

# THE NORTHWEST LINGVIST



Volume 19 No. 2, SPRING 2006

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## Meeting our Members

*Each newsletter Katrin Rippel introduces one of our NOTIS or WITS members to the rest of the membership. This month, she presents a member who works with a language most of us know little about - ASL.*

### Language beyond words - meeting Cynthia Wallace

*By Katrin Rippel*

*“Culture is a set of learned behaviors of a group of people who have their own language, values, rules of behavior, and traditions... The essential link to Deaf Culture among the American deaf community is American Sign Language” Carol Padden\**

Cynthia Wallace is an American Sign Language (ASL) interpreter. At first sight, she appears serious in her black turtle neck, yet with my first question on how she started with ASL her face brightened up with a smile. “My college roommate took ASL classes. When I saw her signing a poem I was amazed by its beauty and I thought – I want to know how to do this.” She began to learn ASL and is still working with it to this day.

After completing her BA in Social Work, she moved to Seattle and started a training program in Sign Language Interpretation. “ASL is a complex visual-spatial language with its own grammar and syntax. It has little in common with the English language. For example, ASL uses

physical space, facial expressions and body movements to express grammar and primarily has a topic-comment sentence structure, while English uses a linear, primarily subject-verb-object sentence structure,” she explains.

**What was the greatest challenge for you in learning this language?**

“Learning the subtle movements of the language. For example, facial features such as eyebrow motion and lip-mouth movements. These are vital parts of the grammatical system indicating sentence type or specifying size and shape, conveying adjectives and adverbs. The language is rich and colorful,” she said.

Cynthia became involved in the deaf community, where she experienced a great deal of openness and support while becoming their interpreter. “Deaf and deaf-blind people are the kindest people I know; the relationships within that community are so unique and rich. It is deeply

*Continued on page 7* ○○○

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A chapter of the  
**American Translators Association**

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Our voicemail telephone number is (206) 382-5690.

WITS has a Web page which can be visited at www.witsnet.org.

## NOTIS Notes

### New Members

Elena Boucheva	Russian < English	Graciela Mendoza	Spanish < English
Graciela Bravo Black	Spanish < English	Betty A. Merino-Strawe	Spanish < English
Demetrio Camacho	English > Spanish	Alida Patino	Dutch < English
Silvana Carr	Spanish < English		Spanish < English
Josefina Clark	Spanish < English	Miryam (Tati) PEDIANGCO	Spanish < English
Azucena Flores-Urueta	English > Spanish	Verla Peterson	Spanish < English
Mary Gai	Spanish < English	Andrea Pulido	English > Spanish
Maria E. Gómez-Caravantes	Spanish < English	Joana Ramos	Portuguese < English
Araceli González-Medel	English > Spanish		Spanish > English
Vittoria Green	Italian < English	Mustapha Rebahi	Arabic < English
Ana Haley	English > Spanish		French < English
Yau-Bunn Ho	Cantonese > English		French < Arabic
	Chinese > English	Faby Rodriguez	Spanish < English
Phuong Hong	Mandarin > English	Sonia Saad	Spanish < English
	Cantonese > English	Patricia Santivanez	Spanish < English
	Vietnamese > English	Gauri Shringarpure	German > English
Manami Imaoka	Japanese < English		Hindi < English
Lisa Rachel Jaffee	Spanish < English		English > Gujarati
	French > English		Marathi > English
Salah Khan	French < English	Olga Smirnova	Russian < English
Crystyna Z. Krynytzky	Ukrainian < English		Ukrainian < English
Josephine Lee	English > Vietnamese	Charles Smith	Chinese < English
Yuen-Mei Lee	Chinese < English	Maria Elena Tremaine	Spanish < English
	Cantonese < English	Elena Tcharikova	Russian < English
Loan Nguyen	Vietnamese < English		French < Russian
Tomoko Martin	Japanese < English	Sandra Villagarcia	English > Spanish
Bertha Martínez-Allen	Spanish < English	Juan Zuniga	Spanish > English

### Rejoining Members

Kim Lundgreen	Vietnamese < English
Karen Christensen Montes	Spanish < English
Eugenia Munday	Spanish < English
Erin Neff	Spanish > English

