation, such as Danica Seleskovitch, Christopher Thierry, Gérard Ilg and Marc Moyens, as master teachers and mentors.

Staff interpreter with the Organization of African Unity (OAU) and freelance interpreter since 1985.

Active Member of the International Association of Conference Interpreters (AIIIC) since 1974.

President of AIIIC from 1994 to 2000.

After completing my two terms as AIIIC's President, I enjoyed the privilege of heading AIIIC's negotiation delegation on three different occasions to renegotiate the terms of various five-year agreements we have had with the United Nations Organization since 1969. During the most recent negotiations, we very fortunately managed to come to a permanent arrangement. I do hope that Covid-19 does not force us to reconsider this Agreement.

3. How long have you been working in your chosen profession?

MS: Since 1971, so that will make it 50 years next year. Like they say, I turned grey in the service.

4. Are you currently working in-house or as a freelancer? If you have had experience in both types of employment, which do you prefer?

MS: I am currently a freelance conference interpreter, although I was a staffer for the first 15 years of my career. Which of the two types do I prefer? I will answer just like a child would when asked which parent he prefers: "both." Each has advantages and disadvantages and, I would even say, its own charms. Perhaps also age and experience are my own determining factors in preferring one over the other.

5. Where do you currently exercise your profession?

MS: Mainly in Africa.

6. Are you certified in your profession? If so, by which certification organization(s), and for how long have you been certified now? If you are certified, once you became certified, did you notice your income increase slightly, moderately or substantially?

MS: What do you mean by certified? In most countries around the world the profession of conference interpreter is not legally defined. It is therefore neither recognized nor protected—unlike the professions of a lawyer or doctor, for instance. The coronavirus crisis has raised the question of which professions are useful to the community and therefore deserve greater recognition. Are conference interpreters part of that, I wonder?

If by certified you mean "sworn," I would say that in Africa in general, only court interpreters are sworn, but court interpreting is not carried out by conference interpreters. This is certainly something to be explored, however, because I believe that certain issues discussed in the courts are so important (the defence of human rights, for instance) that interpretation should be provided by conference interpreters. In fact, interpretation at international courts is provided by conference interpreters.

7. What have been some of the highlights of your career so far?

MS: Obviously my role as president of AIIIC from 1994 to 2000. However, I am also very proud to have trained, along with other Senegalese colleagues, 21 conference interpreters in six of the national languages of Senegal (Wolof, Pulaar, Mandinka, Joola, Soninke, Serer and Siin). As a result, for the last five years, the National Assembly of Senegal has held all of its plenary sessions with simultaneous interpretation into French and into these six national languages. In a country like Senegal, where 65% of the population doesn't speak French, the use of national languages makes it possible to strengthen democracy and human rights by ensuring the right of all citizens to understand and participate in managing the country's business affairs.

8. Have there been any particular challenges in your profession that you would like to share with our readers?

MS: Yes, the case of the USA FTC (Federal Trade Commission). I inherited the FTC file when I was elected President of AIIIC in 1994. The FTC had written to AIIIC accusing it of being a cartel and ordering it either to sign a "consent order to cease and desist from our professional practices" or to be prosecuted at the FTC's administrative court. The target of this FTC injunction was an agreement regarding the principles governing fees, compensation, travel days, per diems, professional standards (at least two interpreters per booth, the duration of sessions, etc.). In short, this injunction shook AIIIC and the entire profession because its foundations were called into question.

It needs to be said that other professional translator and interpreter associations approached by the FTC did agree to sign this consent order.

AllC's office and Board chose not to maintain an empty-chair attitude towards the FTC, as suggested by some of our members, who were understandably afraid. We also chose not to sign this consent order and instead opted to defend ourselves before the FTC. Obviously, it was not easy. AllC was immediately stressed by the thought that everything could collapse: its unity and survival were threatened. Fortunately for the profession, AllC's Board Members and office staff back then maintained a calm demeanour and courageously made the right decision, i.e. by choosing to defend our profession despite personal attacks by certain members, who were more often inspired by fear and resistance to change than by principles. As it happens, we had no trouble defending ourselves when it came to the accusation about fee agreements since AllC had already decided to abolish and prohibit all fee agreements in the private market.

In order to pay the lawyers who defended us before the FTC, we proposed a voluntary flat-rate contribution of US\$400 per member so as not to reduce any of AllC's activities.

