

02/2019

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Newsletter of the German Language Division of
the American Translators Association



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Editorial

Dear Readers,

The pivotal moment of any sprint relay race is the handover. You could field the four fastest runners, but if they fumble the baton handoff, the team will lose precious seconds and possibly the race.

Although carrying *interaktiv* around the track is much more of a marathon than a sprint, the transition is just as critical and complex. There are a lot of moving parts and it takes practice to ensure precision. After a practice session (aka issue 01/2019) earlier this year, the race is on and right now we're in the transition zone, arms outstretched, executing a textbook handover. Well, kinda sorta. It hasn't been flawless, but we haven't completely fumbled.

And that's because I'm putting the baton into the highly capable hands of two dedicated volunteers: Marion Rhodes and Hilary Higgins. I'm excited to have found these two long-time GLD members to carry *interaktiv* forward. Our newsletter is in good hands!

We won't complete the transition until the GLD Annual Meeting at ATA's 60th Annual Conference this October in Palm Springs, at which time I can fall to the track and gasp for air. But the baton has more or less been passed. This 02/2019 issue barely has my fingerprints on it. After an editorial call last spring and an email exchange or two, Marion and Hilary have sprinted away in full stride. After catching my breath, I've spent most of the past two months trackside, cheering them on.

"Marion Rhodes and Hilary Higgins. I'm excited to have found these two long-time GLD members to carry *interaktiv* forward. Our newsletter is in good hands!"

The ultra-editorial-marathon that is *interaktiv* began in 1997, shortly after our division was founded. Before I arrived, a group of talented GLDers—five editors and six co-editors—had kept us in the race. I'm now both humbled and honored to join these alumni, and I'm extremely grateful for the opportunity then-GLD Administrator Ruth A. Gentes Krawczyk gave me in 2010. At the time, I wasn't sure if a marathon was right for me (I'm more of a 5 or 10k kinda guy), and I wondered if I would regret accepting the position. But now I look back on a welcome challenge. It was a chance to learn

new skills and create something new. And it was one heck of a run that I will always look back on with pride.

I'd like to take this opportunity to thank all the editors and co-editors who have gone before me as well as Marion and Hilary for stepping onto the track.

So, dear readers, now it's your turn to take your marks, get set, and enjoy the 2/2019 issue of *interaktiv*! Marion and Hilary have prepared another packed issue. Read on to find out what the division has been up to in the past six months, where and when GLD's annual networking event will take place, what's on the German slate of sessions at ATA's 60th Annual Conference in Palm Springs this fall, and so much more. This issue's feature is all about e-learning.

Happy reading!

Mit besten Grüßen aus dem Rheinland
 Matt Baird

A Word from the Administrator

Dear Colleagues:

I hope that this finds you well and that you had a great summer. Maybe you felt some sand between your toes, picked some tomatoes off the vine, or did some exciting traveling. I already checked off all of the above, but I've also been busy at the office.

With **ATA60 rapidly approaching**, my airline ticket and my hotel reservation are booked. If you have not done so already, there's no time to waste!

I'm happy to report that we secured a location for our annual networking event. Please mark your calendars for Thursday, October 24, from 6.30 to 9.30 pm. In an effort to keep costs reasonable, we opted for a "California" theme and a sit-down dinner this year, with a fixed-price menu that includes water, coffee, and soft drinks; alcoholic drinks will be on a cash bar basis.

A word of caution: Because of the location/logistics, we will definitely NOT be able to take any last minute stragglers this year. Registration will be open until October 20 (specifics on **page 5**), which gives everyone ample time to register. We will make repeated announcements via our social media channels to inform everyone about the details. Please register early to secure your spot.

As for the sessions, ATA60 is shaping up nicely. We were allotted six slots for the German track and had eight proposals to choose from. The final decision was up to the conference coordinator. I want to thank everyone who submitted a proposal. All of the proposals were worthy, and I hope that the ones that didn't make the cut this year due to capacity constraints will be resubmitted next year for consideration.

Our distinguished speaker is Ruth Martin, who will be traveling to Palm Springs from London, England, to present two sessions: "Moving sideways: Breaking into book translation and working with publishers"

and "The well-connected translator: Building and maintaining a healthy professional network." If you are interested in translating books, working with publishers on both sides of the Atlantic, and learning all about that market, you won't want to miss her presentations.

As for housekeeping matters: We urgently need a new web manager for our GLD website. Jessica Lucio, who has done an excellent job managing www.ata-divisions.org/GLD/ since January 2016, has accepted a full-time position and no longer has the flexibility to continue managing our website. Please **contact me** if you are interested and we'll talk.