### Corporate Members

Central Oregon Language Services  
 Spanish, German, Thai, Japanese, Arabic > English

## WITS Outreach Committee Report

*By Julie Bryan*

In early February, Claudia A'Zar and I invited 30 members of WITS to join us in brainstorming outreach and advocacy activities for 2006. Out of 30 invitations, we were lucky enough to get a total of four people together; it seems that interpreters are more difficult to engage than even the general public. Even so, we were successful in establishing a few goals that a small number of people can accomplish with the biggest bang for our effort. These goals are the following:

1. The committee will approach the various Washington State and County Bar Associations. We will invite them to include educational and resource information about translators and interpreters in their annual directories. This will help to achieve several objectives: developing a recruitment tool and benefit for members; providing an educational component; and reaching out to prospective clients who use our services. Carlos Radillo, a WITS member and professional graphic designer, has volunteered to help with design work on this project.

2. The committee will work to expand our professional educational presentation into a PowerPoint presentation format and begin to train members statewide to use it to approach their own local populations of prospective and current clients.

We currently need volunteers with PowerPoint experience to help with this project.

3. The committee will work to connect WITS members with a PBS fundraising event. While showing the many faces of our members, we can also educate viewers about what Interpreters and Translators do. Angela Torres has expressed interest in helping to develop this project. Other members are needed to help make this a fun community event.

4. The committee will develop activist draft position papers that might serve as tools for rapid response to issues that we can expect to commonly deal with. NAJIT and NOTIS have position papers that we could review and use to establish a local addendum.

This report refers to the activities of the WITS Outreach and Advocacy Committees, but we will of course continue to seek every opportunity to collaborate with our counterparts in NOTIS to achieve mutual goals. Please consider joining us to help achieve discrete parts of these goals. Laughter and good food are also part of being involved. The next meeting of the Outreach and Advocacy Committees will be the following:

**Saturday, May 27, 2006**

**Time: 2:00 PM to 4:00 PM**

**Where: Bellevue Public Library**

### Find us online:

#### **NOTIS:**

Homepage: <http://www.notisnet.org>

Directory: <http://www.notisnet.org/directory/online.asp>

#### **WITS:**

Homepage: <http://witsnet.org>

Directory: <http://witsnet.org/directory/online.asp>

## Scandinavia Meets Asia in the Pacific Northwest

THE 2006 ALTA CONFERENCE AT THE HILTON IN BELLEVUE (18-21 OCTOBER)

The 2006 ALTA conference is approaching and in a few short months, our area will be welcoming literary translators from the entire world.

This year we have a fantastic array of languages and panelists, as well as a special post-conference outing to the Nordic Heritage Museum in Seattle. We have two fascinating keynote speakers: Göran Malmqvist is a member of the Swedish Academy and a translator from Chinese into Swedish, and Ch'oe Yun is an esteemed fiction writer from Korea who also translates from French into Korean.

Our panelists have created a large array of interesting topics, as you will find if you check the ALTA Web site: [www.literarytranslators.org](http://www.literarytranslators.org). We are also happy to offer three workshops in Spanish, Russian and the Scandinavian languages. We have had a great number of publishers interested in attending this year, so we have set up three panels for you to meet them, and we also have a grants-and-awards panel. Many panels are full, but there are still some openings, so check the Web site and contact the moderator if you are interested in joining a panel (preferably by May 15<sup>th</sup>).

We have planned events for every evening of the conference, starting on Wednesday night with a multi-media event by Olivia Sears, continuing with the reception on Thursday night where the winner of the National Translation Award will be announced. Friday night has a special multi-media event on Contemporary Iranian poetry by Nilofar Talebi in store. We are happy to announce that Barbara Patschke has

agreed to host a Declamación on Saturday night, where we entertain our peers with the gift of song and recitation.

On Sunday morning, leaving at 9 a.m. and returning to the hotel at 2 p.m., we have made special arrangements with the Nordic Heritage Museum for a luncheon with Göran Malmqvist, at a moderate extra cost for transportation and food. This is separate from the conference itself, so check off the box when registering to make sure that you can be part of this event. Participation is limited.