Happily, the administrative tribunal agreed with us and we were able to uphold our working conditions and our professional standards. We were also able to preserve our right to sign agreements and conventions with consenting organizations. Furthermore, we had notified DG IV (Directorate General for Competition) of the European Union about our texts, thus protecting ourselves from being prosecuted for alleged violations of the competition law. AllC emerged from this ordeal a stronger and more unified body.

This action proved our ability to mobilize ourselves and defend our profession during a particularly difficult time in the life of our Association. Interestingly enough, this same challenging period also gave birth to a number of initiatives such as the publication of a book, organized by Wadi Keizer, and then by Christopher Thierry, on the history of AllC and the profession of conference interpreter. *Birth of a Profession* was published in English and French (*Naissance d'une profession*). I would also like to mention the "Survey on expectations of users of conference interpretation," which was masterfully led by Jennifer Mackintosh.

9. What advice do you have for colleagues who are just starting – or thinking of starting - in the profession today?

MS: I would tell them that conference interpreting is a very fine profession, but one that requires rigour and professionalism. A successful future lies ahead as long as it stays organized within AllC so that technological advances can be anticipated, learned and used to serve the profession.

10. Are you a member of a local T&I association in your area? If so, what do you get out of it – e.g. workshops, social events, annual conferences, etc.?

MS: We don't have a National Association of Conference Interpreters in Senegal. We're afraid that such an association might decide to limit the practice of the profession to nationals only. An attempt of this kind, made in a neighbouring country, luckily failed. Had it been successful, it would have seriously harmed the professional mobility of conference interpreters. On the other hand, we did manage to set up an informal sub-region within AllC's Africa section to manage our local problems and organize our solidarity and social activities.

Translated from French by Angela Fairbank M.A. C.T.
STIBC-certified Spanish to English Translator
ATA-certified French to English Translator
Editor, *STIBC Voice* 2019-2020

Certified Translations for Translation Agencies The Good, the Bad, and the Unacceptable

By C. K. Eichbauer

Like many of my freelance colleagues, as a certified translator, I have provided certified translations to a wide range of clients over the years. Generally, they fall into two categories: direct clients and indirect clients. My direct clients, i.e. those who approach me directly, include private clients who are most often looking for certified translations of personal documents (birth certificates, etc.). Then there are corporate clients who get in touch because they are looking for a professional translator to translate marketing materials or financial documents, etc. and prefer to deal with the translation professional directly instead of a large language service provider, aka an agency. The advantage of working with direct clients is—you guessed it—that I can communicate with them directly. Although it is more time-consuming, the direct connection to clients allows me to ascertain their needs, ensure good customer service and deal with any issues or questions that may arise. And it makes better business sense.

Nevertheless, I also work for indirect clients, mostly translation agencies. They serve as the intermediary between me and their end-client(s), and frequently approach me for certified translations. In their role as corporate language service providers, they deal with all aspects relating to the end-client. They take a cut for this and I “only” provide them with a certified translation. I have no contact with their end-client and work at a lower rate, because the agency charges a percentage for their part. When all goes well, and I am dealing with an experienced project manager who communicates clearly with the end-client and me, I enjoy agency translations. They allow me to focus on translation instead of customer service and administrative tasks. Over the past 20+ years, I have had the opportunity to work for many different translation agencies across the country, from very large corporations to small regional businesses. I have had some great—and some not so great—experiences. At the end of the day, looking back, the tips I am sharing with you here are based on my own personal experience and on what I have learned. Deciding what works for you and what doesn't is always a personal decision.

Tip No. 1: Know what you are signing

As I write, a multinational translation agency out of New York has just approached me for a certified translation for one of their corporate end-clients. I explained to the project manager that I cannot fulfill her request to proofread and then provide a “non-notarized linguist cert stamped with an ATIO stamp,” as she puts it. I can only certify the accuracy of my own translation, I tell her. Then she requests that prior to doing the certified translation myself now (“the client said it's okay”), I “quickly sign” a 7-page independent contractor's agreement. This agreement contains clauses that would essentially expose me to substantial legal risks, third-party audits of my office, etc. I explain to the project manager that as a member in good standing of several Canadian translators and interpreters' associations, I would be happy to sign an (additional) confidentiality agreement and a non-competition clause, but that I would have to have my lawyer review such a lengthy agreement, which at first glance does not seem beneficial for me. So—you guessed it—I didn't sign, and didn't get the assignment.