This will be the last *interaktiv* issue with Matt Baird's name as editor-in-chief on the masthead. Matt published his first issue as editor in the summer of 2011, which makes him the longest serving *interaktiv* editor on record. Now he wants to move on to other (ad)ventures, and our loss will be ATA's gain. Over the past eight years, his tireless efforts contributed to making *interaktiv* the "Vorzeige-Newsletter" it has been hailed as. We owe Matt our gratitude for so generously contributing his time and talents and wish him the best for his future endeavors.

I welcome our incoming editors, Marion Rhodes and Hilary Higgins, and appreciate their willingness to serve. They've put together the current issue under Matt's supervision and guidance. The official handover will be at our Annual Meeting in Palm Springs.

Our division thrives on the efforts of volunteers. I urge every member to consider if and what they may be able to contribute, to *interaktiv* and in general.

On that happy note, I wish everyone a happy fall and look forward to seeing you in Palm Springs.

Ruth Boggs, MA, CT



Ruth Boggs joined ATA in 1991 and is certified in German>English & English>German. She holds an MA in Writing from George Mason University. Before becoming a full-time freelance translator & interpreter in 1995, she was assigned to the German Embassy in Washington, D.C. Ruth has traveled the United States extensively as a State Department contract interpreter. She lives in Fairfax, Virginia and can be reached at rutheboggs@gmail.com

"We urgently need a new web manager for our GLD website www.ata-divisions.org/GLD/ [...] Please **contact me** if you are interested and we'll talk."



A native of western NC, **Ellen Yutzy Glebe** was a history and German studies major at Guilford College in Greensboro, NC, and earned a PhD in European history at UC-Berkeley before transitioning to a career as a professional translator (GE>EN) and editor (EN) of academic texts. She now lives in Kassel, Germany, a town with beautiful green spaces and good ICE connections. She is a member of ATA, BDÜ, and a number of historical associations. For more details see www.writinghistory.de.

(Translation) Notes from the Homeland

Ellen Yutzy Glebe

Forecasts

As I write this column for the upcoming issue of *interaktiv*, I've been thinking more than usual about forecasts. The deadline for the column comes at the end of my two-week vacation on the North Sea island of Spiekeroog, where temperatures tanked after an incredible 95° F on the beach in late June—four days before I arrived—and haven't risen above 70° F for the duration of our stay. Until yesterday, we were taking comfort in the fact that the forecast for our last day looked a little warmer, a lot less windy, and quite sunny—practically perfect North Sea beach weather. Then it was revised and now the forecast high is 61° F with cloudy skies and a strong north wind. *C'est la vie!* At least it was sunny enough for a few nice pictures—my social media accounts are saved!

Writing a column like this has something to do with forecasting, too, since by the time it appears, references to summer vacation may seem quite anachronistic. As the lazy days of summer turn into the golden days of *Altweibersommer*, many of you will be thinking about the upcoming ATA conference and all it has to offer. On this side of the Atlantic, your German colleagues are gearing up for a conference, too, as the BDÜ will be asking what the future of our profession looks like during its meeting in Bonn from November 22–24: “ÜBERSETZEN UND DOLMETSCHEN 4.0: Neue Wege im digitalen Zeitalter.” According to the website, the conference will “focus on how the digital revolution is altering the work of translators and interpreters, cooperation with customers, and the provision and procurement of language services, and thus puts many business

models of freelance translators and interpreters, language service providers, and in-house translating services to the test.” At least two ATA members are contributing sessions at that conference, quite a number will be in attendance, and it will no doubt stimulate increased discussion of these topics well beyond the actual meeting itself.

Speaking of workshops and forecasts: I predict a good one coming up in Erfurt for the weekend of February 7–9, 2020! Thanks to Geoff Chase's help with the logistical preparations, we've reserved rooms in a local hotel and meeting space at the Augustinian monastery where Martin Luther lived in the early sixteenth century before he was called

to Wittenberg. As a historian, I feel obligated to add that analysis of the past is an essential element of accurate forecasting, and, given the strength of past events, I feel I can confidently look forward to yet another stimulating and rewarding GLD European Workshop. No matter what the future of our profession holds in store, it is certainly to everyone's advantage to maintain healthy networks, and that is the real strength of professional events and associations.

The GLD network in Europe is especially valuable in this respect, and I'd like to close by thanking Karen Leube for her eight years of coordinating the group and establishing the traditions that I hope to carry on with the help of our other active members based in Europe. Since I myself joined ATA from Germany, the networking events and contacts have been a particularly valuable aspect of my ATA membership, and one which I am happy to support in this new role.

“No matter what the future of our profession holds in store, it is certainly to everyone's advantage to maintain healthy networks, and that is the real strength of professional events and associations.”