Bilingual readings are being arranged by Alexis Levitin, [levitia@plattsburgh.edu](mailto:levitia@plattsburgh.edu). Please contact him prior to August 25<sup>th</sup> if you are planning to read. The book display will be hosted by the University Bookstore. Contact Jay: [jayw@u.washington.edu](mailto:jayw@u.washington.edu) as soon as possible so that he will know which books to order for the conference (preferably by August 1<sup>st</sup>) with the title, author, publisher, and ISBN number of the book that you need for display. The University Bookstore is an Independent bookstore founded by University of Washington students one hundred years ago, and it now has branches throughout the Seattle area, including one in Bellevue. Please contact me: [wideburg@ix.netcom.com](mailto:wideburg@ix.netcom.com) if you have questions or comments about the first ALTA conference ever held in the Pacific Northwest!

*Sincerely,*

*Laura A. Wideburg, Host Committee Chair*

*Host Committee:*

*Jessica Cohen, Ann Macfarlane, Don Mee Choi,*

*Tasha Buttler, George Fowler and Carolyn*

*Wright.*

# Technology meets Commerce meets Culture! Managing Global Web Sites and E-Commerce

Report from the Conference

By Katrin Rippel

San Francisco was the setting for the second *Global Web Sites and E-Commerce* conference on March 29 – 31, 2006. Attracting 60 attendees from a variety of countries, the conference was a great opportunity for me as a first-time attendee to meet and talk to everybody and to get to know people from this very interesting industry I have just entered.

The conference was produced by the Localization Institute, which is also known through other industry events such as *Localization World*.

These three days were an exceptional medley of educational sessions, panels, case studies and workshops.

Nitish Singh was the first keynote speaker. His session on cultural customization of Web sites was an eye-opener on what impact cultural awareness in Web site localization has for global customers and Web ROI. Mr. Singh said that culturally-customized Web sites “immerse” completely in the culture of the target market, and that they address three levels of cultural adaptation: perception, symbolism and behavior. This presentation presented facts and numbers from six years of his research on international Web sites from more than 15 countries. His book, *The Culturally Customized Web Site* by Nitish Singh & Arun Pereira, is a must read!

The second excellent researcher, John Yunker (Byte Level Research), spoke about Best Practices in Global Navigation – “an often overlooked feature in Web design.” His new e-book, *The Art of the Global Gateway*, appeared in April 2006 (see [www.bytelevel.com](http://www.bytelevel.com)). In addition to John Yunker’s presentation, Bill Varga (Quova) demonstrated the importance of Geolocation, the determination of the real-time geographic location of Web site visitors, for optimizing Web and e-commerce experiences. John Yunker and Nitish Singh were also the workshop leaders for the conference’s third day hands-on experiences.

At the tools panel discussions, companies such as eBay and Starwood Hotels & Resorts Worldwide presented and discussed their real-world experiences using enterprise solutions for their content management and Web site localization. For other organizations (Charles Schwab, Macrovision), implementation of large-scale

Global Content Management (GCM) Systems was not the best solution for their company needs. Here they presented their alternative creative solutions.

Throughout the event, case studies gave a wide range of insights into the work of people whose skills are visible to many of us: Marcia Hutchinson and her “Strategy for Publishing Global Content at HP;” Google’s sketch artist Dennis Hwang, who also designs the unique logos you see on Google’s home page for international holidays and events; and Wouter Leeuwis from BrassRing (Global Employment Web site).

Two other very popular topics were covered:

- *Educating the company*: The ongoing process of justifying global Web site investments. (We split up into groups and discussed issues, such as how to get the attention of budget decision-makers or influence people to buy in to your strategy.)
- *What you need to know to tackle the opportunities and challenges of the Chinese market*. Speakers were struggling with the conference’s time restraints to cover only the tip of the iceberg of Chinese issues.

Final highlights were the “New Common Sense Advisory Report” on GCMs (see [www.common senseadvisory.com](http://www.common senseadvisory.com)), as well as a panel discussion titled *The Next Five Years*, where the future of global e-commerce was discussed.

