

CactEye

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Issue 2 - January 2013

Editorial

We're thrilled to share the second issue of CACTUS' freelancer-oriented newsletter with you.

As many of you would know, CACTUS also provides **Translation and Transcription** services to individual and institutional clients. In this issue, we share the process flow for these services. We move on to introducing the leaders of the editorial Centers of Excellence (CoEs) at CACTUS, our **Senior Managing Editors**, who oversee clusters of CoEs. We quizzed the Senior Managing Editors about two things: what they felt about the freelancers associated with their teams and what being a Cactizen meant to them. Here, we present extracts from their responses. In the next section, **Eireann C.** shares her journey as a freelance editor with CACTUS and her thoughts on the CoE model. We end with an update about the CACTUS **Idea Dynamo** contest that was recently held for all Cactizens and freelancers.

Season's Greetings

CACTUS wishes you a warm and wonderful 2013.

May the New Year bring for you the beginning of newer hopes, higher aspirations, and greater possibilities!

December at CACTUS

On Dec 14, 2012, CACTUS celebrated Bonenkai, its year-end party. The highlight was a Musical Event in which Cactizens put up entertaining singing and dancing acts for their cheering and applauding colleagues. A week later, Cactizens across all offices played "Secret Santa," generously heaping gifts and sumptuous food on their colleagues. The gaily decorated CACTUS offices and Christmas trees added a festive touch as did the delightful carol singing session and Christmas goodies that we thoroughly enjoyed. We hope you had a great festive season, too.

Acknowledgements

We would like to thank the following people for helping us compile this issue: Tanya, Pritpal, Daniel P., Yasmin, and Yukti for their crisp quotes; Eireann for her interesting write up; Clarinda for the Idea Dynamo article; Sarah Conte for permitting us to showcase her winning entry; Daniel R. for his feedback; and our Web & Graphics team for the attractive layout. Special thanks are due to **Robert S.** for sending us a touching write up, which we will include in the next issue.

My CACTUS anecdote

Have you had an unforgettable experience while working with CACTUS—something that touched you or had an impact? If you do, share it with us and we'll feature it in our forthcoming issue.

We plan to make the next issue an anecdote special, where we will feature unforgettable experiences of Cactizens and CACTUS freelancers in the course of their interaction.

Please send in your entries (in no longer than 250 words and accompanied with your photograph) to Jayashree Rajagopalan: jayashreer@cactusglobal.com. We will accept entries until March 15, 2013.

We look forward to reading and sharing your stories!