Another agency—and this is going back a couple of years—tried to pressure me to provide them with a pre-signed certification template on their letterhead. To reduce “mailing cost of

certified translations and for efficiency reasons," they asked that I basically provide them with a "blank signed cheque." I explained to them that since I have no control over what my signature will be used for—after all, they are based in another province, I've never been to their office, etc.—I cannot provide them with such a signed template. Although they assured me that many of my certified colleagues had no issue with doing so, I didn't accept the assignment.

Tip No. 2: Know your worth

As a Certified Translator, you have worked hard to earn the right to issue a certified translation—a legal and/or official document—which may be required and used in a variety of settings (e.g. government, court, etc.). Some agencies I've worked with over the years value my service and expertise. They know what my rates are and, although they may ask me for some flexibility at times, they don't approach me with ridiculous requests. Then there are other agencies that have offered me "very large projects," "very general texts," but at a cut-throat rate (e.g. 3 cents per word?!); and with the expectation that I deliver a high-quality certified translation. If an agency tells me that they can get the same service for a ridiculously low rate from someone else, I politely let them go.

Tip No. 3: Know the project requirements, delivery, and payment terms

Remember, this is your livelihood and you are entering into a business relationship with an agency. I, for one, always require some sort of assignment confirmation in writing. It may be a purchase or work order, an agreement, or even a very detailed email, clearly specifying the assignment. Before I accept, I need to view the document(s) to be translated. Then I decide how to charge for my work (per word—source or target?—hourly or flat rate). Additional details include: Have you considered or do you charge GST/HST? What will the certified translation (not) include? How will it be delivered (electronically, by mail, courier or Express Post?) How much are they paying you for your services, how (cheque, Interac e-transfer, PayPal?) and by when? I have had some agencies request NET 45 or NET 60 payment terms. In some instances, that is acceptable to me, but in others it's not. At the end of the day, as a freelancer, I have earned the right and privilege to decide and negotiate what works for me and what doesn't.

Tip No. 4: Know the format and purpose of a certified translation

As I was reminded recently, when neither the end-client nor the agency is clear on what is required, they cannot properly communicate it to us, the certified translators. In this case, the end-client needed an "affidavit" in addition to a translator's statement/declaration and the certified translation, after the fact. The agency, however, only advised me after I had provided the certified translation to them, that now their end-client wanted an affidavit to authenticate the document. I told the agency that such an affidavit certifying the authenticity of the original document couldn't be provided by me, because a) I didn't see the original, b) the original wasn't complete and c) this was the responsibility of a notary, not a certified translator. The end-client then went so far as to contact my translator's association to suggest that I was refusing service, which in turn contacted me. It turned out that this was primarily a case of miscommunication in clarifying the requirements. Once everyone was communicating properly, the issue could be resolved by re-issuing the certified translation and including an affidavit authenticating my signature. This was an instance in which not being able to communicate directly with the end-client proved to be quite a challenge.

Throughout the years, I have often found myself explaining to end-clients and to project managers what I can and cannot provide. I explain to them that I will include a certified translator's declaration or statement with my translation; that I attach the source document to the certified translation, and that I stamp or seal and sign the declaration and the translation. At times, and mainly for court purposes, I have been asked to provide an affidavit in addition to all of the above. Then I ask my agency clients to let me know in advance, so I can estimate notary cost and my administrative charge for this service. If everyone knows what the requirements are and what purpose the certified translation is to serve (court, government agency, employer, etc.) then chances are we are all on the same page.

Tip No. 5: Know the scope of your responsibilities

Just the other day, an agency client approached me with the following request: They emailed me a number of financial documents, account statements, etc. together with a form. Instead of providing them with a certified translation of the actual documents, they asked me just to enter my translation of "key information" in a column in their form. The key information required included account services, account history, etc. Their request was for me to review the foreign language documents, select the information, translate only that information and then enter it into a form provided by them for their end-client, presumably a bank. All of this at a low rate, of course. I politely declined, explaining that it was outside my scope of responsibilities to decide which information they/their end client considered to be "key information". This type of request sometimes comes in the form of "please translate only the most important information in this document," which I also decline, for the same reason. I then invite the client to mark the sections they would like to have translated and include an appropriate translator's note in the certified translation.