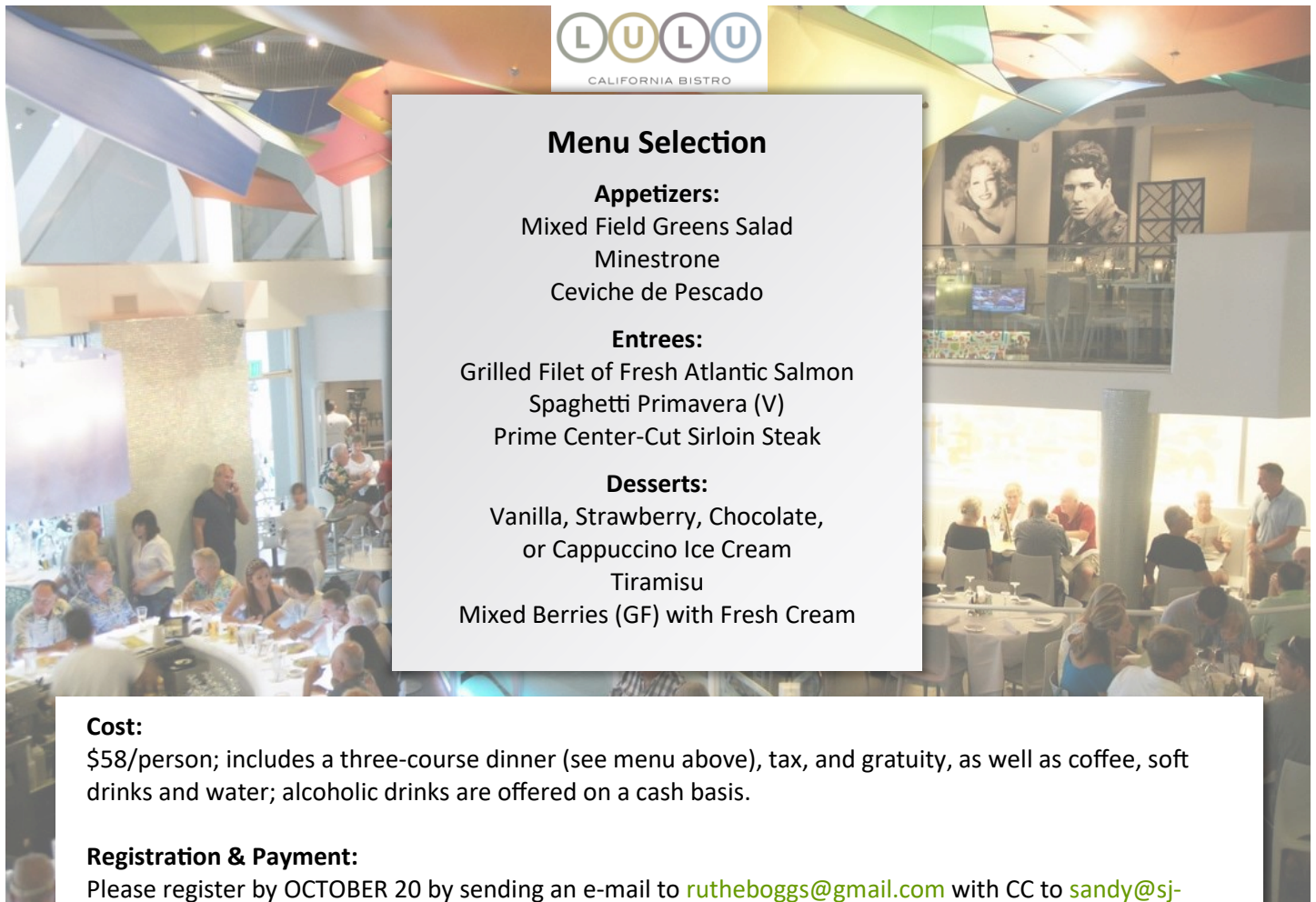
Please join us at ATA60 for the German Language Division Social Networking Event!

When: Thursday, October 24, 2019, 6.30 to 9.30 pm

Where: Lulu's California Bistro, 200 S. Palm Canyon Drive, Palm Springs, CA 92262

Why: Because networking is fun and pays off!

Who: GLD members and guests



Menu Selection

Appetizers:

Mixed Field Greens Salad
Minestrone
Ceviche de Pescado

Entrees:

Grilled Filet of Fresh Atlantic Salmon
Spaghetti Primavera (V)
Prime Center-Cut Sirloin Steak

Desserts:

Vanilla, Strawberry, Chocolate,
or Cappuccino Ice Cream
Tiramisu
Mixed Berries (GF) with Fresh Cream

Cost:

\$58/person; includes a three-course dinner (see menu above), tax, and gratuity, as well as coffee, soft drinks and water; alcoholic drinks are offered on a cash basis.