*Happy
New Year**

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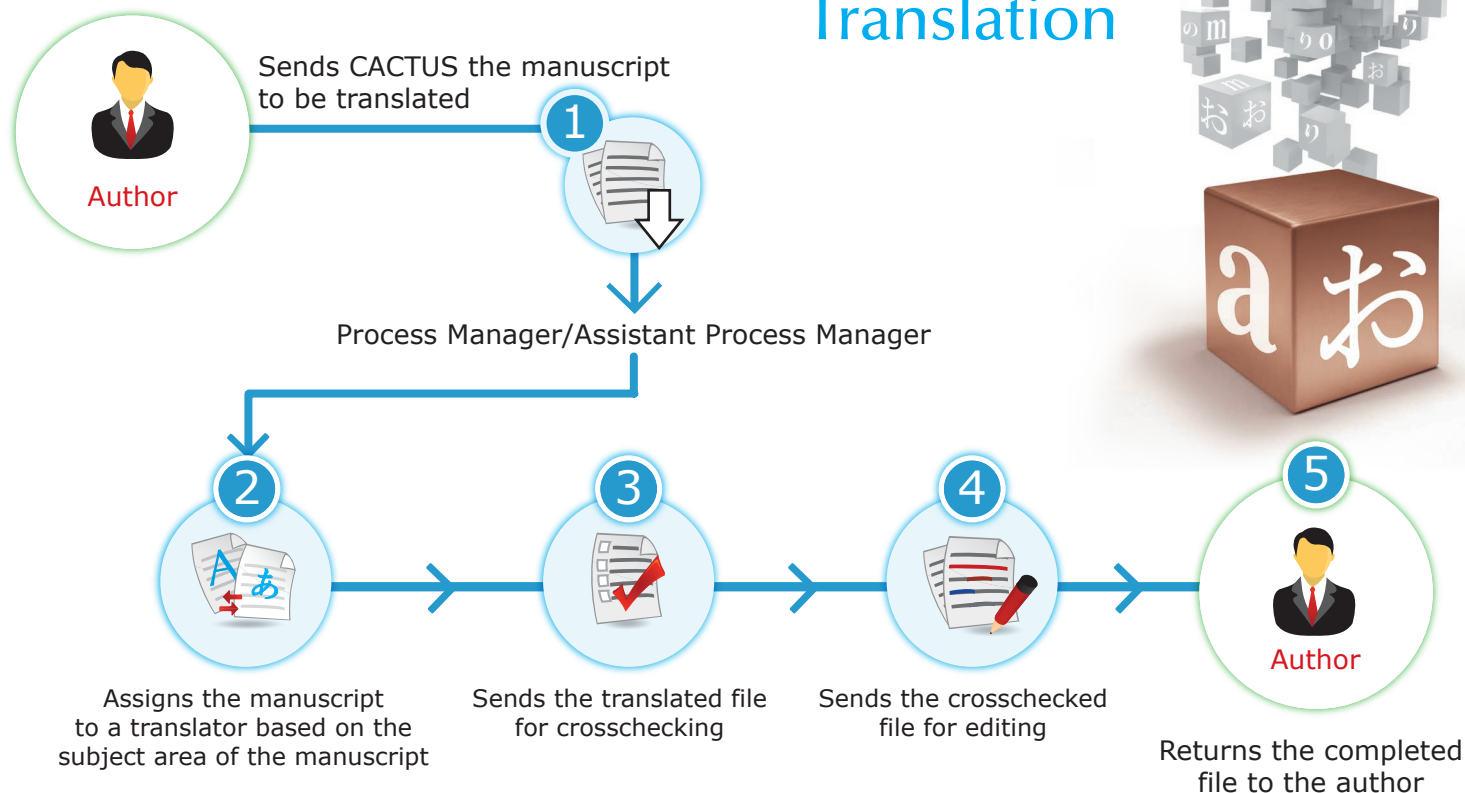
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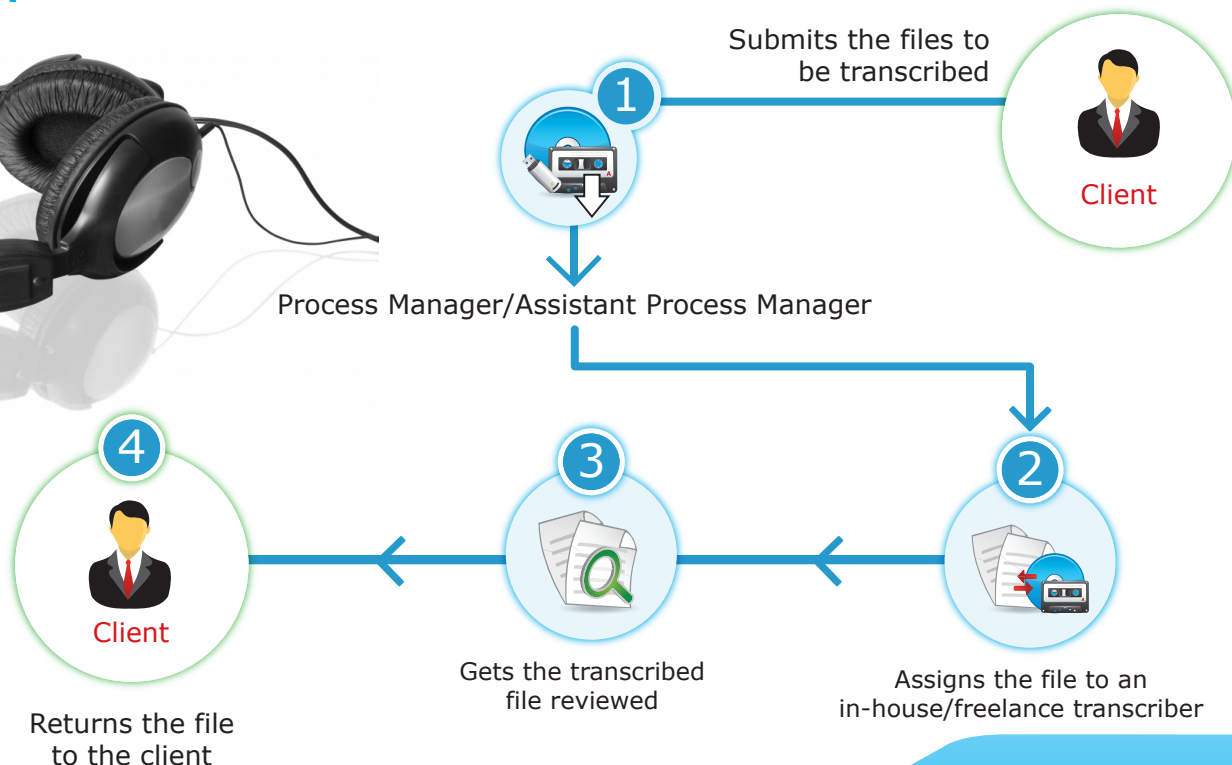
Coming
up next

Building Blocks: A Glimpse of the CACTUS Structure

Translation



Transcription



On Record: Quotes from Senior Managing Editors

Our Senior Managing Editors oversee our Centers of Excellence and ensure that freelancers and in-house Cactizens alike enjoy what they do, and most importantly, that CACTUS is a great place to work. We'd like to share some of their thoughts on CACTUS freelancers and on what being a Cactizen means to them.



