

# Edition

The newsletter for members of the  
Editors' Association of Canada, Toronto branch

October 2005

## Lost Without Translation

by Elizabeth Kelly

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Presenters: Beatriz Hausner and James Roberts

If you came to the May 30 EAC Toronto branch meeting expecting to hear about French/English translation issues, you weren't disappointed. If that's all you expected, you were probably surprised to hear that our government's focus on French/English translation has meant insufficient resources for translating international works.

The first speaker, Beatriz Hausner, is a published poet and literary translator with a passionate interest in the literary traditions of Spanish America and International Surrealism. She is also a past president of the Literary Translators Association of Canada.

### Translation Inspires Canadian Culture

According to Hausner, the Canadian literary identity is composed of two solitudes: Canadian writers published in English, and those published in French.

Hausner said that Canadians want to read great books. But she also said that, without Canadian-published translations of international works, the pool of great books readily available to Canadians is too small. Not only do readers lose out, but so do Canadian writers and Canadian literary culture. Hausner made a strong argument for cross-pollination across languages and national borders. As an example, she pointed to the many Latin American poets influenced by Spanish-language translations of poetry published in France and England at the turn of the twentieth century. Without this cross-pollination, she fears that Canadian literature may become "too narrow and self-referential."

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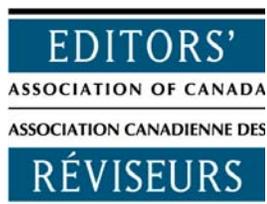
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Hours: 9 a.m. to 1 p.m. Monday to Thursday

## From the Toronto Executive

By Janice Dyer

The new Toronto branch executive met mid-September for the first time after the summer break—welcome to all new and returning members!

We are pleased to welcome two members of the executive who were appointed this summer. Karen Black takes over as Membership Chair and is already hard at work organizing EAC Toronto's booth at The Word on the Street, reviewing voting membership applications, and revamping the new-member information package. Gillian Faulkner is also new to the executive this year, taking on the important Vice-Chair portfolio. Gillian is working on the volunteer database and making sure all of the branch's committees have enough volunteers. We look forward to a great year!

Unfortunately, our two book table coordinators, Mary Newberry and Tina Francisco, have resigned. We thank them for all their hard work last year. We welcome member feedback about the role and importance of the book table for the Toronto branch. The coordinator job is a time-consuming one—hence the honorarium attached to it—and it may be time to re-think how the table is run. If you are interested in the position, or have some feedback about how we could run the table, please contact Gillian Faulkner or Jennie Worden.

Finally, keep an eye out for the launch of EAC's new web page this fall.

## Letter from The Editor

... will return next month.

### Not Much Work Around

The limited market for translation means there is not much work for Canadian translators (and the editors working with them). According to Hausner, only a handful of people make a full-time living as literary translators in Canada, despite the high number of qualified people. Hausner herself has yet to give up her day job as a librarian, even though she has translated more than 25 works.

### Get Political

What can editors do about this?

According to Hausner, we can get political. We can demand that Canadian arts councils create grants for translators and translations. We can look for foreign works we want to see published and then find local translators to work on them. “To do an English translation, all you have to do is secure the English language rights,” Hausner said. “Editorially, you must know which books to publish—which will be the great ones.” Hausner said that to work as an editor on a translation, the editor “must be a great connoisseur of the literature of the target language.” The editor must be familiar with the cadences of the language to maintain the tone and voice of the original work. And, as always, the editor must be creative. When one EAC member asked Hausner how to deal with the problem of translating a word or concept that does not exist in the English language, Hausner, in her surrealist fashion, replied: “You must find it. It is there. Use your imagination.”

### The Global Village

While a dearth of translating/editing work exists in literary Canada, the case is not the same in corporate Canada. The evening’s second speaker, James Roberts, is a senior information strategist for IBM and the current director for York University’s Technical Communication program. He has also worked as a writing and communications instructor with the Translation Department at York University’s Glendon College.