Visions included:

- Multi-channel content delivery (to Web sites, printers, mobile devices), which demands more flexibility, shorter messages and built-in systems to send content to different devices
- Synchronized Machine Translation (SMT)
- Increasing Translation Memory sharing

The conference covered important and current topics (such as cultural customization and the emerging Chinese market), presented and discussed the newest technologies, and offered plenty of opportunities to network and exchange ideas – yet what made this conference so unique was meeting the people who are so inspired by their work within our increasingly globalized world.

◊◊◊ Continued from page 1

touching to me to be included in their community.”

Cynthia completed her Certificate of Interpretation (CI) and her Certificate of Transliteration (CT), and, with her business Sign Language Interpreting Services, she has provided services for a diverse clientele, including deaf, deaf-blind, and hard-of hearing individuals since 1987.

### Deaf AND Blind?

Cynthia explained that there are a number of diverse and adapted forms of ASL used by individuals who are deaf-blind (or have impaired vision) depending on their vision level such as:

- **Close Vision** – signs are made within a confined space, at upper chest level and between interpreter’s shoulders
- **Tracking** – The deaf-blind person holds the interpreter’s wrist(s) to gain visual information from the movements
- **Tactile** – The deaf-blind person places either one hand or both hands over interpreter’s hands to read signs through touch and movements.

During Cynthia’s explanations I could understand the significance of her black dress code — her white hands were clearly visible when she demonstrated the signing in front of her chest.

**There are country-specific Sign Languages, but do dialects exist as well?**

“Oh yes. For example, in New York they sign much faster than we sign here. There are vocabulary differences as well just like in spoken language; communities develop specific signs and meanings for those signs that differ from region to region across America.”

Also, language systems such as SEE (Signed Exact English) or MCE (Manually Coded English) were invented to teach Deaf children how to speak and lip read English, but they are not natural languages in their own right. Research has shown that among Deaf children who learned and were exposed only to Signed Exact English in their playground conversations showed grammatical aspects of ASL that emerged naturally. A more natural and effective educational system would be to teach ASL

as a first language and reading and writing English as a second language.

In 1998, Cynthia obtained her specialist certificate in legal interpretation (SC:L). Additionally, she works as a video relay interpreter, and is a mentor and instructor for deaf-blind interpreters. She has also been a local test administrator, providing certification testing for national ASL certifications. Moreover, she was involved in several concerts and theatre productions (including the Broadway production of *Chicago* and musical interpretation for the world renowned group Pink Martini).

“And my work has not solely been as an interpreter”, she was laughing, “Howie Seago of the Deaf Moose Theatre in Seattle asked me to design costumes for his sign/gestural adaptation of the fifteenth century French farce, “Peter Quill’s Shenanigans”, now titled “The Last Con.” Howie, an acclaimed deaf actor, writer, and director, described to me how he imagined the costumes of his classic, fifteenth century French play adaptation and I designed and produced the costumes.”

“I also love to work with children. First – in a playful way – I show them that I am their interpreter. It’s fun, because you never know what they will say [sign] next.” Over a ten year period, in collaboration with deaf consultants, she developed techniques and trained faculty and staff to improve a university-sponsored summer camp for both hearing and deaf children.

Cynthia wishes that hearing people in leisure and in business settings would become more interested in learning ASL and be more aware of how to interact in ways that include deaf people in their day-to-day interactions.

In Cynthia I encounter such a resource of knowledge and respect for deaf culture that I cannot stop asking questions about it. “I am an interpreter for the deaf community, not a spokesperson for them. If you want to know them, go out and meet them. Or first...,” she picks up her laptop and searches for a Web site, “read Carol Padden & Tom Humphries’ book *Deaf in America – Voices from a Culture*.\*

\*<http://communication.ucsd.edu/people/PADDEN/>

# "CA\$h from CRASHES"

The Interpreter's Guide to Claims  
*Not language specific*

This workshop gives basic knowledge of insurance and claims for interpreting during contractual disputes or actions in tort. You will gain understanding of the tortuous process from binder to release, as well as essential familiarity with routine specialty terms.

Discover perspectives that will help *you* market to the claims industry

Get your share of Ca\$h from Crashes!

APPROVED for 3 O.A.C. CREDITS.

Saturday June 17, 2006

Send registration to:

8:30 AM to Noon at:

de Arias, Inc.