Registration & Payment:

Please register by OCTOBER 20 by sending an e-mail to rutheboggs@gmail.com with CC to sandy@sj-translations.com

-PayPal (www.paypal.com) to rutheboggs@gmail.com [please choose the "sending to a friend" option to avoid additional fees]

Alternate option (only if you don't have PayPal):

-Personal check to Ruth Boggs (US checks only!): Ruth Boggs Translation LLC, 4111 Port Rae Lane, Fairfax, VA 22033

For members residing in Germany:

-Transfer of funds to a German bank account (please contact Melissa Fields at mfield@g2etranslation.com for details)

NO REFUNDS!

Please register early to secure your seat.



ATA 60TH ANNUAL CONFERENCE

OCT 23-26 2019 *Palm Springs* CALIFORNIA

PALM SPRINGS CONVENTION CENTER

ata American Translators Association *The Voice of Interpreters and Translators*

GLD Conference Primer

GLD members will once again be presenting a variety of sessions at this year's ATA Annual Conference in Palm Springs, California. Here's a list of the sessions in the German track to help you map out your conference schedule. Full descriptions as well as a list of other conference sessions are available [here](#).

Thursday German Topics Agenda

October 24, 2019

GERMAN TOPICS

(005) Going Negative: Challenges in Working with Negation in German>English Translations

Geoffrey Cox

11:15 am - 12:15 pm

Topics: German

ATA 60th Annual Conference – October 23-26, 2019

Welcome Celebration

Wednesday, October 23 • 5:30 - 7:00 pm

Open to 3-Day Conference Attendees Only

ATA welcomes you to Palm Springs!

This is the event that starts it all. Everyone you hope to see and meet will be there. Reunite with friends and colleagues, and mingle with this year's speakers, exhibitors, and sponsors.

Here's your chance to get to know ATA's Divisions! Divisions are professional interest groups providing specialty- and language-specific networking. Connect with fellow Division members, leadership, and newcomers.

Meet the Candidates! Engage with this year's candidates before you vote on Thursday.



Advanced Skills & Training (AST) Day

takes place on

Wednesday, October 23.

A separate fee and registrations are required for each session.

Friday German Topics Agenda

October 25, 2018

GERMAN TOPICS

(050) Can Machine Translation Boost Your Productivity? An Experiment

Johanna Klemm

10:00 am - 11:00 am

Topics: German, Language Technology

(084) The Joy and Agony of Reading “Kurrent” Script

Hans-Jochen Trost

2:00 pm - 3:00 pm

Topics: German, Nordic Languages

(099) The Well-Connected Translator:

Building and Maintaining a Healthy Professional Network

Ruth Martin

3:30 pm - 4:30 pm

Topics: German

German Language Division Distinguished Speaker

Roommate Finder

Roommate & Rideshare Finder
Looking for a roommate at the ATA Conference in Palm Springs, CA? Or maybe you want to share a ride from the airport or find someone to join you on a hike through Indian Canyons? The ATA Roommate Blog has expanded to include other options this year. Take advantage of it at

ata-conference.blogspot.com/.

You may also consider contacting your fellow ATA Division members to find a roommate, ride, or help with other conference-related logistics.

Saturday German Topics Agenda

October 26, 2018

GERMAN TOPICS

(110) Moving Sideways: Breaking into Book Translation and Working with Publishers

Ruth Martin

8:30 am - 9:30 am

Topics: German, Literary Translation

German Language Division Distinguished Speaker

(124) If It Fits, It Fits: Condensing Strategies for Audiovisual Translation into German

Dietlinde DuPlessis

10:00 am - 11:00 am

Topics: German



View the preliminary
Conference Schedule,
now available on the
conference website.



Marion Rhodes, CT, MS is an English/German translator and copywriter specializing in PR, marketing communications and SEO translation. A native of Germany, she has lived in the United States since 2001. She is an active volunteer in the translation community, where she currently serves as Instagram coordinator for ATA and as co-editor for the newsletter of ATA's German Language Division, *interaktiv*. In the past, she served as president of the Colorado Translators Association. Her educational background includes a master's degree in integrated marketing communication from West Virginia University, a bachelor's degree in journalism from the University of Nebraska, and a certificate in German to English translation from New York University. Marion lives in San Diego with her husband, two daughters, 4 dogs, 3 cats, and 2 horses.

Deutsche Sprache, schwere Sprache

Marion Rhodes

Ach immer dieses Gräuel mit der Grammatik! Man kann es nicht schön reden: Die deutsche Sprache hat auch nach der Rechtschreibreform noch ihre Tücken.

Die aktuellen Regeln sind weder einfach, noch durchwegs logisch. Kein Wunder, dass viele Leute lieber spaziergehen würden statt sich mit diesem Thema zu befassen. Selbst Muttersprachler müssen beim schreiben, korrigieren, und lektorieren Acht geben – besonders wenn es um grammatikalische Feinheiten geht.

