

## Liebe GLD-Mitglieder!

von Frieda Ruppaner-Lind, GLD Administrator

Nach einer etwas längeren Winterpause hat das Redaktionsteam des *interaktiv* wieder eine neue Ausgabe zusammengestellt. In diesem Zusammenhang möchte ich auch zwei neue *interaktiv*-Mitglieder sehr herzlich willkommen heißen: Gerhard Preisser wird das Redaktionsteam verstärken und Katrin Rippel hat sich bereit erklärt, das Layout zu übernehmen. Rainer Klett, der seit 2002 als Redakteur mit dabei ist und seit 2003 auch für das Layout zuständig war, ist weiterhin mit von der Partie und kümmert sich um die Wörterbuchrezensionen. Die neuen Mitglieder des *interaktiv*-Teams stellen sich im Anschluss an dieses Grußwort selbst vor. Ihnen und allen, die bisher an unserem GLD-Newsletter mitgewirkt haben, herzlichen Dank für Ihr Engagement!

Das neue Jahr hat für Sie alle hoffentlich gut begonnen und auch hier in der GLD regt sich schon wieder der Tatendrang, auch wenn der Winter noch weite Teile der USA fest im Griff hat. Im Anschluss an die ATA-Konferenz im November letzten Jahres bildeten sich mehrere GLD-Komitees, von denen das „Nominating Committee“ in der Zwischenzeit aktiv geworden ist und demnächst die Suche nach Kandidaten für Administrator und Assistant Administrator der GLD aufnimmt. Weitere Informationen werden demnächst per E-Mail an alle GLD-Mitglieder gesandt. Wer mehr darüber erfahren oder jemanden vorschlagen möchte oder sich selbst dafür interessiert, kann sich in der Zwischenzeit an die Mitglieder des Komitees wenden: Ted R. Wozniak, Chair ([twozniak@rgv.rr.com](mailto:twozniak@rgv.rr.com)), Ruth Boggs ([rezb@aol.com](mailto:rezb@aol.com)), Stafford Hemmer ([SHemmerTranslations@comcast.net](mailto:SHemmerTranslations@comcast.net)).

Auch wenn die ATA-Konferenz in San Francisco schon wieder eine Weile zurückliegt, werden hoffentlich viele Leser die Eindrücke einer Konferenzteilnehmerin in dieser Ausgabe interessant finden, in der Sie auch das Protokoll der GLD-Jahresversammlung lesen können. Wir haben außerdem viele positive Kommentare zum deutschen Programm erhalten und das gemeinsame Abendessen mit unseren Kollegen von der French Language Division war ein voller Erfolg. Wir haben bereits damit begonnen, PDF-Dateien einiger Konferenzbeiträge auf der GLD-Website ([www.americantranslators.org/divisions/GLD/](http://www.americantranslators.org/divisions/GLD/)) zu veröffentlichen. GLD-Mitglieder, die einen Vortrag gehalten haben, können uns jederzeit die PDF-Dateien ihrer Vorträge zusenden, wenn sie dies wünschen.

Und last but not least ein paar Worte zur GLD-Liste: Auch wenn es vielleicht ein- oder zweimal pro Jahr zu unerfreulichen Diskussionen kommt, bei denen persönliche

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# interaktiv

The newsletter of the German Language Division (GLD) is a quarterly publication within the American Translators Association.

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## Editors

Abigail Dahlberg, Kansas City, MO  
Tel.: 816-792-0455  
[info@printtranslations.com](mailto:info@printtranslations.com)

Roland Grefer, Dunedin, FL  
Tel.: 646-502-7452  
[roland@grefer.org](mailto:roland@grefer.org)

Rainer Klett, Philadelphia, PA  
Tel.: 215-843-1843  
[Rainer@rainerklett.com](mailto:Rainer@rainerklett.com)

Gerhard Preisser, Manassas, VA  
Tel.: 703-393-1018  
[xlator@comcast.net](mailto:xlator@comcast.net)

## Proofreaders

Janice Becker, Chicago, IL  
Tel.: 312-201-1626  
[jbecker@gabt.net](mailto:jbecker@gabt.net)

Susanne van Eyl, Evansville, IN  
Tel.: 812-303-3441  
[sve@vaneyl.com](mailto:sve@vaneyl.com)

## Design & Layout

Katrin Rippel, Tumwater, WA  
Tel.: 360-446-5412  
[rkatrin@menulangages.com](mailto:rkatrin@menulangages.com)

## American Translators Association German Language Division

American Translators Association  
225 Reinekers Lane, Suite 590  
Alexandria, VA 22314  
Tel.: 703-683-6100  
Fax: 703-683-6122  
Website: [www.atanet.org](http://www.atanet.org)

## GLD website/ mailing list:

[www.ata-divisions.org/GLD](http://www.ata-divisions.org/GLD)  
<http://groups.yahoo.com/group/gldlist/>

## GLD Officers

Administrator  
Frieda Ruppenner-Lind,  
Leawood, KS  
Tel.: 913-648-6054  
[frieda@friedadot.com](mailto:frieda@friedadot.com)

Assistant Administrator  
Ruth Gentes Krawczyk,  
Marietta, OH  
Tel.: 740-376-0844  
[ruth@krawczyktranslations.com](mailto:ruth@krawczyktranslations.com)

Webmaster  
Michael Wahlster, Columbia, MO  
Tel.: 573-445-6537  
[Michael@GW-Language.com](mailto:Michael@GW-Language.com)

Kommentare eine Rolle spielen, können wir die GLD-Liste gemessen an der Anzahl der Beiträge durchaus als Erfolgsgeschichte bezeichnen. Die Mehrheit der Listenteilnehmer verhält sich äußerst kollegial und beteiligt sich in positiver Weise. Nachdem dieses Thema im November 2006 bei der Konferenz in New Orleans zur Sprache kam, wurde die Willkommensnachricht, die neue Listenmitglieder erhalten, umformuliert und enthält eine Reihe von Empfehlungen für das faire Verhalten auf der Liste. Außerdem steht die ebenfalls überarbeitete Netiquette im Bereich „Files“, „gldlist-store“ der GLD-Yahoo Group allen Listenmitgliedern zur Verfügung. Damit es in Zukunft nicht zu einer Eskalation kommt, wenn eine Listennachricht Kommentare persönlicher Natur enthält, werden die Moderatoren die betreffende Person sofort bis auf weiteres auf „moderiert“ setzen, d. h. Nachrichten dieser Person an die Liste werden erst nach Prüfung durch die Moderatoren freigegeben. Wir hoffen, von dieser Maßnahme keinen Gebrauch machen zu müssen, damit die GLD-Liste wie bisher unmoderiert bleiben kann.