Tip No. 6: Know red flags

Many red flags in our industry are payment-related. My agency clients value the fact that they can rely on me to deliver good quality translations on time. Most of them pay in a timely manner. Nevertheless, I have also come across agencies that are not quite so reliable when it comes to payment. To check whether payment could be an issue with a new agency client, the following steps might help:

1. Ask the project manager about their payment terms and methods before you accept the assignment. NET 30, NET 60, or more, by cheque, by Interac e-transfer, by direct deposit? If the response is evasive, non-specific or lacking ... red flag!
2. This cannot be stressed enough: Insist on a written purchase order/contract which includes payment terms and method. If the agency refuses to specify anything in writing ... red flag!
3. If the amount exceeds a certain threshold (e.g. several thousand dollars), insist on a 50% down-payment upfront. If the agency has an issue with a down-payment on a large volume project ... red flag!
4. If you have not received your payment on time and when you remind them (always do!) they use excuses like "our accountant is on vacation...", "we can't find your invoice...", etc. ... red flag!

Tip No. 7: Know how to spot potential fraud

The Internet has provided us with the opportunity to provide translation services nationally and internationally. Unfortunately, it has also made it easier for fraudsters to attempt to scam

language professionals. Based on my experience, more often than not, if a request sounds too good to be true, it is. And, if your gut feeling tells you to be careful, it's usually a good idea to listen. Depending on your comfort level, you may be fine with providing certified translations to agency clients from other continents or you may not. If you do, though, it's important to remember that if there are any problems, the physical distance alone would be a hindrance to resolving them. Also, business practices in other countries may differ from the Canadian legal and business environment, which may impact purchase orders, non-disclosure agreements and contracts. One example here involves upfront payment by cheque (including bank certified cheques), which, based on my experience, you may wish to avoid. The translator provides a quote for a large-volume project, requesting an upfront deposit or full payment. The fraudster sends, for instance, a bank-certified cheque to the translator that significantly exceeds the amount due. The fraudster then requests that you pay back the overpayment by an electronic bank transfer or by a money transfer service, e.g. Western Union. Once they have received your payment, the certified cheque is returned by the bank as fraudulent, leaving you out of pocket. Always research your prospective agency clients thoroughly by visiting their website, perhaps checking with the Better Business Bureau and calling them directly to ensure that you are dealing with a reputable business. (Ed. *We have pointed out this scam in past Voice editions so this should not be new to any of our regular readers!*)

Tip No. 8: Know your responsibilities

Usually, when freelance translators provide translation services for an agency, it's the agency's job to look after editing and proofreading the translation (usually by a second qualified translator), before delivering the final translation to the end-client. The agency takes a cut for this service and therefore the freelance translator normally earns less than if they were working directly for an end-client. For certified translations, however, the process may be different and thus requires clarification with the client, ideally upfront. Are they reviewing the translation before it is printed and certified? Is the certified translator (you) responsible for your own editing & proofreading (either yourself or by sub-contracting another colleague)? If I do my own editing & proofreading, I charge the agency more to cover this expense. I have also been asked to proofread and edit translations completed by non-certified translators and certify it. Since I am certifying the accuracy and completeness of my own translation, these types of requests are unacceptable to me. (Ed. *According to STIBC's ethics, certified translators may only certify their own translations!*)

Tip No. 9: Know the importance of confidentiality

Although this is an important component of any association membership for Certified Translators, many agencies require that an additional non-disclosure agreement be signed. If you are working with another certified translator, e.g. for editing and proofreading, ensure that the agency is made aware up front and that the colleague is also included. On the flip side, I suggest reading the NDA very carefully to ensure that the agency is not attempting to restrict your business practices, since they are not your only client. I have been asked to sign so-called non-disclosure agreements that were restrictive in terms of working for other clients or included personal liability clauses, although it is usually the agency that should have final responsibility for a translation if it manages the relationship with the end-client.