Daniel Prathipati, Physical sciences

“Our freelancers are as much a part of the CACTUS family as any in-house employee. Time and again, we’ve seen it in their efforts to delight clients.”

“In a global market, clients demand better quality and dependability. My challenge is to find the best talent to improve what we offer to delight clients and realize the CACTUS vision.”

“Being a Cactizen is a privilege. CACTUS is an open, transparent organization; full of life and energy; and offers unlimited potential to grow.”

Yukti Bharwani, Publication Support Services

“A freelancer’s domain knowledge is critical to publication support services and I am lucky to work with the best freelance experts in the world.”

“I wish I could ship all my freelancers to our office in India. It would be so seamless and so much learning and fun!”

“The friendly but professional atmosphere and operational autonomy at CACTUS ensure that I remain happy, fulfilled, and motivated at work.”





Pritpal Kaur Mehtab, Life Sciences

“CACTUS freelancers are rock stars! They are a diverse lot and there is so much to learn from them in terms of professionalism and quality.”

“Time zone differences make communication with freelancers challenging. But CACTUS deals with it very well.”

“Being a Cactizen means being myself, being trusting, and being trusted.”

Yasmin Cherakaparambil, Humanities

“As the lead editor of a manuscript, a CACTUS freelancer plays a critical role in delivering the quality we promise our clients.”

“Sometimes, it is difficult to explain or discuss tricky situations or complex issues over the Internet or phone. At such times, the scope for miscommunication is fairly wide.”

“Being a Cactizen is very liberating. We coexist fantastically despite our varied cultures and personalities. Collectively, we’re a forward-looking, progressive organization with tremendous promise.”



Tanya Mendes, Medicine

“CACTUS freelancers play a crucial role in providing us with an external perspective.”

“The biggest challenge is building a strong professional relationship with a person that you’ve never seen. I think this holds true for my freelancers, too.”

“CACTUS is like one big happy family. Your work keeps you intellectually stimulated and your opinions are valued. I could not have asked for more.”



Notes from a CACTUS Freelancer

Fireann C., a CACTUS freelance editor since 2010 shares her thoughts about working with CACTUS and on the Center of Excellence model



How I became a CACTUS freelancer

At the time of my application, I cleared an online quiz and was asked to upload my résumé. A day later, an email arrived from CACTUS with an editing test. Although I had done a lot of (unenjoyable) thesis and paper writing and some proofreading, I had not had any formal editing training or rigorous linguistic instruction as such. While I was very good with the language, I would not have been able to tell you what a comma splice was. However, having authored and published several papers myself, I had gained considerable knowledge and experience of the nuances of scientific communication. Naturally, it took an inordinate amount of time for me to complete the test. I kept

flipping between the edit, the instructions, and Google to work out if the change was correct or if I had changed too much (or not enough). However, my reward for also passing this test was access to the Editage Handbook and style sheet, both of which I found extremely helpful. I took a crash course in academic editing before my first job arrived.

Working in the CoE means I am being assigned jobs I know I can do in my now more regular working hours.

I have started to see the benefits of the CoE model already through repeat clients and special requests.

Center of Excellence

When the Center of Excellence (CoE) model was launched, my

managing editor, Sarosh Syed, contacted me to ask about my working habits and daily word count.

Early days

Based on my background, I had been placed with the Resonance team (which edits manuscripts from engineering and the physical sciences), and I nominated a few select research areas that I felt I could edit. My first couple of jobs were slow going, and the feedback I received was helpful. I was being assigned a wide range of topics (somewhat wider than I had expected), and while I had to refresh my memory for some papers, the variety was instrumental in improving my editing skills. The introduction of the new Whiteboard and being able to see the reviewed files gave me additional feedback and shifted my perspective from seeing the people at CACTUS to be more like colleagues and less like an automatic email.

Up until then I had been managing by working odd hours and trying to minimize the number of jobs I rejected. Working in the CoE means I am being assigned jobs I know I can do in my now more regular working hours. Both the CoE and the new client feedback information have prompted me to keep looking for ways to improve my editing. I have started to see the benefits of the CoE model already through repeat clients and special requests. I have no doubt that working as part of a dedicated team will continue to help all CACTUS freelancers develop their skills.