Mit herzlichen Grüßen

Frieda Ruppenner-Lind



**Katrin Rippel** grew up in Dresden, studied in Stuttgart, then worked for 12 years in international tourism. After assignments in Germany, France and the United States, she moved to Washington State and completed certification programs in Translation and Software/Website Localization at the T&I Institute and the University of Washington. In 2005, she launched MENU Translations & Services, a web design and translation firm specializing in the travel, hotel and food industries.



**Gerhard Preisser** wurde im beschaulichen Weiden in der Oberpfalz geboren und ist seit knapp 15 Jahren als freiberuflicher Übersetzer aktiv. Nach einem Studium der Anglistik und Germanistik in Regensburg und später an der Pennsylvania State University war er an verschiedenen Universitäten in den USA als Lektor für Deutsch beschäftigt, arbeitete eine Zeit lang aber auch im Bereich Öffentlichkeitsarbeit für die US Army. Nach Zwischenstationen in Pennsylvania, Texas und Florida lebt er heute mit Frau und Tochter außerhalb von Washington, DC.



# Mein Abenteuer in (den Straßen von) San Francisco: die ATA-Konferenz 2007

von Dorothea Hintzen

Am Nachmittag des 30. Oktober 2007 war es also so weit. Mit meinem Koffer im Schlepptau stand ich das erste Mal mitten in den Straßen von San Francisco – mein Abenteuer begann. Um mich herum sah ich die mir bisher nur von Bildern bekannten Hochhäuser der Stadt. Mit neugierigen Augen nahm ich auf dem Weg zu meinem Hotel jeden neuen Blick auf, der sich ergab, sobald ich an die nächste Straßenkreuzung kam. Dank einem wunderbaren, mich in den nächsten Tagen treu begleitenden Stadtplan fand ich mein Hotel. Da ich mich für ein „pre-conference seminar“ am nächsten Morgen angemeldet hatte und nicht im Konferenzhotel übernachtete, wollte ich zu allererst den Weg für den nächsten Tag erkunden. Nachdem ich vor dem Hyatt Regency – dem Konferenzhotel – jemandem mit dem ATA-Logo auf dem T-Shirt begegnet war (Aha, da hatte ich den lebenden Beweis dafür, dass ich das richtige Hotel gefunden hatte!), machte ich mich daran, San Francisco mit einem der berühmten „cable cars“ ein wenig zu erkunden. Als ich gerade im Bus auf dem Weg zurück zum Hotel war, gab es südlich von San Francisco ein Erdbeben. Da ich in einem fahrenden Bus saß, spürte ich jedoch nichts von dessen Ausläufern und erfuhr davon lediglich durch einen Funkspruch, den der Busfahrer erhielt. Glücklicherweise blieb es dabei.

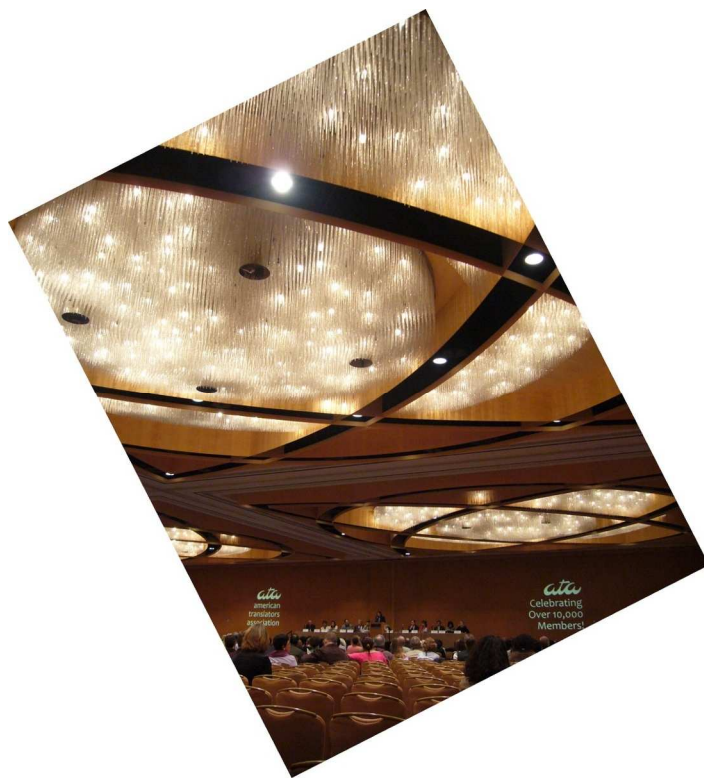


Am nächsten Morgen erhielt ich vor dem Seminar, das ich besuchen wollte, eine für jeden Konferenzteilnehmer bereitstehende, praktische Tasche mit der Programm-übersicht und hilfreichen Informationen zur Konferenz, mein Namensschild und das pinkfarbene Schildchen, das mich als „first time attendee“ zu erkennen gab. Inzwischen wimmelte das Hotel von Konferenzteilnehmern, und sobald ich feststellte, dass noch einige andere das erwähnte pinkfarbene Schildchen trugen und folglich auch zum ersten Mal an einer ATA-Konferenz teilnahmen, kam ich mir weniger seltsam vor. Auch die kleinen, runden Aufkleber in verschiedenen Farben

für die jeweiligen Sprachen der Teilnehmer waren bald ein ganz normaler Anblick und machten es allgegenwärtig, wie international die Atmosphäre im Hotel für die nächsten Tage sein würde. Das „pre-conference seminar“ zur Übersetzung von Verträgen vom Englischen ins Deutsche war für mich ein wunderbarer Beginn der Konferenz, da die Rechtsübersetzung eines meiner Fachgebiete ist. Es wurden Informationen zum Thema gegeben und Übersetzungsmöglichkeiten anhand von Beispielsverträgen besprochen, was ich für eine sehr gute Kombination hielt. Auch wenn sich das Seminar anders als die Vorträge in den folgenden Tagen über einen ganzen Vormittag erstreckte, verging die Zeit doch viel zu schnell. Am Nachmittag konnte ich nicht widerstehen, einem der großen Buchläden in San Francisco einen Besuch abzustatten, und die Stockwerke voller Bücher waren das reinste Paradies.