Aufgrund dieser Problematik, bietet ACADEMIA Webinars ein hilfreiches Webinar für Übersetzer, Lektoren, etc. an: Dagmar Jenner's „(Neue) deutsche Rechtschreibung: Aha-Erlebnisse für Sprachprofis.“

Na, wie viele Fehler stecken in diesem Abschnitt? Falls du weniger – oder mehr – als 12 gefunden hast, solltest du dir Dagmar Jenners oben genanntes Webinar zu Gemüte führen!

Als Sprachmittler unterliegen wir allzu leicht der Versuchung, uns in Sachen Grammatik auf unser inneres, oft über Jahre entwickeltes „Sprachgefühl“ zu verlassen – insbesondere, was die Kommasetzung betrifft. Davon rät Dagmar Jenner dringend ab: „Es ist keine gute Idee, Kommas nach Gefühl zu setzen.“

In ihrem Webinar geht die selbsterklärte Sprachpuristin nicht nur auf fehlerhafte Kommata, sondern viele weitere Fehlerquellen ein, die sich selbst bei erfahrenen Deutschprofis immer wieder einschleichen:

“Mit ihrer kurzweiligen Art bereitet Dagmar ein trockenes Thema auf unterhaltsame Weise auf und veranschaulicht die Regeln mit zahlreichen Anwendungsbeispielen.”



Video



Referentin:
Dagmar Jenner



von der Getrennt- und Zusammenschreibung bis zum Deppenapostroph. Wie im Webinar-Titel angekündigt, können Teilnehmer dabei einige Aha-Momente erwarten. Mit ihrer kurzweiligen Art bereitet Dagmar ein trockenes Thema auf unterhaltsame Weise auf und veranschaulicht die Regeln mit zahlreichen Anwen-

dungsbeispielen.

Egal, ob du deinem Lektor die Arbeit erleichtern oder unnötige „Korrekturen“ vermeiden willst: Ein Auffrischkurs in Grammatik hat noch keinem Sprachprofi geschadet.

Das Webinar steht bei ACADEMIA Webinars on-demand zur Verfügung:

www.academia-webinars.de/shop/video/qualifizierung/rechtschreibung-fuer-sprachprofis/

Feature: Those who can, teach

GLD members talk about why they offer online courses for their colleagues

Hilary Higgins

As many of you know, this issue of the GLD Newsletter is the transition newsletter, as Matt hands the baton off to Marion and me to take the reins of *interaktiv* as co-editors. In thinking about an overall theme for this issue and after much discussion, we settled on looking at e-learning and webinars, and what motivates our translation and interpretation (or T&I) colleagues to give such courses.

The Internet has made it possible for freelancers like us not only to successfully work from home almost anywhere in the world, but also to pursue further education and training online to keep our skills up to date. Those days of driving to big cities like Seattle, Denver, New York or others to attend classes on a specific day of the week or during a conference are over. While nothing can replace

the benefits of the classroom, online learning courses and webinars give us the flexibility to learn and grow in our careers without having to leave the comfort of our home offices. As members of ATA, we benefit from the **courses** that our association has to offer, including one free webinar for members

every month. But there are other online learning options out there as well, like those offered by the **BDÜ**, **eCPD Webinars** and **ACADEMIA**.

In any case, we thought we would ask a few of our colleagues to share their thoughts on their online teaching experiences, and

four of them kindly responded: Judy and Dagmar Jenner, Marita Marciano, and Nina Sattler-Hovdar. Thank you!

Read their answers on the following pages.

“As members of ATA, we benefit from the **courses** that our association has to offer, including one free webinar for members every month.”



Hilary Higgins has over twenty years of experience as both a freelance and in-house German to English translator. She specializes in marketing, manufacturing, corporate communications, IT and business. She currently lives in Bellingham, WA.

Be a GLD Contributor!

Do you write or blog about the translation industry - or would you like to and need a platform? We want you! Please contact Hilary about how you can become a GLD blogger!

higginstranslations@gmail.com



**Feature:****Nina Sattler-Hovdar, MarCom translator and copywriter
EN, NO, DA > DE**

Tell us about any online classes or courses you have taught: What was the topic, did you do it through an organization or on your own, and in what format was the course?

I have presented webinars on the topic of transcreation for eCPD Webinars and ACADEMIA Webinars. Most of these webinars were purely presentation format, meaning I talked about the topic while presenting relevant slides, and the participants could type in questions to the moderator. Some of my webinars were interactive, like a moderated discussion. And then I did a couple of webinars with only a very small select group of participants, where I acted as the moderator and we all discussed and worked in a group – basically a virtual workshop format. All of my webinars were presented live and recorded.

What motivates you to share your knowledge with other translators?