The CACTUS creativity contest

Clarinda Cerejo, Managing Editor,
Scholarly Communications

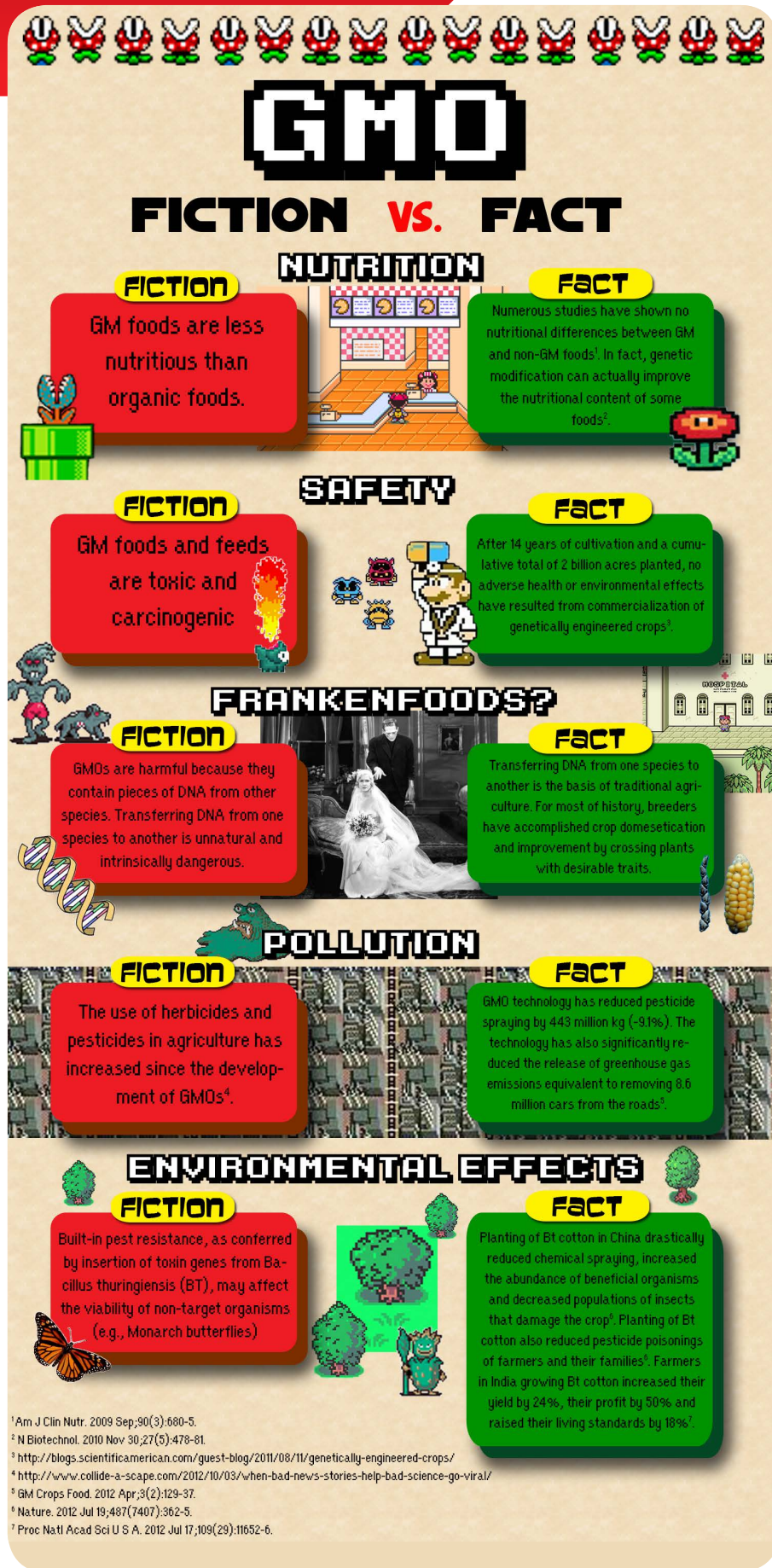
CACTUS recently organized a creativity contest for freelancers and in-house Cactizens. The contest required participants to create visually appealing artwork on themes relevant to our clients, freelancers, or anyone associated with the academic publishing process.

We received a total of 62 entries in various formats—comic strips, infographics, videos, photographs, sketches, and word clouds! We'd like to thank the following freelancers for their contributions: Bronwen L., Carmen S., Elizabeth V., Julia M., Linus A., Mahazreen D., Richard M., and Slade S. The winners—we call them Idea Dynamos—received a certificate and a small gift. The winning entries will be used as gifts to clients, for Editage/CACTUS branding, for recruitment, or on social media forums.

Sarah Conte – An Idea Dynamo at CACTUS

Among our freelance participants, Sarah Conte emerged as an Idea Dynamo with her attractive and evidence-based piece on genetically modified organisms (GMOs). With a background in plant biology, Sarah strongly supports genetic modification because of its benefits. Having noticed that most online material is anti-GMO and most claims are unsupported by evidence, she created an informative infographic to bust GMO-related myths.

Congratulations
and thank you,
Sarah!



Sarah's piece on GMOs