Am Donnerstagmorgen begann der wirkliche „Konferenzmarathon“. Mithilfe der Programmübersicht hatte ich mir am Vortag einen Schlachtplan zurechtgelegt, denn das Problem, das sich bei der Durchsicht des Programms ergab, war, dass viele interessante Vorträge zur gleichen Zeit stattfanden. Also hatte man die Qual der Wahl. Aber zunächst einmal wurde die Konferenz mit Trommelwirbel und einem chinesischen Drachen im großen Saal feierlich eröffnet. Nach der Begrüßung wurde unter anderem eine allseits willkommene Änderung des Ablaufs im Vergleich zu früheren Konferenzen bekannt gegeben, nämlich die Verlängerung der kurzen Pausen zwischen den Vorträgen auf eine halbe Stunde, sodass mehr Zeit für Gespräche im Anschluss an Vorträge und für den Wechsel in einen anderen Seminarraum zur Verfügung stand. Als Nächstes stand die Informationsveranstaltung für „first time attendees“ auf meiner Liste. Mit viel Humor wurden nützliche Tipps für die Konferenz gegeben, wie zum Beispiel der Hinweis auf den jeden Morgen ausliegenden Newsletter mit Änderungen der vorgesehenen Seminarräume. Vor dem Mittagessen warf ich einen ersten Blick auf die verschiedenen Stände in der „Exhibit Hall“ im Untergeschoss, an denen man sich unter anderem über Computerprogramme für Übersetzer, neu erschienene Wörterbücher und Unternehmen in der Übersetzungsbranche informieren konnte. Da mich die Übersetzung von Rechts- und Finanztexten besonders interessierte, hatte ich



für den Nachmittag den Besuch einer weiteren Veranstaltung zu Rechtsübersetzungen vom Englischen ins Deutsche und eines Vortrags zur richtigen Terminologiewahl in Finanztexten eingeplant. In beiden Fällen verfügten die Vortragenden über langjährige Erfahrung in ihrem jeweiligen Bereich.

Im Anschluss an die Vorträge des ersten Konferenztages und am Vormittag des zweiten Tages nutzte ich die Gelegenheit, mich etwas an den erwähnten Ständen umzusehen und einen Blick in die ausgestellten Bücher zu werfen. Für den Nachmittag stand ein interessanter Vortrag auf dem Programm, der anhand eines Beispiels aus Deutschland einen Einblick in die Übersetzungsarbeit für Organisationen mit internationaler Ausrichtung gab. Eine humorvolle Betrachtung der „Nebenwirkungen“, die der Übersetzerberuf mit sich bringen kann, versprach der Vortrag mit dem Titel: „Déformation Professionnelle: What a Career in Translation Does to You“. Der Seminarraum war bis auf den letzten Platz belegt, und von allen Seiten gab es als Reaktion auf die vorgestellten persönlichen Erfahrungen zustimmendes Kopfnicken. Nachdem auch die Lachmuskeln zum Einsatz gekommen waren, verließ man den Raum mit einem Schmunzeln im Gesicht.

Auch der letzte Konferenztag bot wieder eine große Auswahl an Vorträgen. Ich hatte mir für diesen Tag eine Mischung aus Vorträgen zur Übersetzung im Bereich der Medizin, dem Finanz- und dem Patentbereich sowie einen Vortrag zur Qualitätssicherung bei Übersetzungen ausgesucht. Da ich mich am gleichen Tag von San Francisco verabschieden musste, war es zwar ein langer Tag, doch der Besuch aller vier Vorträge hat sich auf jeden Fall gelohnt.

Sehr positiv zu bewerten ist die Vielzahl der angebotenen Vorträge bei der Konferenz. Viele unterschiedliche Schwerpunkte wurden behandelt, sodass für jeden etwas dabei war. Ich konnte aus zeitlichen Gründen bei dieser Konferenz die Angebote des Rahmenprogramms nicht wahrnehmen, aber vielleicht ergibt sich die Gelegenheit ein anderes Mal. Etwas, das während der gesamten vier Tage alle Konferenzteilnehmer gleichermaßen zu genießen schien, war die Tatsache, dass die Konferenz eine wunderbare Gelegenheit war, mit anderen Übersetzern ins Gespräch zu kommen und sich auszutauschen. So fand das, worum es in unserem Beruf geht, nämlich Kommunikation, auch den entsprechenden Raum bei der Konferenz in (den Straßen von) San Francisco.

**Dorothea Hintzen** spezialisierte sich während ihrer Ausbildung zur Übersetzerin für die englische Sprache am Sprachen & Dolmetscher Institut München auf die Übersetzung in den Fachgebieten Recht und Wirtschaft. Nach einem MA-Studium in England an der University of Surrey in Guildford arbeitete sie als Übersetzerin für eine größere Rechtsanwaltskanzlei in München. Derzeit absolviert sie ein weiteres Auslandsstudium am Monterey Institute of International Studies in den USA.  
Ihr Hobby ist – richtig geraten – Fotografieren.

## **How to subscribe to the GLD email list**

As a member of ATA's German Language Division you are entitled to subscribe to the GLD mailing list. To subscribe send an email to:

[gldlist-owner@yahoogroups.com](mailto:gldlist-owner@yahoogroups.com)

- In the Subject line of the message write: **subscribe gldlist**
- In the body of the message write:
  - your email address,
  - your full name,
  - your ATA membership number.

# Minutes of the Annual Meeting of the ATA German Language Division San Francisco, California, November 2, 2007

The Administrator of ATA's German Language Division, Frieda Ruppaner-Lind, called the meeting to order at 10:07 a.m.

The assembled members approved the minutes of the previous year's meeting, copies of which were distributed to those present.

Ms. Ruppaner-Lind gave a brief overview of the Division activities over the past year, which consisted of the "core services" of conference planning, distributing a newsletter, facilitating dialogue through the GLD mailing list, and posting content on the GLD Web site. There were only three editions of the newsletter instead of four in the past year for lack of volunteer time.

The Assistant Administrator (who really functions more in the capacity of a co-administrator), Ms. Ruth Gentes Krawczyk, then reported on her activities of the past year. In addition to finding an invited speaker for the San Francisco conference, Ms. Gentes Krawczyk concentrated her efforts on planning the social event for the conference. Because of the tenth anniversary of the Division, the dinner was held jointly with the French Division at a local restaurant and fully sold out. Ms. Gentes Krawczyk also solicited photographs of past conferences from members and prepared a PowerPoint presentation to commemorate the tenth anniversary.

The next report was given by Abigail Dahlberg, as a representative of the *interaktiv* newsletter editing team. Ms. Dahlberg reported that Astrid Kaeser is no longer part of the editorial staff and that Rainer Klett, who has served as editor for many years, is planning to cut back on his involvement with *interaktiv*. That leaves only Ms. Dahlberg and Roland Grefer to handle the newsletter. Consequently, only three editions came out in the past year. The team hopes to attract more volunteers to publish four issues over the next year. Division members are asked to provide feedback and send in articles for publication.

