



Translation: Square One

Whenever you contact the ASIST sales staff to begin any new translation project, here are a few of the basic questions you may want to explore. Please take a moment to review these, in case you need to tap your internal resources to obtain these answers.

1. What language(s) do you require?
Equally important, in what specific countries will this translation be used? For instance, the Portuguese in Portugal is not the same as the Portuguese in Brazil.
2. Has your company or organization translated materials into this language in the past? Will it be important to match any existing translated terminology? Are these existing translations or a glossary available for reference?
3. Is there anything in your source English text that requires explanation—for example, terms that are specific to your products, industry or company? If so, can you provide a glossary or definitions in text form?
4. Has your source English text been proofread from a translation perspective? That is, does it contain English idioms or terms that don't translate? Are there examples, procedures or toll-free numbers that wouldn't be applicable outside the USA?
5. Do you plan to involve personnel in your foreign offices for review of the final translation? If so, we can provide



- you some guidelines to streamline this process. This is especially important when multiple languages are involved.
6. What file format will you be providing, and how do you want the translation returned? Often, files sent to us are so huge, data compression has to be used by the client. We can accept zipped files and stuffed files in most cases. We also have an ftp site for receiving and sending large files.
 7. Will page layout be required using this translated text? Will ASIST be doing this for you, or will we be performing final proof on the layout once the translated text has been placed into it? If ASIST is creating the foreign language layout, we will need to know about any existing layout files, the application to be used and its version, as well as computer platform (PC or Mac). And there's always the matter of those pesky fonts and graphics.
- The answers to these questions will create a smooth, efficient process for the successful completion of your translation projects. 🍊

WHY COMMUNICATE WITH EMPLOYEES IN THEIR OWN LANGUAGE?

1. They understand your message in more detail.
2. They retain the information better.
3. They ask more (and better-informed) questions.
4. They adhere better to policies and procedures.
5. You can be certain the message is received. 🍊

DOUBLE TAKES

Lawyers get *disbarred* and clergymen *defrocked*, so doesn't it make sense that:

- ballplayers would be *debased*
- politicians *devoted*
- cowboys *deranged*
- models *deposed*
- organ donors *delivered*
- tree surgeons *debarked*
- musicians *denoted*
- electricians *delighted*
- carpenters *deconstructed*
- Supreme Court justices *disappointed*
- songwriters *decomposed*
- bakers can be *defloured*
- lawyers *distorted*
- and dry cleaners *depressed, decreased and depleted* 🍊



Comment Corner

We always look forward to hearing from you.

To e-mail comments or suggestions for future issues, click: marketing@ASISTtranslations.com



Request a Quote

Call 888-ON-ASIST (662-7478) and ask for Marketing, or email info@ASISTtranslations.com

Language Facts For Central Ohio

According to the 2002 U.S. Census Bureau report, a language other than English was spoken in more than 9.0% of Franklin County households, and about 8.0% of its residents are foreign born. Franklin County's foreign-born population has tripled during the last 15 years and is projected to reach nearly 12 percent of Franklin County's population by 2010. (For example, between 1990 and 2003, this number increased from 32,235 to 56,628. An average of 9,000 immigrants make Franklin County their home each year.)

Columbus is home to the second-largest Somali population in North America. There are at least 17,000 Somalis in Franklin county. However, other sources cite current figures in the neighborhood of 40,000. According to the U.S. Dept. of Education, Central Ohio is expected to receive up to 20,000 new Somali immigrants by the end of 2007.

Per a 2006 census report, 35,526 of

Franklin County's population (3.26%) identified themselves as Hispanics as of July 2005. This is the second-largest Hispanic population among all Ohio counties. At least two-thirds of Franklin County's Hispanics are of Mexican origin.

The number of Chinese speakers throughout Ohio increased by 66.10% between 1990 and 2000, while the number of Spanish speakers increased by 53.13% during the same period. 🍊

Languages In Homes

The 2000 U.S. Census noted that the number of homes where a language other than English was spoken grew by 38 percent over the 1980s, and by 47 percent during the 1990s. In 2000, 4.4 million households—11.9 million people—were described as "linguistically isolated," based on their response that no family member 14 years or older spoke English "very well." 🍊

SWEDISH MEATBALLS (SVENSK KÖTTBULLAR)

½ Cup Unseasoned bread crumbs	⅓ lb Ground beef	¼ tsp Freshly grated nutmeg
½ Cup Half-and-half (cream)	⅓ lb Ground veal	½ tsp Salt (or to taste)
4 Tbs Unsalted butter	⅓ lb Ground pork	¼ tsp Freshly ground black pepper
¼ Cup Minced white onions	1 Large egg	

1. Soak the bread crumbs in the half-and-half for 5 minutes in a large mixing bowl.
2. Melt 1 tablespoon of the butter in a small skillet over low-to-moderate heat. When the foam starts to subside, add the onions and sauté them for about 2 minutes. Let cool slightly.
3. Add the beef, veal, pork, egg, nutmeg, salt, pepper, and onions to the bread crumb mixture. Gently combine the ingredients with your hands.
4. Cover the bowl and refrigerate the mixture for approximately two hours.
5. Shape the meat mixture with your hands into uniform ¾-inch balls. Arrange them on a plate in a single layer, with space between them so that they are not touching each other. Let the meatballs stand at room temperature for 30 minutes.
6. Melt the remaining butter in a sauté pan or skillet over moderate heat. When the foam starts to subside, add the meatballs. Do not overcrowd the pan — cook the balls in batches and keep the cooked ones warm in a preheated 200-degree oven. Sauté the meatballs for about 5 minutes, until brown on all sides. Turn them gently as necessary.
7. Transfer the köttbullar to a warm platter and serve immediately with lingonberries and brown gravy or a cream sauce. Traditionally served with new potatoes.

Serves 8.

What Languages Do We Speak In The USA?

According to the 2000 U.S. Census Bureau report, these are the top 15 languages spoken at home in the United States:

1. English
2. Spanish
3. Chinese
4. French
5. German
6. Tagalog
7. Vietnamese
8. Italian
9. Korean
10. Russian
11. Polish
12. Arabic
13. Portuguese
14. Japanese
15. French Creole

The highest concentration of homes where English is not the main spoken language is in the western states. California has the largest total number of non-English speaking households (12.4 million), followed by Texas (6 million), New York (5 million), Florida (3.5 million), Illinois (2.2 million), New Jersey (2 million), Arizona (1.2 million), and Massachusetts (1.1 million). Naturally, within your particular city or county, the relative prevalence of each language may be quite different! 🍊

Are you in Central Ohio?



Click here for a map and driving directions to ASIST.

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www.ASISTtranslations.com

