

Esprit d'ICD

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ICD Travel Tip

Under the stars

For a different vacation, at a lower cost, try visiting one of the many national parks. With the economy in a slump, the National Park Services reported an increase last year in the number of families choosing camping over a traditional hotel vacation. ☘



Dealing with an economic downturn

Psychologist and Trainer Martin Hess suggests various ways of looking at and dealing with the economic downturn:

- Recall times when you've felt you needed more time to spend with your family or relaxing; try to enjoy the opportunity that any slump in workload has presented to pursue other interests.
- Spend more time developing close relationships, which can help you to not only weather the economic storms, but enhance your life overall.
- Take small steps toward improving your physical fitness; you'll not only feel better physically, but emotionally as well.
- Limit or eliminate unrealistic expectations and focus on what you can accomplish here and now, in the present, given your circumstances.
- Become fully aware of all of your emotions and feelings, acknowledge them, and try to determine the source of those feelings in order to gain control over them.
- Develop an attitude of gratitude, identifying and concentrating on what you have rather than what is not attainable at present. Show those who have helped you in the past that you appreciate them. You'll not only improve your own outlook, but you may help someone else at the same time. ☘



Facebook translation feature undermined

As with any crowd-sourcing technology, the quality of the results is only as good as the knowledge and motives of the contributors. In a recent attack on the Facebook® Translation feature, this fact was made clear to Facebook users both young and old.

The way the "Translation" app works is that it allows people and groups to translate Facebook system messages and alerts into their own languages. A voting system then enables users to cast votes on the best translations or to make changes intended to "improve" the current translations.

But a group of online pranksters who spoke Turkish recently decided to undermine the quality of the

Turkish translations and found a way to convince others to help them. By gathering enough votes in favor of undesirable Turkish translations, the group was able to interject offensive translations into some of the more popular Facebook messages, such as "Like".

It was not until Facebook staff realized that the offensive messages were being posted to users that the problem was corrected. By then, the damage had been done and even very young users were exposed to the offending language. Facebook has, at least for now, seen the downside of crowd-sourcing translations and suspended use of the application for multiple languages. ☘

facebook



Be wary of "crowd" translations





A zero-waste ship

The Norwegian Epic ship is working to minimize waste as it cruises the high seas. Wastewater from the ship, rather than being put out to sea, is sent through an onboard water filtration system. A one-kilometer (3,280-ft) pipe on the system also treats food waste, and used glass is crushed and later recycled when the ship returns to land. In addition, the paint used on the hull of the ship is biodegradable, and its propeller is lubricated using sea water rather than petroleum products. To limit fuel consumption, the ship's navigation system takes into account the weather, the hull is shaped like a duck's tail, and an apron behind the ship limits the wake it leaves. ☘

Portuguese in Brazil and Portugal

While Portuguese originated in Portugal, the number of Portuguese speakers of the language is now far outpaced by those who adopted the language in Brazil. An estimated 190 million people in Brazil speak Portuguese, compared with 10 million in Portugal.

As with other languages transplanted from their origins, Brazilian Portuguese has changed significantly over time from its Portuguese predecessor. The main differences between the two languages include word choices, spelling, and grammatical constructions. ☘

Major differences in terminology are:

English	Portuguese	
	Brazilian	European
File	Arquivo	Ficheiro
Card	Placa	Cartão
Software	Software	Logicial
Screen	Tela	Écran, ecrã

Source: <http://www.necco.ca/>

How big is a barrel?

Although it's a common word, "barrel" actually means more than just a large container. The barrel is really a unit of measurement that refers to volume, with different barrel types, including dry barrels, fluid barrels, and oil barrels having a precise meaning.



According to the National Institute of Standards and Technology (NIST), the size of a standard barrel varies depending on the national law for a given country or the law within a state. For example, in the U.S., the federal government taxes liquors using a barrel of 31 gallons, but some state laws establish a liquid barrel at 31-1/2 gallons. In the United Kingdom, however, the standard measurement for a barrel of beer is 163.29 liters or 36 gallons. U.S. law also sets a barrel of crude oil at 42 gallons. ☘

Source: www.nist.gov.

Suggested International Films

Lemon Tree 2008 (Israel) (Hebrew)

The public yet personal story of how a Palestinian widow approaches the Israeli Supreme Court to help her retain her lemon grove after Israeli security forces declare it a threat.

The Mark of Cain 2000 (Russia)

A documentary that examines the conditions inside the Russian prison system, including the role of tattoos, cramped living and sleeping quarters, and the hierarchy of the prison population based on the crimes committed.

Broken Embraces 2009 (Spain)

A romantic, but tragic, story of a filmmaker who recounts to his assistant the life he led and people he knew prior to an accident that has left him blind.