Christoph Niedermair, the GLD list moderator, gave his annual report next. The GLD list, which is run as a Yahoo group, currently has 285 members. Discussions have been lively with an average of 600 messages exchanged a month. In the past year, there were few problems that required the intervention of the list moderator or the elected Division officials. Mr. Niedermair thanked his backup moderators, Gerhard Preisser and Frieda Ruppaner-Lind for their support and occasional intervention behind the scenes. Even though the listserv is the most utilized core service of the Division, many members are still unaware of its existence and do not participate. Ms. Ruppaner-Lind noted that division membership had grown significantly after ATA's decision to no longer charge separate division membership fees. The German Language Division now has 1264 members.



San Francisco: Lombard Street's famed twists

Michael Wahlster, the Webmaster, reported that the Division's website is the "least visited part" of member benefits with 140-250 hits a month. As is the custom every year, handouts and session reports from the conference will be posted on the website for everyone's perusal. The site also contains the newsletter archive.

Ms. Ruppenner-Lind then proceeded to new business for 2008. Since 2008 will be an election year, a nominating committee is required and needs to find two candidates for office. Ted Wozniak, Stafford Hemmer and Ruth Boggs volunteered to serve on the nominating committee.

The discussion moved on to planning the 2008 conference, which will be held in Orlando, Florida. Ms. Ruppenner-Lind notes that the association has made it easier to invite speakers and welcomed suggestions of topics and potential speakers. After some discussion, it was suggested to form an ad-hoc committee to plan the conference content for Orlando, with Marita Marcano, Eva Stabenow, Stafford Hemmer, Susanne Aldridge, and Jill Sommer offering to volunteer.

The attendees also had praise for this year's invited speaker, Suzanne Ballansat-Aebi of the *Ecole de Traduction et d'Interpretation*, University of Geneva, Switzerland, who offered a legal pre-conference seminar and a 90-minute conference session.

Discussion then turned to the social event to be planned for the Division in Orlando. Jill Sommer agreed to contact GLD members living in Florida to help plan a social event. Some members noted that it is important to hold an event that is accessible to everyone.

As in past years, the topic of a German-language mid-year conference came up. Even though interest continues to exist, there is much competition from other events, including the seminars offered by ATA around the country. It was agreed that it would be preferable to focus member efforts on the program content at the annual conference.

"Special fund": Based on an anonymous donation, a raffle was held among needy applicants to attend the Division dinner this year free of charge. This brought up the idea to start a "special fund" of donated money to provide newcomers to the career or GLD members in financial distress with the opportunity to attend the conference or other GLD-sponsored events. However, it was noted that prior to soliciting donations to such a fund, its legal basis and principles would have to be carefully reviewed, preferably by a US lawyer, to avoid pitfalls. The Division Administrators invited further discussion on this topic before any concrete action will be taken.

The meeting was adjourned at 11:04 a.m.

Respectfully submitted,

Dorothee Racette



Read *interaktiv* past issues, member articles, conference presentations and more on our website:

[www.ata-divisions.org/GLD](http://www.ata-divisions.org/GLD)

# Bad Memories

By Wulf-D. Brand

Some say the chronic shortage of translators, others suggest the eternal greed of big industry has blessed our modern civilization with translation tools feeding every single word we ever translated into a translation memory. Imagine, every word every translator ever translated is probably slumbering on some server, in some remote database, or on CD, to be potentially re-used ... should a similar text come along to be transcribed across the same language pair.

We, the translation professionals in an industry mutated at almost a moment's notice from what had been regarded as a cottage industry to the vanguard enterprise of the globalization conquest have laid the foundation for this memory growth and will likely suffer from our own doing for all eternity to come, at the receiving end of the food chain in an industry overtaken and outwitted by its own shortcomings. And here we are, as the transition from national to global thinking is reeling to an end, stuck with a bunch of bad memories...

The idea is great: Never translate the same thing again ... What thing? It depends on the segmentation, but in the end the thing will be a sentence, term, expression, title etc.. And if it does not quite match, it matches fuzzily. As in fuzzy logic – left for us translators to disseminate, untangling the content threads in each sentence so the match will no longer be fuzzy but precise and in order.

Ever talked to an architect about redoing an old house? The architect likely replied that it's a great idea, but building a new house would be much easier, cheaper, and faster. Tear it down, start over. Or how would you redo the walls in the second floor while leaving the roof in place? How would you fortify the foundation without shifting the entire framework of the house?

Sound familiar? Who nets the savings from the fuzzy logic leverage of our previously executed translations – rendered in good faith and correct with respect to the exact source text at hand at the time?

Don't let them fool you, the translators don't reap the benefit. Working diligently, we encounter the same problem as the developer did with his old house. And our issue is not money at that moment, it is time – deadline fast approaching.

Even a 95% match can necessitate a complete rebuild of the target sentence, and does so more often than not. Tearing down and rebuilding the old sentence is invariably less work than revising the leveraged translation to match, but likewise entails the same or an even higher workload as does translating anew from scratch – as if the fuzzy logic had never come to haunt us in the first place. So why, in principle, should we, the translators, charge less for a fuzzy match?

Translation tools are here to stay and we will not render them obsolete or eliminate them. All we as translation professionals can do is offer sound advice as to their best use. Used indiscriminately, translation tools with their inherited memories can do more damage than good. Problem is, the agency, single-language vendor, multi-language vendor, will not care, the client will not care, because the numbers speak truth to them.





By using the fuzzy match rate reduction scheme (scam ...?!) these institutionalized layers of the food chain above the translation professional are able to justify paying less. If not to you, at least to their conscience.

So what would make the industry listen up, possibly? Has anyone noticed the shortage of qualified translators? Some agencies are now free to admit this fact, even if it puts them into what they might perceive as an inferior bargaining position. This being the case, shouldn't the use of each translation professional's time be optimized? The equation formed by the variables of cost savings by memory leverage versus productivity loss of translators dealing with old memories yields the result of when to stop the madness, scrap the old memory and start from scratch.

Old, inflated, watered down memories, where dozens of translators, some proficient, some not quite up to spec, have left their trails for eternity, cost more money in the end than they save.

Ever had a call like this: "We have this huge new project coming in and the client has provided us with the memory from all past translations. We want you to revise the memory so we don't carry over the old mistakes". If you don't believe the logic of tearing down the old house and starting anew as of yet – you will after you get done with a project like that. There is not much more to do than root out a few consistency issues in terminology in the txt.-file, and even that bears the risks always encountered in such search-and-destroy missions. If the translator would take over a year to translate 500,000 words from scratch, the same one single person will never be able to revise that word count embedded in a memory in a month or so. This tells you the problem with memories: once the translation is fed into it, it is pretty much there to stay. Any errors or inconsistencies will be perpetuated in future projects as translators are advised to heed the memory concordance in their own, fresh rendering, for the sake of consistency and uniform style. Eradicating the errors in the memory will often take longer than translating everything from scratch. If the memory is maintained on a regular basis, it is possible to rail against this effect. But who maintains their memories? That would be another cost factor, which cannot be easily figured into the fuzzy match rate scheme so endeared by the bean counters of big industry...