Unlike literary Canada, corporate publishers such as IBM are firmly ensconced in the global village and must deliver documentation in multiple languages. “Translation and translation issues are a major focus of corporate publishers such as IBM,” Roberts said.

According to Roberts, IBM is the world’s second-largest publisher (behind the U.S. government). Every year, the company releases approximately 200 software products, each of which requires the creation of 10-15,000 pages of text. These text documents must be simultaneously

published in 40 different languages and be acceptable to widely differing cultural and political environments.

### Translation Costs

Changes to texts, however, are not cheap. Roberts estimated that it costs IBM 80 cents for every word that must be changed in a document. For example, an 18,000-page document referred to Taiwan as a country 25,000 times. Certain IBM clients—particularly in China—would have been very upset by that. So, at 80 cents per usage (about \$20,000 total), all references to Taiwan had to be changed.

Corporate publishers like IBM use tracking software (that identifies affected documentation when software is upgraded) and “smart people” (skilled editors and translators) to reduce their documentation costs. Roberts said that the contribution of translators and editors is particularly crucial to developing the source document—the document from which all of the translations into other languages are made. Editor/translators must also keep in mind what brand names may mean in other languages. For example, Roberts joked, when Chevrolet first released the Chevy Nova in 1962 to the North American market, the car’s name worked well. But to the Latin American market, the name meant, “Chevy no go.”

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Wrapping up his talk, Roberts explained that in corporate translation, “Chevy no go” and similar blunders are what translators and editors work to avoid. “In corporate translation, one wants to avoid the surreal experience.”

### Conclusion

Clearly, Roberts and Hausner’s perspectives on translation and editing derive from two separate worlds. But there was clear agreement on three points:

- Much is lost without translation.
- Even more can be lost without good translation.
- Good translation requires a skilled editor who understands both the translation and editing processes. **E**



## SEMINAR SPOTLIGHT ON ... FRANCES PECK

If your car mechanic demanded three hundred dollars to replace a “broken thingamabob” or a “leaky doohickey,” you’d wonder whether you were getting your money’s worth. You need to sound more credible when a client asks you to justify an editing decision, so it pays to solidify your command of some essential grammatical vocabulary.

That’s what Frances Peck teaches in her fall seminar, **Grammar Fundamentals**. A seasoned and enthusiastic instructor with almost 20 years’ experience in teaching, editing, and writing, Peck sees her seminar as serving people who work on text at the sentence level—stylistic editing, copyediting, or proofreading. A follow-up seminar, **Grammar Rules and Myths**, will be offered in the winter term.

For more information on EAC Toronto branch seminars, visit <http://www.editors.ca/toronto/seminars.htm>. To register, phone 416 975-5528.

## ANNOUNCING THE EAC OCTOBER MEETING

### The Great Rate Debate

Are you charging enough for your services? How much should you charge for proofreading? For copyediting? For turning some illiterate's ramblings into a readable autobiography?

After a two-year hiatus, the EAC Toronto branch's Great Rate Debate returns. This is a one-night-only chance to decide if editors deserve a raise, and help set fee range guidelines for proofreading, copyediting, fact checking, stylistic editing, production, picture research, substantive editing, consulting, desktop publishing, and project management.

Mark your calendar for the next exciting EAC Toronto branch meeting on Monday, October 24. The meeting will take place at the Women's Art Association of Canada, 23 Prince Arthur Avenue. The general meeting starts at 7:30 p.m., followed by the program at 8:30 p.m. Check the EAC Web site at <http://www.editors.ca/toronto/index.htm> for directions. Please join new and established editors for a pre-meeting dinner at the Duke of York, 39 Prince Arthur Avenue (on the southeast side of Prince Arthur Avenue at Bedford Road), at 6 p.m.

## EAC TORONTO MEETING SCHEDULE

### EXECUTIVE MEETING

Monday, October 17, 2005

6:30 p.m.