Tip No. 10: Know the range of technology and services

Technology has come a long way over the last two decades. On the one hand, it has significantly helped language professionals improve the efficiency and quality of their own work. On the other hand, it has also allowed some international agencies to exploit certain freelance translators by misusing the advantages that technology has to offer. Translation memory, for example, originally developed by translators to improve their own efficiency and consistency, is now helping some agencies reduce the per-word rate paid to the freelance translator by using repetitions. Some agencies pass these savings on to their end-clients, but others do not. Some agencies use online platforms to manage, upload and transfer source documents and translations and are now attempting to find ways to digitize certified translations, thus possibly encroaching on our responsibilities as certified translators. While computerizing and automating certain tasks, and using technology to deliver better quality translations more efficiently makes sense, let's not overlook the human element. With any technology solution I ask myself: Whom does it help in the end? Do I, as a Certified Translator, benefit from the cost-savings and efficiencies? I am running a business after all, and this is my livelihood. Keeping in mind that translation is both a skill and an art involving, among other human abilities, consciousness, technology should serve us, but we should continue to be aware of its limitations.

One of the more interesting aspects of working as a Certified Translator is my own process of continuous learning and then being able to pass on knowledge. In closing, let me leave you with this quote:

In vain have you acquired knowledge if you have not imparted it to others.

Deuteronomy Rabbah

Author: Claudia K. Eichbauer

Certified Translator & Certified Conference Interpreter, German<>English

Editor: Aurelia Sedlmair

Certified Translator, German<>English

COVID-19 Pandemic Glossaries and Vocabulary

To support the federal government in its communications surrounding the coronavirus disease (COVID-19), Public Services and Procurement Canada's Translation Bureau has developed a standardized bilingual glossary based on the scanning of scientific articles and newspapers as well as Canadian government and World Health Organization documents. The Glossary on the COVID-19 pandemic clarifies basic concepts in both official languages and aims to promote clear communications with the general public.

The Glossary is available online at <https://www.btb.termiumplus.gc.ca/publications/covid19-eng.html> (English) and <https://www.btb.termiumplus.gc.ca/publications/covid19-fra.html> (French). Its terminology has also been added to TERMIUM Plus®, the Government of Canada's terminology and linguistic data bank. The Translation Bureau will be monitoring the media and updating the Glossary as terminology evolves.

You are invited to consult and use this new glossary. If you have any questions, please write to Bureaudelatradsuction.TranslationBureau@tpsgc-pwgsc.gc.ca.

AILIA Annual Conference, Ottawa, Ontario, February 28, 2020

By Angela Fairbank

In my capacity as Vice-President of the Canadian Translators, Terminologists and Interpreters Council (CTTIC), I was invited to attend the annual conference in Ottawa, Ontario held by AILIA Language Industry Association (<https://www.ailia.ca/>). This association mainly consists of Language Service Providers (LSPs aka translation agencies). ATIO (Association of Translators and Interpreters of Ontario) is a member, though STIBC is not. I provided a report on this conference to the CTTIC Council and Board in March and thought that there may also be some topics of interest in it for STIBC members. At the very least, it will introduce many of our members to AILIA, to providers of potential translation and interpretation work, and to new vocabulary, innovations and websites to check out.

Opening Keynote address: Loc 2020: Technology and Trends Shaping the Language Industry

The opening keynote was presented by Esther Bond, Research Director at Slator (<https://slator.com/>), which studies, among many other things, the business of Language Service Providers and technical markets.

To start, Bond introduced some of the topics that Slator researches related to the language industry: rates regulations, translation devices, information about Google translate, new EU regulations concerning medical devices, and recent LSP M&As (mergers and acquisitions). The public can subscribe to Slator and/or read their reports online.

Bond also showed us Slator's Language Service Provider Index, an annual index rating 130 LSPs earning over \$1 million. In 2019, they grew 15% to reach a combined revenue of \$7 billion. The Slator index divides these companies into 4 groups: 1) super agencies (\$200+ million revenue) comprising 5 companies, 2) leaders (\$25 – \$200 million), 3) challengers (\$8 - \$25 million)—these three groups are the fastest growing among the larger ones—and 4) boutiques, with revenues of between \$1 and \$8 million. The entire report can be read here: <https://slator.com/data-research/the-slator-2020-language-service-provider-index/>.

Bond added that there had been a number of consolidations in 2019 and six more LSPs were acquired. Between 2016 and Feb 2020, 179 LSPs were bought by other LSPs, which tend either to diversify or specialize or offer premium services or automate, as they can't do all four.