Translation tools, like any tool, have to be used properly. Use a screwdriver to turn a screw or break something. Use a knife to cut bread or stab someone. The tool is great but you have to know what you are doing. Memories have a shelf life. There comes a time when you have to throw the old one out and start with 0% match. Fuzzy content has to be put in perspective to crisp, precise content from time to time to be able to judge where you stand when dealing with fuzzy.

In the world of translation what separates the wheat from the chaff is translating meaning, not merely words. The meaning of a single word is derived from general usage, agreement within a certain group or discipline on the use of such particular word, and quite importantly from context. Meaning may actually change over time. Talk to someone on the street in the late 1800's and ask them if they are gay. They might smile back at you and say: "Yeah, beautiful day, isn't it". In our modern time, despite however valiant anti-discrimination attempts, reactions of passers-by might be more mixed... Just in case anyone objects to the idea that meaning of a word can change, over time. Meaning is defined by context yielding the agreed usage. And in fuzzy matches, the context is fuzzy, fuzzily defining the meaning...

Take an excursion into the world of automotive translations. We are stuck in a disassembly sequence on the engine timing side. "Remove alternator belt, remove water pump, remove timing belt"... author just writes "Remove the belt". Which one is it – timing belt or alternator belt? What happens if this time it is the alternator belt, next time around it is the timing belt and the memory dishes up the same match "Remove the belt" – even 100% – next time as well. Great, except that in the target language the translation for "belt" in "alternator belt" and "belt" in "timing belt" is not the same word. Belt is not belt. What a mess! Why is language not logical? What to do now?



The only one to fix it is the translator, poor lonely private, hunched down right there in the trench along the front line – staring at the enemy of fuzzy logic now camouflaged in another language.... the translator destined to manifest the correct translation in the memory, as if drawing a line on the map for all time to come.

Exaggerated, but truth is more readily apparent in exaggeration. The point is that without context, and someone telling the translator the context the match as served up was conceived in – without air support, artillery support, figuratively speaking – the poor private translator is likely destined to leave things as they are, line drawn in the wrong place, simply following orders from above in heeding the memory legacy and thus stay alive... in this case meet the deadline and get paid. No heroes in this conflict.

The parallels are striking. Many a war has been fought with the generals having not the slightest clue about conditions on the front line. All they see is their map and look at the numbers. Most of the wars fought that way were lost, as the study of history will show, were it not for the insight, initiative and courage of the men in the trenches. Likewise, big players in the translation industry will eventually go under if they don't manage to establish good communication with the translators doing the gruntwork and listen to what they have to say rather than dump all the problems inherently generated by the advent of CAT tools and short term profit-driven memory usage on the back of the translators to deal with, on their own time – with translators' time being the most precious resource in the translation process apart from the actual translators' existence.

Indeed it makes little sense to use a memory content started on engines for transmissions and bodywork as well. Reusing translations from a narrowly defined context will serve to improve consistency and aid in maintaining terminology discipline. Broadening the scope of a single memory to e.g., “automotive”, covering every register, text type, and subject is simply counter-productive. Any cost savings realized will show up as poor quality inherently generated by the production process on the other end.

A different memory for each chapter in e.g. an automotive service manual – and possibly a reference memory in the background composed of the sum of these memories – would work towards eliminating many of the problems we as translation professionals encounter time and again when working with translation memory tools and memories supplied by someone else. Context defines meaning, memories need to be limited in scope – context-specific – to be of any real use, to allow us to translate not only words, but meaning, in a more economical way with the aid of computers. Care and scrutiny in using CAT will unleash considerable potential in cost savings, productivity gains, and quality improvement. However, CAT tools employed in hap-hazard, unprofessional fashion with a mind to maximized savings using the fuzzy rate scheme will leave us with nothing less than a lot of ... bad memories!

© This article first appeared in the July 2007 edition of the DTB GmbH newsletter for freelance translators ([www.dtbonline.com](http://www.dtbonline.com)).



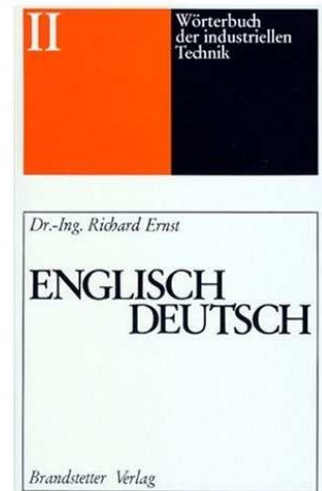
**Wulf D. Brand** is a member of the ATA and has been a practicing full-time translator, technical editor and consultant specializing in the automotive field for the past 9 years

# Dictionary Review

## *Ernst: Wörterbuch der industriellen Technik*

English-Deutsch/Deutsch-English  
CD-ROM

Author: Richard Ernst  
Publisher: Oscar Brandstetter Verlag, Wiesbaden, Germany  
440,000 terms, 2007 edition  
ISBN: 978-3-87097-230-1  
Price: € 210.00





by Roland Grefer





This Brandstetter Unilex CD-ROM contains the 6<sup>th</sup> edition of the volume German-English (published in 2004) and the 7<sup>th</sup> edition of the volume English-German (published in 2007) of the print editions of Ernst, serving as a rather comprehensive resource with 440,000 entries, covering areas such as mathematics, physics, chemistry, as well as several industries, including mining, metallurgy, mechanical engineering, energy technology, electrical engineering, electronic engineering (incl. data systems technology, communications engineering, and control engineering), civil and structural engineering, traffic engineering, to name but a few.

The CD-ROM edition utilizes the UniLex interface already familiar to users of Collins and Kucera. To expedite searches and cater to ease of use, this interface integrates all of the Acolada UniLex dictionaries into one application and search window.



While this is reminiscent of the PC-Bibliothek interface of Langenscheidt's e-Dictionaries, there are minute differences. To get the most out of the UniLex application, make sure you select the appropriate toolbar options for your search:

-  **Adapt Dictionary Window.** If you select this option, the Dictionary Window automatically adapts to the input line.
-  **Show Dictionary in Result Window.** When this option is selected, the icon of the respective dictionary is displayed in front of each of the entries in the Result Window.