620 20<sup>th</sup> Ave. S.

3631 37<sup>th</sup> S

Seattle, WA

Seattle, WA 98144-7108

**Presenter:** Keo Capestany, certified by AOC since 1994 and the Federal Courts since 1999, is a retired claims adjuster who was an Allstate agent for six years. He was adjuster and later claims supervisor for The Hartford. For 17 years an independent adjuster, his total claims career lasted 25 years. Political exile impeded graduation with a B.A. in Administrative Law at the University of Havana. He has an AA from Seattle Community College and an AA in Claims from the Insurance Institute of America.

He was a contributing author for the book "How to Collect an Insurance Claim" and has published hundreds of articles in local and national claim publications.

A professional speaker, he has given many presentations on claims and on negotiations in four western states.

He is a past president of the Seattle Claims Adjusters Association.

**Special bonus presentation:**

"RISK MANAGEMENT FOR THE INTERPRETER"

by John De Franco, De Franco-Merrill Insurance Agency.

\$45.00 if registration paid before June 1<sup>st</sup>. \$50.00 after.

No refunds after June 10<sup>th</sup>

(206) 722-8141 [bilingualpower@hotmail.com](mailto:bilingualpower@hotmail.com)



## Calendar

Date	Event	Details	Location
May 13 - 14, 2006	ATA/NYCT Translation Tools Seminar	<a href="http://www.atanet.org/pd/tools">www.atanet.org/pd/tools</a>	Doubletree Club Suites Jersey City, NJ
May 16 - 19, 2006	Translation and Cultural Exchange in the Age of Globalization	<a href="http://www.monabaker.com/tsresources/cediary.php">http://www.monabaker.com/tsresources/cediary.php</a>	Facultad de Filología, Universitat de Barcelona
May 20, 2006	ATA Certification Exam	<a href="http://www.atanet.org">www.atanet.org</a>	110 Satterfield Hall, Kent State University, OH
May 20, 2006	Microsoft Office for Translators	(425) 564-2263	Bellevue Community College North Campus, Bellevue, WA
May 19 - 21, 2006	NAJIT 27th Annual Conference	<a href="http://www.najit.org">www.najit.org</a>	Houston, TX
May 26 - 28, 2006	Spanish Audiovisual Workshop	<a href="http://www.ncta.org">www.ncta.org</a>	Monterey Institute, Monterey, CA
May 27 - 29, 2006	Translating the Americas. CATS 2006: 19th Annual Conference of the Canadian Association for Translation Studies	<a href="http://www.monabaker.com/tsresources/cediary.php">http://www.monabaker.com/tsresources/cediary.php</a>	Toronto, Canada
May 30 - June 1, 2006	Localization World Conference	<a href="http://www.localizationworld.com">www.localizationworld.com</a>	Barcelona, Spain
June 3, 2006	Court Interpretation Training Seminar	<a href="http://www.dvta.org">http://www.dvta.org</a>	Holiday Inn Historic District, Philadelphia, PA
June 10, 2006	Business Skills for Translators	(425) 564-2263	Bellevue Community College North Campus, Bellevue, WA
June 20 - 22, 2006	Certification in Localization: Summer Workshop	<a href="http://www.csuchico.edu/localize/certificate.html">http://www.csuchico.edu/localize/certificate.html</a>	California State University, Chico, CA
June 30 - July 1, 2006	The Future of Conference Interpreting: Training, Technology and Research	<a href="http://wmin.ac.uk/interpreting_conference">http://wmin.ac.uk/interpreting_conference</a>	University of Westminster, London, UK

For more international, national, and local events, please see: [www.notisnet.org](http://www.notisnet.org), [www.witsnet.org](http://www.witsnet.org), [www.atanet.org](http://www.atanet.org)

## NOTIS / WITS Board Meetings:

Organization	Date & Time	Location	Contact
WITS (Annual Meeting)	June 10, 2006 12:00 p.m.	TBD	Info@witsnet.org
NOTIS	June 17, 2006 3:00 p.m.	The Dunn Gardens	Info@notisnet.org
NOTIS	August 08, 2006 6:30 p.m.	TBD	Info@notisnet.org

All Board Meetings are open to the membership of their respective organizations.

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