A WiFi hotspot on every corner

London, site of the 2012 Olympics, recently announced one of its planned host-city amenities to welcome the millions of visitors expected to come for the games. The first area in Europe to do so,



London plans to create WiFi hotspots in a single WiFi mesh network. By ensuring the placement of WiFi hotspots on all of the lampposts and bus stops throughout the city, London's mayor Boris Johnson hopes to make WiFi connectivity available to all 7.5 million of the city's inhabitants in time for the 2012 games. ☘

Source: <http://news.bbc.co.uk>

A new drive-thru – museum?

From burgers to banking, drive-thrus have proven their convenience over the years. But a new type of drive-thru is being constructed in Nanjing, China. Modeled like an origami structure, the new museum will have a ramp outside the building, allowing visitors to drive around the museum while they view the exhibits on the inside. The ramp then leads motorists to the top of the building where they can park their cars, then head on foot, to take a walking tour of the museum. It's only fitting that once inside visitors will get an up-close look at the museum's purpose and exhibits: automobiles. ☘

Source: www.popsci.com

Quick tips for approaching a new documentation project

In a recent article in *tcworld*, Nicoletta Bielel provides tips on how to quickly approach a new software documentation project and the broad steps you should take to document the software:

- Determine the state of the software: For example, is it a new product with no user documentation or perhaps an existing product that has little documentation?
- Find out if the documentation you have is accurate.
- Identify any missing topics and decide what content needs to be restructured.
- Learn the names of all of the cross-functional team members involved, including subject matter experts, project managers, and engineers.
- Become familiar with the methodology or approach used to develop and deliver the software.
- Define or determine the applicable writing and graphics standards and obtain copies of all relevant standards.
- Research the needs and environment of the documentation user, and plan for the enhancements to or features of the software.
- Decide the types of documents to deliver, the delivery format – such as HTML or PDF – and the delivery mechanism.
- Categorize the topics you will write into four basic categories: functionality, housekeeping, reference and user interface.
- Write and deliver the documentation! ☞

Source: *tcworld* magazine

The origins of caesar salad – Mexico?

With a name like Caesar, one would think that the famous salad had its origins in ancient Rome. Theories abound as to the true creator of this popular lunchtime dish, but one possibility is that an Italian-born restaurateur created the Caesar salad while working in Mexico. Among the common theories is that Caesar Cardini – who was born near Lago Maggiore, Italy, in 1896 – created the salad while he was operating a restaurant in Tijuana, Mexico. ☞

Source: www.kitchenproject.com



What's in a Michelin star?

For over 100 years, the Michelin guide stars have been coveted by restaurants around the world. But how does a restaurant earn those stars? First, Michelin inspectors visit a variety of restaurants, rate them on various criteria and decide whether the establishment warrants another visit. If so, an inspector returns and rates the quality of the food based on the meal being served.

According to Michelin, the restaurant's décor and service are not taken into account, and only the meal itself matters. Inspectors assign stars based on the quality of the products used, how well the chef has mastered the flavor and cooking, the cuisine's "personality", how much value the meal offers for the money, and the consistency of the meal over multiple visits. The style of cuisine is also not a factor. A single star from Michelin indicates that the restaurant is good within its quality, while three stars means that the restaurant offers exceptional cuisine and is worth a visit. ☞

Source: www.michelinguide.com

COUNTRY PROFILE

Greeting someone while in Laos

In Laos, the typical greeting is called the Nop, which is a gesture where one places one's palms together at the chest level, as if in a position of praying, but without touching the body.

To show a greater sign of respect, one can place the palms at a higher level. In no case should a person hold the hands in this position above the nose. To show particular respect to someone of a higher status or an older person, one accompanies the Nop with a slight bow, which can also be a gesture showing appreciation or regret, or saying goodbye.

Visitors to Laos should be aware that because the Laotian people view the feet as an inferior part of the body, both physically and spiritually, they should never use their feet to indicate or touch another person or an object. ☞

Sources: *The CIA World Factbook*; www.tourismlaos.org

Land area: 230,800 sq km
(slightly larger than Utah)

Population: 6,993,767 (July 2010 est.)

Languages: Lao (official), French, English, and various ethnic languages

Major industries: Copper, tin, gold, and gypsum mining; timber, electric power, agricultural processing, construction, garments, cement, tourism



Export partners
(2009)

1. Thailand29.18%
2. China.....15.04%
3. Vietnam14.96%

Import partners
(2009)

1. Thailand66.20%
2. China.....11.45%
3. Vietnam 5.30%

ICD
is Moving!

By Oct. 15, 2010, ICD will be in its new headquarters. We are moving from Milwaukee to a larger and more advanced facility in Brookfield. Our new address:

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Sept. 28 - Oct . 2

World Dairy Expo

Alliant Energy Center
Madison
www.world-dairy-expo.com

Oct. 12- 14

Solar Power Intl.

LA Convention Center
Los Angeles
www.solarpowerinternational.com

Oct. 6-8

Localization World

Bell Harbor International
Conference Center
Seattle
[www.localizationworld.com/
lwseattle2010/about.php](http://www.localizationworld.com/lwseattle2010/about.php)

Oct. 31 – Nov. 3

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