-  **Search All Dictionaries.** If this option is selected, all open dictionaries will be searched, otherwise the search range is restricted to the current dictionary.
-  **Fuzzy Search.** If this option is selected, a fuzzy search is conducted, based on the Fuzzy Search Settings, if the complete search term could not be found.
-  **Ignore Diacritics and Upper/Lower Case.** If selected, this option ignores differences between the search term and headword in terms of upper/lower case, umlauts and accents.
-  **Add \*.** This option, if selected, automatically appends an asterisk as a wildcard to all search terms when searching. Terms that are found always begin with the search term.

If used properly, these options allow for a granularity of hits and clear identification of sources on par with those of the PC-Bibliothek interface.

As was the case during the Kucera review, even though the UniLex application offers an English interface, there are still some areas that have not yet been fully localized, such as the language choice box, which in the English interface offers the options “Deutsch” and “VOLLTEXT” while the German to English dictionary is selected, and “Englisch” and “VOLLTEXT” while the English to German dictionary is selected.

It is not clear whether these idiosyncrasies are due to the UniLex interface or rather some Ernst and Kucera configuration or initialization files, given that the choices for Collins DE-EN are “DEUTSCH”, “DEUTSCH\_INDEX”, “ENGLISCH\_INDEX” and “SACHGEBIET”, while Collins EN-DE is partly localized as “ENGLISH”, “ENGLISH\_INDEX”, “GERMAN\_INDEX” and “SACHGEBIET”.

As with most electronic dictionaries, it is possible to add one’s own entries. I am glad to be able to report that Ernst, just like Schmitt uses the new German orthography, such as “Haarriss” rather than “Haarriß”, whereas Kucera still seems to stick with the old spelling.

Where the Cornelsen/retroDic interface of Richter set an excellent example for intelligent use of color/coding of responses to clearly distinguish different types of content, the UniLex interface tries to get by with only different font sizes and fonts in black, plus a dark navy blue for some illustrative entries. While this - for the most part - is sufficient, quite obviously it could be resolved better:

Richter:

**Faser** *f* <A> fiber; <B> fibre; *Faden* filament; *Holz* grain; *Faden* thread

Ernst:

**Faser** *f* (allg) / fibre (GB), fiber *n* (US)  
**Faser**, Fiber *f*, Stapel *m* (Qualitätsbegriff) (Tex) / staple  
**Faser** *f*, Fäserchen *n* (Web) / Fibril

The new Ernst offers 144 entries beginning with “Faser”, whereas Schmitt offers approx. 150 combined forms with “Faser”, and Richter features approx. 180; however, none of them come even close to the impressive 240 or so combined forms provided by Kucera.

Each headword is listed on a separate line, and differing subject areas are also listed on a separate line each that includes an identification of the subject area in the source language and, where applicable, an explanation in the source language as well (see above).

In examining this dictionary, I used various translation projects with different foci and compared their presence in Ernst, Kucera, Schmitt and Richter, but also in other dictionaries. Where there were multiple translations for a word, I compared the translations of other resources with those listed in Ernst. Discrepancies between translations in Ernst and other resources were noted; in some cases, other sources had better translations and in some cases I preferred the translations offered in Ernst.

In addition, I randomly sampled words throughout the dictionaries, for reasonableness and accuracy of the translation and for typographical errors.

When searching for words that you might think are missing from these UniLex dictionaries, bear in mind that umlauts are not sorted like ae, oe and ue, but rather like the vowel they are based on, and ß is sorted like ss. Depending on the criteria used by your other CD or paper dictionaries, this might take some getting used to. Where retroDic/Richter displays in gray additional terms containing the search expression, such as:

**fatigue limit** Dauerfestigkeit **f**; Dauergeschwindigkeit **f**; Ermüdungsgrenze **f**; Langzeitfestigkeit **f**  
*creep fatigue limit vibratory fatigue limit*

UniLex/Ernst offers an option to automatically append an asterisk wildcard to any search pattern. This obviously lists additional hits in the search box starting with the same string, but unfortunately it can miss terms that would include the search string in an earlier part of the entry.

**fatigue limits** (mat) / Dauerfestigkeitswerte *m pl*  
**fatigue limit**, repeated flexural strength (US), bending endurance / Dauerbiegefestigkeit *f*  
**fatigue limit** (applied stresses alternate from zero to maximum positive or negative values) / Schwellfestigkeit *f*  
**fatigue limit**, endurance limit (maximum stress that a material can endure for an infinite number of stress cycles without breaking) (mat) / Dauerschwingfestigkeit, Dauerfestigkeit *f*  
**fatigue limit** (when rotating a smooth cylindrical specimen while under a bending load) (mech) / Biegewechselfestigkeit *f* (Dauerfestigkeit ermittelt im Umlaufbiegeversuch)  
**fatigue limit under completely reversed alternating stresses** (applied stresses alternate between equal positive and negative values, mean stress of the cycle is equal to zero) (mat) / Wechselfestigkeit *m*, Dauerfestigkeit *f* im Wechselbereich (Mittelspannung ist Null), Dauerwechselfestigkeit *f*  
**fatigue limit under completely reversed bending stresses** / Biegewechselfestigkeit *f*  
**fatigue limit under reversed torsional stress** (mech) / Torsionswechselfestigkeit *f*  
**fatigue limit under stresses that fluctuate between different values of compression/ tension** (mean stress is not zero) (mat) / Schwellfestigkeit *f* (Unterspannung ist Null), Dauerfestigkeit *f* im Druckschwellbereich/ Zugschwellbereich

This shortcoming can be circumvented by placing an asterisk before the search string, which feeds any corresponding matches into the results window. Using this tip, the aforementioned example provides for the following additional entry:

**bending stress fatigue limit** / Dauerbiegefestigkeit *f*  
**compression-tension fatigue limit o. endurance limit** / Zug-Druck-Dauerfestigkeit *f*  
**corrosion fatigue limit** / Korrosionszeitfestigkeit *f*  
**creep fatigue limit** / Dauerkriechgrenze *f*, Zeitstandkriechgrenze *f*  
**form conditioned fatigue limit** / Dauer-Formfestigkeit *f*  
**vibration fatigue limit** / Schwingungsfestigkeit *f*

This is a step in the right direction, even though it does not help in identifying source language synonyms, which could be quite helpful in finding exactly the right word for a particular translation.



