

ASIST

Translation Services

Newsletter



“dog days” EXTRA

Late Summer 2004

Please visit us on the Web:
www.ASISTtranslations.com



It's News To You!

ASIST's Secret Recipe

First of all, generous amounts of professionalism, enthusiasm, ruthless attention to detail, and promptness are required. But you knew that!

However, we want you to know a little more about our method for producing top-quality translations of your documents, especially because from time to time you will hear us mention the production roles and project phases that form part of our process.

1. In conjunction with your Account Executive, a Project Coordinator examines the requirements of each project, reviews original materials (especially to identify any potential issues), and determines resources that need to be allocated in order to successfully complete it.

2. After the material is organized according to ASIST's methodology, a linguistic team consisting of a Translator, Editor and Proofreader is assigned for each target language. These are always native speakers, tested and qualified by ASIST. Communicating through the Project Coordinator, Editors review the translation and may

Are you in Central Ohio?
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Coffee Break

- A Linguistics professor was lecturing to his class about how in English and many other languages a double negative forms a positive, while in others, such as Russian, a double negative is still a negative. “However,” he pointed out,

suggest changes, which are then accepted or rejected by the Translator and resubmitted for Proofreading. In particular, an Editor seeks to enhance clarity in the wording, ensuring that vocabulary and general tone are consistent with your original intent (and any existing translations in the target language). Like the Translator, the Editor also ensures appropriate use of industry-specific vocabulary and technical terms in the target language. Every project, big or small, is reviewed by at least three separate individuals (and frequently more) before leaving ASIST.

3. A Proofreader then examines the documents for grammar, consistency and punctuation in the target language.

4. Our Quality Control department ensures not only that requested components in each language have been properly completed, but also that the delivery format, addressing, packaging and other details have been executed exactly according to your project specifications.

“in no language can a double positive ever form a negative.”

A bored voice from the back of the room responded, “Yeah, yeah...”

- Two trucks loaded with 10,000 copies of Roget's Thesaurus collided as they left a New York publishing house last Thursday. According to the Associated

Press, witnesses were stunned, startled, aghast, taken aback, stupefied...

- A professor of English announced to his students, “There are two words I don't allow in my class. One is gross, and the other is cool.” A voice is heard from the back of the class, “So, what are the two words?”



International Recipes



Gazpacho (Spain)

This chilled soup is perfect for summer, when vine-fresh tomatoes are available. It's generally served as a first course, especially for large midday meals.

8–10 garden-ripe tomatoes (more than 2 pounds),
1 cucumber, 1 yellow onion,
1 green pepper, 2-day old french bread (crust removed),
about 1/4 baguette, 3–5 cloves garlic, to taste, 1/2 cup extra-virgin olive oil, 1/4 cup red wine vinegar (or less; to taste), salt, to taste

Transfer all ingredients into a big bowl as you prepare:

Peel tomatoes (blanching briefly makes this easier), removing as many seeds as possible. Peel cucumber, scoop out seeds. Peel the garlic cloves. Quarter the green pepper and onion.

Set aside 1/4 each of the cucumber, pepper and onion. You will later mince these for the “tropezones”; see below.

In food processor or blender, finely puree everything. (Transfer back and forth to a large bowl if it doesn't all fit. Add garlic early, so it is completely liquefied. Olive oil should be drizzled in very slowly. Make sure the bread disappears without leaving crumbs; authentic gazpacho has a smooth, but slightly thickened texture.)

Add vinegar and salt towards the end, as personal tastes vary for these.

Chill in refrigerator for at least an hour before serving.

“Tropezones” (garnishes):
Cut bread cubes into large croutons, fry quickly until barely browned in very hot extra-virgin olive oil. Mince separately: cucumber, green pepper, tomato (remove all seeds) and onion. Serve each of these and croutons in separate bowls; guests will garnish their own soup to taste.



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