When you realize that you have become something like an expert in a field and keep encountering fellow linguists—both freelance and employees (including project managers and salespeople at language service companies)—with lots of questions, it's almost like a reflex that you want to pass on the lessons you have learned over time. My undoubtedly greatest motivation is the feedback I keep getting. Every time a participant writes me to thank me or share an awesome

experience based on what he or she learned in one of my courses, you will see me with a huge smile on my face. Yes! You go, girl!

Having been able to help someone else and make someone else happy is, after all, the most gratifying experience we as humans can have, isn't it? Even though obviously, as a presenter, you get paid for sharing your expertise, the biggest motivator to prepare and carry out a course is the hope and expectation that you can actually help people learn things that you personally maybe had to learn the hard way. Also, the more people have proper insights into the world of transcreation, the easier it will become to argue the case for all of us.

“Having been able to help someone else and make someone else happy is, after all, the most gratifying experience we as humans can have, isn't it?”

If someone is thinking about teaching a webinar or online course, what qualities should they bring to the table?

I think that one of the key qualities you should have is to be very structured. You should be able to present whatever it is you are presenting in a very clear, didactic, and lively way. In most webinars, people need to listen to you for something like 60-90 minutes without seeing you, so you need to make sure you have their attention throughout. Also, I recommend to do some voice training. Not seeing the people you are talking to may make you more nervous than you would in an on-site training setting. Make sure to breathe well, speak slowly, and watch the pitch of your voice. And rehearse your presentation many times over.

Do you have any advice on how to get started as an online trainer?

I think that if you have special expertise that you want to share, you should go for it. Get in touch with ATA or webinar organizers like the ones I mentioned above. Do some test-drives (ask the organizer for help, or record yourself if you plan to do it on your own) and see if you like the format. Having done presentations or speeches in the offline world is certainly helpful, I think, but by no means a prerequisite in my view.

“Having done presentations or speeches in the offline world is certainly helpful, I think, but by no means a prerequisite in my view.”

What kind of technologies are used to present an online class or webinar? Apps and hardware or specific programs?

I can only speak for webinars done via the organizers I mentioned above. They take care of participant registration, recordings etc. As a webinar trainer/presenter, you basically only need a stable Internet connection as well as a computer, of course, plus PowerPoint or whatever software program you are going to use for your presentation. Also, you should have a good headset and microphone.

Listen to the ATA Podcast

Find all episodes and links to subscribe here:
www.atanet.org/resources/podcasts.php



GLD Website is your resource!

The **GLD website** is not only our division's face to the world, it's loaded with information and resources for members. Find back issues of *interaktiv*, a calendar of events, and more. Follow the GLD blog for regular updates on division happenings!



GLD is on Facebook & Twitter!!

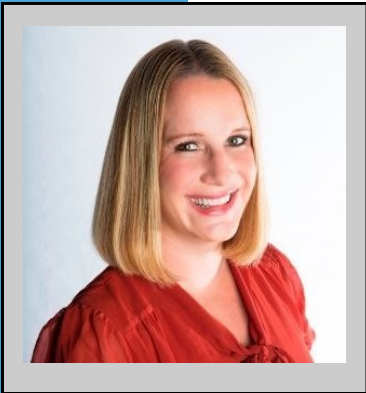
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**Feature:**

Judy Jenner, federally certified Spanish court interpreter and court-registered German interpreter

Tell us about any online classes or courses you have taught: What was the topic, did you do it through an organization or on your own, and in what format was the course?

I have been teaching online classes for the University of California-San Diego Extension since 2012. It's a certificate for translation/interpretation, and it's been around for the better part of two decades. I served on their advisory board for a while and was frequently asked to teach in their online program, and I am glad I finally did. The classes I teach are part of the core curriculum: Introduction to Translation and Introduction to Interpretation. Once a year I also teach an elective class I find crucial to newcomers' success, which is Strategic Branding and Marketing for Translators and Interpreters. UC-San Diego uses the Blackboard online learning platform, which is pretty robust, but with every piece of software, there's always some room for improvement in terms of user experience. I really enjoy teaching at a leading public university that offers affordable programs for new interpreters and translators. I oftentimes tell students that my intro classes are a great way to find out if T&I is for you or not while only making a small investment. I have also taught a few classes at the University of Denver, a private university that used to have a full master's degree in T&I but is currently transitioning to another structure.

"Once a year I also teach an elective class I find crucial to newcomers' success, which is Strategic Branding and Marketing for Translators and Interpreters."

What motivates you to share your knowledge with other translators?

It's quite simple: We are all stronger together. The more we all know, as an industry, profession, and sector, the better it is. It's my pleasure to be part of educating the next generation of linguists. It is also a very meaningful and rewarding experience, and I've had some superstar students.

If someone is thinking about teaching a webinar or online course, what qualities should they bring to the table?