For ease of comparison to the June 2007 review of Kucera's *CD-Wörterbuch der exakten Naturwissenschaften und der Technik* and the March 2007 review of Richter's *Ingenieurtechnisches Wörterbuch*, which both have a similar target audience, I will first elaborate on several of the samples used in the reviews for *interaktiv*:

- “Webbing” in Ernst provides for a single set of translations useful in a textile and/or automotive context (though not identified as such), whereas Kucera provides for a couple of translations in a plastics context as well as a couple in a textile context. While this misses out on the print and paper processing context provided in Richter as well as the steel construction context of Gelbrich's *e-Fachwörterbuch Architektur und Bauwesen* and Schmitt's theater context, it is exactly what I had been looking for in an automotive supplier context.
- “Rendering,” a term quite common in computer-aided design and development, was covered in Ernst in this context in a couple of different aspects as well as in terms of civil engineering, mathematics and photography, whereas Richter mentioned only the construction context. Kucera's “rendering”-words included a building/construction, computer, cinematic, photographic, sanitation engineering and aeronautical context.
- “Scan” as a noun appears in Ernst in a radar-related reference, an electronics/TV, a TV and a medical engineering one. In comparison, this noun appears in Kucera in the computer/electronics/print-related reference and a radar-related one, but Kucera neglects the more generic radio-related reference of “Suchlauf” found in Richter. In comparison, this computer-related term (at least for the purposes of my translation at the time) was covered in the *Duden Fremdwörterbuch*, as well as a multitude of hits from many different angles in Schmitt and various other dictionaries.
- “Tooling” in Ernst includes proper definitions in a general engineering and tools context, as well as for printing. In comparison, Kucera features proper definitions in the contexts of bookbinding, engineering and tools, thereby covering an even larger number of bases.
- Even if you don't know that in a plastics context “SMC” stands for “sheet moulding compound,” Ernst will provide you with both the long text of the acronym and an explanation (UP-Formmasse o. -Harzmatte); this is in addition to Ernst's coverage of the aeronautical context (standard mean chord). Kucera goes one step further by also including the astronomical context (Small Magellanic Cloud) with corresponding translation and explanation.
- “RDS,” meaning “radio data system,” is covered with various translations in Kucera, but nowhere to be found as an acronym in Ernst, whereas both feature the acronym in a computational context, where it may mean “running digital sum”..
- “RFI” in Ernst is only covered with interspersed periods (R.F.I.) as “radiofrequency interference”, whereas Kucera features the plain acronym both as “radio-frequency interference” and “ready for installation.”
- Ernst covers “reverse engineering” as a noun by explaining it as “Analyse eines products, um ein Konkurrenzprodukt mit geringem Aufwand nachbilden zu können”, but neglects to mention the IT and InfoSec use of this term, where this technique quite often is also applied to identify weaknesses and errors in applications for which the researcher does not have access to their source code. While Kucera did not cover “reverse engineering” as a noun, at least the verb “reverse-engineer” was covered as “rückentwickeln (Software).” No such luck in Richter nor Schmitt, but proper matches were found in Budig, *e-Fachwörterbuch Elektrotechnik und Elektronik*.
- While Kucera and Budig provide a translation of “elektrischer Nennwert” for “electrical rating,” neither Ernst nor Richter nor Schmitt covered this term.

Terms missing from Ernst:

- “Body design” is nowhere to be found in either Ernst or Kucera but occurs as a direct hit in its automotive context in Richter and in compound forms in Schmitt.
- “Class a surface modeling” – There was not much help on “class a,” despite the entries for “class-A amplifier (electron)” in both Ernst and Kucera.
- While Ernst explains “RTM” as “receiver-transmitter modulator”, this was not much help in the plastics context that I was looking for; its long form “resin transfer mo(u)lding” also is not covered. Kucera, like Richter, provides for neither “RTM” nor “resin transfer mo(u)lding,” whereas in the plastics context that I was looking for, Schmitt featured “**RTM** <plast> RTM-Verfahren,” which in turn led me to “**RTM-Verfahren** <kst> resin transfer molding method (RTM); resin transfer molding.”

Among the issues I perceive as deficiencies are:

- Even though specific fields/disciplines are included, the dictionary cannot be restricted to covering only results from a few selected ones of them;
- Unilex does not recognize bulleted items in the clipboard that are pasted into the search box; and
- There is no apparent update mechanism; Langenscheidt regularly provides updates for their e-dictionaries, including Schmitt, readily available through their user interface.

In summary, Ernst has updated a major work that can be quite useful to the professional translator. Given its broad scope and multitude of entries, it might serve as a starting point for translators just entering the technical translation field. In combination with Kucera, Richter and Schmitt, as well as other more specialized dictionaries, and other dictionaries for related fields, a translator with some technical knowledge and understanding should be reasonably equipped to tackle many technical translations.

**Roland Grefer** began his education with an emphasis on chemistry before he became a *Datenverarbeitungskaufmann*, focusing initially on systems administration, database administration and system integration. Subsequently, he expanded into information security and continues to serve on the Board of Editors of the SANS NewsBites, a leading InfoSec newsletter. Over more than a decade, Roland gradually switched to full-time translation, covering a variety of fields, doing German to English as well as English to German translations. In addition, he serves as proofreader and editor for agencies and fellow translators, and also provides his technical and subject matter expertise for all the translations, honed by a continued interest in all things electronic, technical, and scientific, as well as in some sociological and psychological topics. Roland also is one of the editors of *interaktiv*, the newsletter of the German Language Division of the American Translators Association. On LinkedIn, you can connect to Roland at <http://www.linkedin.com/in/rgrefer>, and on Xing at [https://www.xing.com/profile/Roland\\_Grefer2](https://www.xing.com/profile/Roland_Grefer2). He can be reached at [r.grefer@gmx.net](mailto:r.grefer@gmx.net).