Translation Bureau: How to turn on a dime with an eighteen-wheeler

Lucie Séguin, CEO of the Translation Bureau (TB) (<https://www.tpsgc-pwgsc.gc.ca/bt-tb/index-eng.html>) spoke about this Canadian government LSP, created in 1934. It is the largest employer of linguists (Translators, Terminologists and Interpreters) in Canada. Although it has 1,213 employees nationwide, translating 375 million words and providing 5,685 days of conference interpreting per year, it also outsources 47% of its volume to the private sector. Termium Plus® (<https://www.btb.termiumplus.gc.ca/tpv2alpha/alpha-eng.html?lang=eng>) is one of its products: "one of the largest terminology and linguistic data banks in the world, [giving] access to millions of terms in English, French, Spanish and Portuguese. [On it, one] can find terms, abbreviations, definitions and usage examples in a wide range of specialized fields."

The Translation Bureau also invests in innovative technology and is developing a number of pilot projects. It currently employs students at various T&I universities in Canada to provide updates on emerging marketing trends. Another topic in Lucie's presentation was GCLingua, a new linguist services request management system, to be implemented in the Spring of 2020 in a phased approach starting with Canada's Heritage Sector. It will aim to provide end-to-end T, T & I services, prices and activities faster, cheaper and better while matching high quality standards. Access to TB's system will be given to its providers so that everything can be completed on the platform. There will be a two-year phase-in and training provided to freelancers. The expected revenue from this project is \$200 million/year.

Another useful tool from the TB that I learned about is the Languages Portal of Canada (<https://www.noslangues-ourlangues.gc.ca/en/>), which, along with Plunet, SDL, Orion and memoQ, among others, had a booth at the conference. Language professionals who use English and French can subscribe to a weekly newsletter called *Portal Weekly*, which offers a blog, news, activities and a quiz in both official languages.

Post-Editing: A Theoretical and Practical Challenge for Translation Educators

Dr. Maria Sierra Cordoba Serrano, an Associate Professor at McGill University (<https://www.mcgill.ca/continuingstudies/area-of-study/translation-studies>), told us about the School of Continuing Studies at McGill, which is planning to offer a new online degree—an applied M.Sc. in multilingual communication technologies—provided the Quebec government approves.

Although the SDL CAT tool is the focus of the course, due to the fact that the instructor also works for SDL (<https://www.sdl.com/>), students are expected to transfer the skills they learn to other CAT tools. They will be hiring OTTIAQ (<https://ottiaq.org/en/>) members to provide teaching assistance throughout the course curriculum.

Panel Discussion: Machine Translation: To disclose or not to disclose – Legal Implications.

Panel members, in addition to myself, were Renato Beninatto, CEO of Nimdzi Insights (<https://www.nimdzi.com/>), Elliott Macklovitch, MT Consultant and Lecturer, and Fred Pinto, Attorney, Pinto Legal (<https://pintolegal.ca/>). Our moderator was Lola Bendana, Director of Multi-Languages Corporation (<https://multi-languages.com/>). As she had kindly provided us with the subjects to be discussed a week or two before the conference, I was able to prepare answers with the help of our CTIC Council members.

The questions that the panel looked at were:

1. Should translators/LSPs disclose usage of MT (machine translation) to clients? Should clients be privy to the process used to obtain the final translation output?
2. Should MT usage be part of the legal agreement between the contractual parties (TSP (Translation Service Provider)-Client)?
3. How would MT usage disclosure affect rates and working conditions? Should the industry move from per word rates to hourly rates?
4. Should the disclosure of MT be added to professional Codes of Ethics?
5. How do you explain the difference between revision and post-editing if the output is expected to have the same quality and the work is to be carried out by translators with similar credentials?

6. ISO 18587 states as one of the criteria for post-editors to be experienced translators; the Annex in the standard describes the ideal training. Most experienced translators don't have training in post-editing and new translators lack the experience. How can universities, training institutions and professional associations catch up with technology? (*We ran out of time before we got to this question. However, the above presentation by Cordoba Serrano would seem to provide a possible solution*).

When asked to provide CTIC's answer to the first couple of questions, I talked about certified translator "ethics" and stated that "as long as a certified translator follows the code of ethics (accuracy, confidentiality, impartiality, accountability, professionalism etc.) and provides a top-notch translation, then he or she is not obliged to tell the client how the translation was done."