Patience is one of them—students aren't as tech-savvy as you'd think, which is something that surprised me. Every class, you will have a student who struggles with online learning and would perhaps be better served by an in-person class, but the price and convenience of online learning cannot be beaten. I have students from all over the world, including Russia and China. I also think you must be very well-organized and be quite proficient in the online learning platform that is being used for the class. In addition, it's key to be able to explain important concepts in easy-to-understand language, all while challenging students to do their best. You have to motivate and reward, but also be consistent with policies (late work), etc. So there are myriad qualities you need, and you have to expect to get quite a bit of e-mail from students that you have to triage on a daily basis.

Do you have any advice on how to get started as an online trainer?

Find a topic that you are passionate about and design a strong class around it. Or find a university or a program that's looking for instructors and take it from there. I am a huge proponent of well-established public institutions that have a long history of strong academics.

What kind of technologies are used to present an online class or webinar? Apps and hardware or specific programs?

At UC-San Diego, all classes are currently asynchronous, meaning students can listen to my pre-recorded PowerPoint with audio presentations whenever they would like as

long as they turn in their work by the deadline (which is usually Saturday). The class runs on Blackboard, but I've also used Canva, which I have found to be a stronger software (albeit more expensive for the university). For the Intro to Interpreting final exam, students download an audio file, interpret it, record themselves while doing it, and upload it back into Blackboard for me to grade. There's a bit of a trust issue here, and it's done on the honor system. But as I tell my students: I know what a first interpreting rendition of this passage sounds like, so don't even think about listening to it three or four times and THEN interpreting it!

"Find a topic that you are passionate about and design a strong class around it. Or find a university or a program that's looking for instructors and take it from there."

Feature:

Marita Marcano Baulesch, Dipl.-Übersetzerin EN > DE (CT), EN/ES/FR > DE

Tell us about any online classes or courses you have taught: What was the topic, did you do it through an organization or on your own, and in what format was the course?

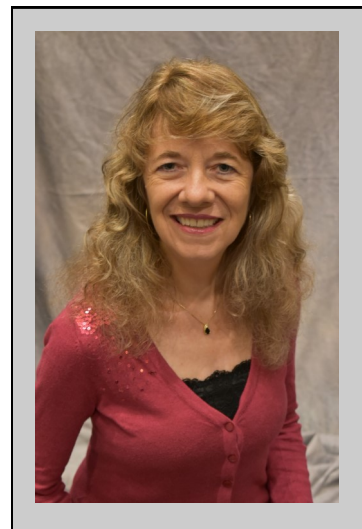
Kollegentreffen im Cyberspace webinar presentation for ACADEMIA Webinars in March, October, and December of 2015. I also assisted Bianca Blüchel and Katrin Pougin of ACADEMIA Webinars with other webinars by giving my input.

What motivates you to share your knowledge with other translators?

Bianca Blüchel from ACADEMIA Webinars asked me to do this webinar.

If someone is thinking about teaching a webinar or online course, what qualities should they bring to the table?

Being able to present a relevant subject, being a good speaker, and being able to explain concepts in a structured way.





Feature: Dagmar Jenner, Konferenzdolmetscherin, Übersetzerin, Rechtschreib-Trainerin

Tell us about any online classes or courses you have taught: What was the topic, did you do it through an organization or on your own, and in what format was the course?

Im deutschsprachigen Raum sind umfangreiche Online-Kurse für Translatorinnen und Translatoren noch nicht sonderlich stark verbreitet; eine Ausnahme stellen die Online-Kurse der Universität Germersheim dar. Ich persönlich habe bisher Webinare in der Länge von 1 bis 1,5 Stunden gehalten, meistens live und eines auch aufgezeichnet. Veranstaltet wurden diese etwa vom deutschen Verband BDÜ oder zuletzt von ACADEMIA Webinars, wobei es sich bei letzterem um ein aufgezeichnetes Webinar handelt, das jederzeit angesehen werden kann. Meine zentralen Themen sind Selbstmarketing, unternehmerisches Denken sowie neue deutsche Rechtschreibung. Derzeit entwickle ich ein Angebot speziell für Frauen mit Fokus auf Selbstvertrauen in der translatorischen Praxis.

What motivates you to share your knowledge with other translators?

Ich glaube fest daran, dass Wissen geteilt werden soll, damit wir alle davon profitieren. Es erscheint mir widersinnig, Erlerntes nicht anderen zugänglich zu machen, sondern im stillen Kämmerlein eifersüchtig darüber zu wachen. Ich hatte etliche Jahre klassische Präsenz-Lehrveranstaltungen am Zentrum für Translationswissenschaft an der Universität Wien. Die Motivation ist letztlich offline und online die gleiche.

If someone is thinking about teaching a webinar or online course, what qualities should they bring to the table?