EAC Office, 27 Carlton Street, Suite 502

All members welcome

RSVP: Janice Dyer, 905 823-3724

[janicedyer@editors.ca](mailto:janicedyer@editors.ca)

### GENERAL MEETING

Monday, October 24, 2005

6:45 p.m. New members Q&A

7:30 p.m. Business meeting

8:30 p.m. Program: **The Great Rate Debate**

Women's Art Association of Canada

23 Prince Arthur Avenue

Members free/non-members \$5

# Networking

*All events are in Toronto unless otherwise noted.*

*Please contact organizers prior to attending any meeting or event. Details are subject to change.*

## **EAST END WRITERS' GROUP**

[www.samcraw.com/Articles/EastEndWriters.html](http://www.samcraw.com/Articles/EastEndWriters.html)

Constructive criticism of fiction, poetry, drama, creative non-fiction, etc.

**Meeting:** Wednesday, October 26, 7 to 10 p.m.

**Cost:** Free

**Contact:** Sharon Crawford at <http://samcraw@interlog.com>

**Workshop:** Hands-On Marketing Workshop

A workshop that shows you how to decide why, how, where, and when to market your fiction and non-fiction manuscripts.

**Leader:** Rosemary Aubert, award-winning author ([www.crimewriterscanada.com/files/raubert.html](http://www.crimewriterscanada.com/files/raubert.html))

**When:** Saturday Oct. 15, 2005, 10 a.m. to 4 p.m. (Sign in 9.30 a.m.)

*To have an editing/writing association meeting or workshop listed, please send complete details to [Edition@rogers.com](mailto:Edition@rogers.com).*

## **WELCOME! NEW MEMBERS**

As of September 8, 2005, the Toronto branch had 681 members (177 voting and 504 associate.)

### **New members in August**

Michelle Marchetti  
Carol Harrison  
Jocelyn Dickey  
Thomas Loree  
Petal Almeida  
Melanie Myers

# SCARIEST EDITOR PHOTO CONTEST

**There's still time to submit entries to the Scariest Editor Photo Contest. Send entries to [Edition@rogers.com](mailto:Edition@rogers.com) or the branch office by October 17.**



*Public Relations chair, Monica Plant, with an equally scary Shirley Rennie, EAC member.*

## HOTLINE REGISTRATION

Clients call to be matched with branch members who have registered with the Hotline for work.

When you register, please note these guidelines:

- If you are in the EAC's Directory of Editors (print or online), note any changes to your listing.
- If you are not in the Directory and have not previously registered with the Hotline, send your resume in Directory or Hotline style. You can find guidelines to the Directory format at <http://www.editors.ca/ode/index.htm>. Hotline style follows the Directory format.
- However, you may include as many interests as you wish and write your profile in point form. Please limit resumes to one page. See <http://editors.ca/toronto/hotlinestyle.pdf>.
- If you have registered before, send your resume only if it has changed.
- **Hotline registration begins on the first of each month.** You must contact the branch every month to be listed again.

Tel.: 416 860-8511 Fax: 416 975-5596

E-mail: [toronto@editors.ca](mailto:toronto@editors.ca) (.rtf attachment; subject: Hotline)

## HOTLINE REPORT

August 2005

### Member Registrations

18

### Client Registrations

9

### Requests for Editorial Jobs and Assistance

marketing and communications writer (full-time)  
non-fiction book  
copy editor (full-time)  
novel  
financial editor/desktop publisher  
instructor for course in editing program  
language services coordinator (full-time)  
translator (full-time)  
memoirs

### How Clients Found Out about the Hotline

client is an EAC member (2)  
previous user (3)  
publishing house  
Internet  
another editor  
friend

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### Copy Editors

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Natalie Fingerhut

### Proofreaders

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Sandy Stark

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Monica Plant

Craig Saunders

### Photographer

Sharon O'Brien

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Visit <http://InternetTrainingGround.com/eac/> for info about **newsletter** **volunteer opportunities**.

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