Panel Discussion: How to stop the rates from falling



From left to right on the stage: Renato Beninatto, Martin Montreuil, Serge Bélair, Robin Ayoub, Fabien Côté, Angela Fairbank, Maryse Benhoff

We were six on this panel and Renato Beninatto, CEO Nimdzi Insights, was the moderator. The other panelists were Robin Ayoub, VP Sales Lionbridge—and the new AILIA President—, Maryse Benhoff, President of BG Communications (<https://www.bgcommunications.ca/>)—one of the organizers of the conference—, Fabien Côté, President of Stoquart Amériques (<https://stoquartamericas.com/fr/>), Martin Montreuil, Director of Public Services and Procurement Canada (<https://www.tpsgc-pwgsc.gc.ca/comm/index-eng.html>), and Serge Bélair, President of TRSB (<https://www.trsb.com/en/>).

The questions we had been provided by the organizers a day before the conference were the following:

1. What are the factors that affect the huge discrepancies of the price per word of translation?
2. Should quality be a part of the equation when it comes to the cost of translation?
3. When it comes to government clients, should they set the tone for keeping translation activities in Canada?
4. Should remuneration be commensurate with skills/experience?

5. Is outsourcing to Third World countries acceptable if the price towards the end-client is maintained?
6. How do we encourage disloyal competition to understand that they are ruining the market?
7. Should ALLIA issue a white paper on recommended rates for translation services?

The discussion was lively, and I remember giving an emphatic “Absolutely” to number 4. I also mentioned ATIO President’s “added value” idea, whereby the translator would negotiate with the client to be paid an amount commensurate with the translation’s market value. This would work for advertising, for instance. The translator would be paid based on a percentage of sales in the market in which the translation was used. The higher the sales of the product that the translation was made for, the higher the translator’s compensation! Panelists and the audience seemed to like the idea.

However, the main consensus we all came to was that in all our combined experience, clients are more prepared to pay higher fees for speed than for quality. I remember telling one audience about a client who contacted me at 7 p.m. one evening telling me he needed a (one page) translation right away. I had told him, “Sorry, it’s now the end of my day, but I’d be happy to do it first thing tomorrow.” He said “I will pay you three times your regular rate if you can do it tonight.” Of course I obliged! I actually learned from that experience what to charge as my “rush fee!”

Another illustration of this fact was the question: “If after giving your client a quotation he replies by saying ‘can you do it for 10% less?’ what would you reply?” I said, “I would tell him OK, but I will put it at the bottom of my pile and you’ll get it sometime next week.”

Localization Mini-unconference¹

As the next subject in the main conference room was about how to set up a business financially and legally and was presented by a wealth management consultant and a lawyer—not something I felt was particularly of interest to me—I headed over to the other conference room where there was an unconference going on under the topic of “Localization”. The moderators were Oleksandr Pysaryuk, Localization Manager, Ceridian (<https://www.ceridian.com/ca>) and Richard Sikes, Senior Solutions Architect of memoQ (<https://www.memoq.com/>). This round-table discussion also included Sophie Halbeisen, Director of Business Development, Plunet (<https://www.plunet.com/en/>), who had flown in from New York.

I especially remember being surprised (and shocked) at a discussion about an LSP being asked by a client to translate something for their company’s internal use right away, and the LSP offered them three prices: 1) we run it through our machine translation system for X amount in 24 hours but it will be far from perfect; 2) we run it through our machine translation system and then have a human editor (not necessarily someone who knows the source language) revise the target language for XX amount in 48 hours; or 3) we have a human translator translate it for XXX amount in 72 hours. The client would inevitably go with choice A – cheap and imperfect. Naturally I complained: “Ethically speaking, how can you let your client

¹ **Unconference**: a loosely structured conference emphasizing the informal exchange of information and ideas between participants, rather than following a conventionally structured program of events (<https://www.lexico.com/en/definition/unconference>).

buy an imperfect translation?" The LSP responded that it happened all the time but understood that as a certified translator I would be uncomfortable at the idea!

Panel discussion: Standards—reach and impact in the Canadian landscape.

