



## From the President

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## It's Not Who You Know, It's Who Knows You

**The sixth and last** objective of ATA's bylaws is to "promote professional and social relations among its members." The upcoming ATA Annual Conference in Orlando is a great opportunity to do just that. Traditionally the largest gathering of translators and interpreters in the world, the conference provides a unique opportunity to network with your peers and existing or potential clients, to meet old friends and make new ones, and to get away from the computer screen and socialize.

This year's conference will provide ample networking opportunities. Start off with the Opening Reception on Wednesday, and make sure to attend the Network Nibble on Thursday by one of the hotel's two pools, where you can enjoy drinks, great food, and a big crowd of fellow members. Just bring your business cards and a good attitude. For the reclusive among us, this event is a challenge to our social skills and our natural tendency to enjoy solitude. LinkedIn, MySpace, and other social networks are great networking tools, but no substitute for schmoozing. It is very different to meet people in person. Here are some tips on how to schmooze successfully:

- Schmoozing is a contact sport. You have to get out there and talk and (more importantly) listen to people.
- Ask a question and stop talking. Listen. Good conversationalists do not talk a lot; they give others the opportunity to talk.
- Do not talk shop only. Find out what you have in common with your conversation partner. Share your passions.
- Make it easy to follow up—

exchange business cards. Write notes on the business cards you receive to help you remember the conversations you had.

- Give—and return—favors. Help others. Networking is not about what others can do for you, but what you can do for others.
- Be positive. Do not speak ill of the competition. Do not criticize the food, other people, or services. A networking reception is not a complaint fest.
- Leave your BlackBerry=2 or cell phone in your hotel room.
- Meet new people. Get out of your comfort zone and do not just talk to people you already know.
- Watch the interpreters—they are usually good schmoozers.
- Have fun!

There will be plenty of opportunities to meet people besides the Opening Reception and Network Nibble. Attend division events. The Translation Company Division (TCD) has organized the TCD Dessert Reception, immediately following the Opening Reception. Think this is for company owners only? Think again! If you are a freelancer, where else can you meet so many potential clients in the same room? Many other divisions have their events on Thursday and Friday, so attend as many as you can. By the time the Closing Reception comes around, you should be a professional schmoozer. And do not forget to network outside of organized events. Talk to people at breakfast and during breaks. Say hello to people on the elevator.

ATA's Annual Conference is not the

only opportunity to network and schmooze. Divisions and local chapters organize events throughout the year, as do our sister organizations. Check out ATA's Calendar of Events to see what is going on ([www.atanet.org/calendar](http://www.atanet.org/calendar)). Get involved. You will like it. It is good for you and your business. *ata*

## What's New on ATA's Website?

### Be an Informed Voter

ATA Elections: Candidate Statements and Proposed Bylaw Changes  
<http://www.atanet.org/membership/election2008.php>

### Volunteers Needed

ATA-American Red Cross Partnership for Preparedness  
[www.atanet.org/red\\_cross](http://www.atanet.org/red_cross)

### ATA Annual Conference Orlando Visitor Guide

[www.atanet.org/conf/2008/city.htm](http://www.atanet.org/conf/2008/city.htm)

### ATA Annual Conference Hospitality Team Blog

<http://ata-orlando2008.blogspot.com>

### Make a Difference (You Could be a Winner!)

2008-2009 School Outreach Contest Announcement  
[www.atanet.org/ata\\_school/school\\_outreach\\_contest.php](http://www.atanet.org/ata_school/school_outreach_contest.php)

### Read All About It

ATA News and Notes  
[www.atanet.org/newsnotes](http://www.atanet.org/newsnotes)