# Calendar of Events

| Date                 | Location                 | Organization   | Event  | URL  |
|----------------------|--------------------------|--|--|--|
| February 27-29, 2008 | Bamberg, Germany         | German Society of Linguistics  | 30 <sup>th</sup> Annual Convention of the DGfS   | <a href="http://www.uni-bamberg.de">www.uni-bamberg.de</a>                                     |
| February 28-29, 2008 | Rome, Italy              |  | LangTech 2008 – The language and speech technology conference  | <a href="http://www.langtech.it">www.langtech.it</a>   |
| March 5-7, 2008      | Kouvola, Finland         | Gesellschaft für Sprache und Sprachen, GeSuS                                   | 17 <sup>th</sup> Annual Meeting  | <a href="http://www.gesus-info.de">www.gesus-info.de</a>                                       |
| March 11-13, 2008    | Montreal, Quebec, Canada | AILIA, Localization Institute, MultiLingual Computing, Inc.                    | Translation World Conference   | <a href="http://www.translationworld.com/">www.translationworld.com/</a>                       |
| March 12/13-15, 2008 | Provo, UT, USA           | AACL – American Association for Corpus Linguistics<br>Brigham Young University | AACL 2008  | <a href="http://corpus.byu.edu">http://corpus.byu.edu</a>                                      |
| March 18-19, 2008    | Wuppertal, Germany       | University of Wuppertal  | Contrastive Information Structure Analysis   | <a href="http://www.cisa-2008.de">www.cisa-2008.de</a>   |
| March 20-21, 2008    | Boston, MA, USA          | TAUS – Translation Automation User Society                                     | TAUS Summit III – “Harnessing the value of linguistic resources through an industry cooperative.”              | <a href="http://www.translationautomation.com">www.translationautomation.com</a>               |
| March 29-31, 2008    | New York, NY, USA        | Center for Literary Translation at Columbia University                         | The Politics and Practice of Translation: 2008 Graduate Student Translation Conference                         | <a href="http://www.centerforliterarytranslation.org">www.centerforliterarytranslation.org</a> |
| April 2-4, 2008      | Mannheim, Germany        | Institut für deutsche Sprache  | 14. Arbeitstagung zur Gesprächsforschung: “Arbeiten mit Gesprächsdaten: Aufnahme, Transkription, Präsentation” | <a href="http://www.gespraechsforschung.de">www.gespraechsforschung.de</a>                     |
| April 11-13, 2008    | Old Westbury, NY, USA    | ILA – International Linguistic Association                                     | ILA 53 <sup>rd</sup> Annual Conference on Language Policy/Planning   | <a href="http://www.ilaword.org">www.ilaword.org</a>   |



| <b>Date</b>           | <b>Location</b>        | <b>Organization</b>   | <b>Event</b>   | <b>URL</b>   |
|-----------------------|------------------------|---|--|--|
| April 21-23, 2008     | Düsseldorf, Germany    | ICWE GmbH   | Language and Business 2008 – 7 <sup>th</sup> Conference on Foreign Language and International Business Communication | <a href="http://www.sprachenberuf.com">www.sprachenberuf.com</a>           |
| May 13/14-17, 2008    | San Francisco, CA, USA | Association of Language Companies   | ALC 2008   | <a href="http://www.alcus.org">www.alcus.org</a>                           |
| May 31 – June 2, 2008 | Vancouver, Canada      | CATS – Canadian Association for Translation Studies<br>University of British Columbia                   | CATS 2008 Conference – “Translation Theories and Practices: East Meets West”   | <a href="http://www.uottawa.ca">www.uottawa.ca</a>                         |
| June 9-11, 2008       | Berlin, Germany        |   | 11 <sup>th</sup> Localization World conference   | <a href="http://www.localizationworld.com/">www.localizationworld.com/</a> |
| July 7-9, 2008        | Leuven, Belgium        | University of KU Leuven   | 5th International Contrastive Linguistics Conference (ICLC5)   | <a href="http://www.arts.kuleuven.be">www.arts.kuleuven.be</a>             |
| July 13-16, 2008      | Montreal, Canada       | IEEE<br>Concordia University  | IEEE International Professional Communication Conference 2008 (IPCC 2008)  | <a href="http://ewh.ieee.org">http://ewh.ieee.org</a>                      |
| August 1-7, 2008      | Shanghai, China        | International Federation of Translators   | XXVIII FIT World Congress – “Translation and Cultural Diversity”   | <a href="http://www.fit2008.org">www.fit2008.org</a>                       |
| August 24-29, 2008    | Essen, Germany         | AILA – International Association of Applied Linguistics<br>GAL – Gesellschaft für Angewandte Linguistik | 15 <sup>th</sup> AILA World Congress – “Multilingualism: Challenges and Opportunities”                               | <a href="http://aila2008.org">http://aila2008.org</a>                      |
| October 13-15, 2008   | Madison, WI, USA       |   | 12 <sup>th</sup> Localization World conference   | <a href="http://www.localizationworld.com/">www.localizationworld.com/</a> |
| October 21-25, 2008   | Waikiki, HI, USA       | AMTA – Association for Machine Translation in the Americas  | 8 <sup>th</sup> Conference of the AMTA, including International Workshop on Spoken Language Translation (IWSLT)      | <a href="http://www.amtaweb.org">www.amtaweb.org</a>                       |

| <b>Date</b>         | <b>Location</b>    | <b>Organization</b> | <b>Event</b>  | <b>URL</b>  |
|---------------------|--------------------|---------------------|---|---|
| November 5-8, 2008  | Orlando, FL, USA   | ATA                 | American Translators Association (ATA) 49 <sup>th</sup> Annual Conference | <a href="http://www.atanet.org">www.atanet.org</a><br>Proposal for Conference Presentation:<br><a href="http://www.atanet.org/conferencesandseminars/proposal.php">www.atanet.org/conferencesandseminars/proposal.php</a> |
| October 28-31, 2009 | New York, NY, USA  | ATA                 | American Translators Association (ATA) 50 <sup>th</sup> Annual Conference | <a href="http://www.atanet.org">www.atanet.org</a>  |
| October 27-30, 2010 | Denver, CO, USA    | ATA                 | American Translators Association (ATA) 51 <sup>st</sup> Annual Conference | <a href="http://www.atanet.org">www.atanet.org</a>  |
| October 26-29, 2011 | Boston, MA, USA    | ATA                 | American Translators Association (ATA) 52 <sup>nd</sup> Annual Conference | <a href="http://www.atanet.org">www.atanet.org</a>  |
| October 24-27, 2012 | San Diego, CA, USA | ATA                 | American Translators Association (ATA) 53 <sup>rd</sup> Annual Conference | <a href="http://www.atanet.org">www.atanet.org</a>  |

**American Translators Association (ATA)  
49<sup>th</sup> Annual Conference in Orlando, FL**



Typical afternoon summer thunderstorm over central Orlando

# ATA Certification Program

| Exam Date | Location           |
|-----------|--------------------|
| 03/15/08  | San Diego, CA      |
| 03/22/08  | West Lafayette, IN |
| 03/30/08  | Philadelphia, PA   |
| 03/30/08  | Bethany, OK        |
| 04/12/08  | Austin, TX         |
| 04/19/08  | New Brunswick, NJ  |
| 04/20/08  | Raleigh, NC        |
| 04/26/08  | San Francisco, CA  |
| 04/26/08  | Seattle, WA        |
| 05/03/08  | Milwaukee, WI      |
| 05/03/08  | Grand Rapids, MI   |
| 05/31/08  | Miami, FL          |
| 08/09/08  | Novi, MI           |
| 09/06/08  | San Diego, CA      |
| 09/14/08  | Nashville, TN      |
| 11/08/08  | Orlando, FL        |

[www.atanet.org/certification/upcoming.php](http://www.atanet.org/certification/upcoming.php)