Rather than a panel discussion, this was more of a series of presentations: Maryse Benhoff, President, BG Communications International, on ISO TC 37 (<https://www.iso.org/committee/48104.html>); Lucie Séguin, CEO, Translation Bureau, on CGSB (Canadian General Standards Board) 131.10 (<https://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/index-eng.html>); Julio R. Montero, Regional Director, Megalex Communications, on ISO TC 37/SC5 (<https://www.iso.org/committee/654486.html>); and Lola Bendana, Director, Multi-Languages Corporation on the Ontario Council on Community Interpreting (OCCI) (<https://www.occi.ca/>), the body that oversees and regulates the accreditation of interpreters working in the community and public service sectors in Ontario. The latter mentioned that the Health Interpreting Network had recently dissolved to become the health care sector of OCCI, which has 120+ accredited community interpreters. The spokesperson for Orion (<http://www.orioncan.com/en/languages-canada-accreditations>) spoke next about his language accreditation organization and mentioned a new acronym for the day: ISPs (Interpretation Service Providers).

There were also short presentations from members in the audience, including Editors Canada (<https://www.editors.ca/>), and Plain Language (<https://www.plainlanguage.gov/>). A final take-away from today's conference was Intento (<https://inten.to/>), which can help translators find the best CAT tool for a source text, language pair, and subject matter.

Closing Keynote: Future-proofing your business

Renato Beninatto, CEO, Nimdzi Insights closed the conference by talking about reducing fear of the future and advised the audience to check out his book *The General Theory of the Translation Company* (<https://www.nimdzi.com/book/>). He talked about Project Management and Vendor Management and emphasized Relationship, Referral and Reputation. He also spoke about the huge influence and rise of Netflix—now in 120 countries and 27 languages—which had spurred great business for subtitlers and voice-over actors. He mentioned another company's website, now in 32 languages—10 more than last year—and Uber which, by adding five Indian languages out of the 47 that exist in India, has seen its growth rate increase 10-fold.

Beninatto closed with some advice about what to tell your clients to convince them to use your services instead of someone else's: "Tell them one thing they don't know about their competition, one thing they don't know about their own company, and one thing they don't know about your company." He also suggested we add the title of "localization manager" to our LinkedIn profiles and hinted that 5G will be the next big change on the horizon.

Angela Fairbank, M.A. C.T.
CTTIC Vice-President, 2019-2020
Registrar, STIBC Board of Directors, 2019-2020
Editor, *STIBC Voice*, 2019-2020

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The *STIBC Voice*, published four times a year (January, April, July and October), is looking for contributions that relate to the translation and interpretation industries locally, nationally, and internationally.

Author-members eager to share new ideas, sources of inspiration, proposals for improvement, and experiences of interest to colleagues and friends are invited to submit news items, articles, announcements, or illustrated essays that fit into the following framework:

News Items and Announcements (50–200 words)

Brief notices about events, issues, and projects relevant to STIBC.

Feature Articles (500–800 words)

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- discussing one or more topics of interest in depth;
- sharing knowledge, for example professional experiences, implementation efforts in markets, or tips and tricks;
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- reflecting on technical and linguistic matters, educational issues, regulatory perspectives, etc.

Submissions should include a title, the author's name and date (section headings optional). The use of images (paintings, sketches, photos, tables and/or sidebars) for illustration and emphasis is encouraged.

All contributed material must comply with the ethical principles and standards of professional conduct set out in the STIBC Code of Ethics (see the Bylaws, Part 14).

Please send all texts (.doc, .docx, or .rtf files, double-spaced 12-point standard font, basic formatting) and images (.jpg or .png files) to the STIBC Voice Editor at voice-editor@stibc.org

All articles selected for publication will be edited for content (including length, if they exceed the recommended word count and space is tight), spelling and grammar.

Contributions are welcome at any time throughout the year, but...

THE SUBMISSION DEADLINE FOR CONTRIBUTIONS TO THE NEXT ISSUE IS

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To suggest ideas for articles or to ask about any other details, please contact the **STIBC Voice Editor** at voice-editor@stibc.org.

Please note: Certified Members are reminded that each article they contribute that is accepted for publication in the Voice is eligible for 1 CE credit under the Continuing Education Chart subscription/contribution category, which allows a maximum of 5 credits in this category per year.

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Editor: Angela Fairbank, C.T.

Proofreader: Carl Rosenberg, C.T.

Contributors: Stefanie Kennell, C.T.
Carla K. Eichbauer, C.T., C.C.I.
Angela Fairbank, C.T.

Society of Translators and Interpreters of BC

#400-1501 West Broadway

Vancouver, BC V6J 4Z6

CANADA

Tel: (604) 684-2940

Website: www.stibc.org



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