Abgesehen von Sattelfestigkeit im präsentierten Thema wären eine gewisse Affinität zu Technik sowie etwas Stressresistenz auf jeden Fall empfehlenswert. Bei Webinaren ist es sicher vorteilhaft, sie über eine andere Anbieterin zu veranstalten, als selbst für alles zu sorgen: Technik, Moderation, Inhalt. Vortragende sollen sich auf die Präsentation des Inhalts konzentrieren können—bereits das ist angesichts der ungewöhnlichen Situation, dass frau mit dem Computer spricht, einigermaßen herausfordernd.

Do you have any advice on how to get started as an online trainer?

Oft ergibt sich eines aus dem anderen, etwa wenn sich die Vortragende bereits eine gewisse Reputation im Offline-Bereich erworben hat. Wer aktiv an die Sache herangehen möchte, könnte etwa Berufsverbänden ein entsprechendes Konzept präsentieren. ATA und der BDÜ bieten da ja einiges an und neue Vorschläge sind bestimmt willkommen. Dazu gibt es etwa auch private Anbieterinnen wie ACADEMIA Webinars oder das Weiterbildungsangebot von Corinne McKay.

What kind of technologies are used to present an online class or webinar? Apps and hardware or specific programs?

Bisher habe ich mit GoToWebinar und Zoom gearbeitet. Kleine oder mittelgroße technische Pannen sind dabei, wie bei jeder anderen leistungsfähigen Technologie, immer im Rahmen des Möglichen. Bei Live-Webinaren ist auch nach vielen Jahren weiterhin ein kleiner Nervenkitzel dabei.

“Meine zentralen Themen sind Selbstmarketing, unternehmerisches Denken sowie neue deutsche Rechtschreibung. Derzeit entwickle ich ein Angebot speziell für Frauen mit Fokus auf Selbstvertrauen in der translatorischen Praxis.”

Taking the ATA Certification Exam

Elani Wales

I had wondered about the ATA certification exam for a long time before I finally took it. Its reputation is intimidating—after all, it's hard not to be scared of an exam with a 20% pass rate! Nonetheless, once I had a few years of experience under my belt, I started thinking seriously about the exam. Not only was I confident that certification would benefit my business, I also wanted it for personal satisfaction. However, the exam is expensive, particularly when you include travel expenses to the sitting. I didn't want to waste my money if I wasn't truly ready. That meant just one thing: the practice test.

Getting the most out of the practice test

I followed ATA's recommendation to take the practice test under exam conditions, and it was a good choice. After all, the point of taking the practice exam was to figure out whether I was ready to take the real one. My score wouldn't have reflected my chances of passing if I hadn't followed the rules. I didn't worry too much about trying to make it exactly like the real exam, but I only used approved resources and set a strict timer. That seemed realistic enough to me.

Signing up for the big one

While I waited to get my practice exam back, I thought a lot about how the grade I received would affect whether I signed up for the real exam. Obviously, I would sign up if I got a perfect score. Equally, I wouldn't sign up if it was a catastrophic failure. The real question would be what to do if I just barely

passed or failed. Would it be worth the risk? As it turned out, I didn't need to worry about it. I passed with a good grade. I did make two minor errors, but I was also awarded bonus points for a particularly good solution to a translation problem. That being the case, I felt confident in signing up for the exam.

The next question was whether to take the exam by hand or type it. At the time I took

the exam, the computerized option was still fairly new, and the rules were a little confusing. I chose to hand-write the exam because I don't make letter transposition errors in handwriting, and I sometimes do while typing things. However, the rules now very clearly allow candidates to use their own glossaries as well as some

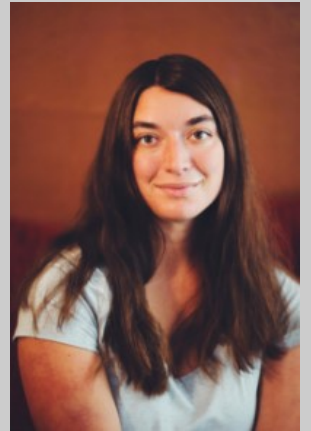
online dictionaries. Since looking things up this way is much faster, I don't think there's really much of a choice anymore. In my opinion, the computerized exam is clearly easier.

Preparing for the exam

Once I had my exam date, my hotel room, and my transportation organized, there was one thing left to do: finish preparing for the exam itself.

My secret weapon in preparing for the exam was creating my own practice tests. I found generalist texts in my source language, trimmed them to the right length while trying to look at them as little as possible, and then kept to a strict time limit.

"My secret weapon in preparing for the exam was creating my own practice tests. I found generalist texts in my source language, trimmed them to the right length while trying to look at them as little as possible, and then kept to a strict time limit."



Elani Wales is certified by the ATA in German to English translation and specializes in legal texts and business communication. She became interested in meditation through her fourteen years of training in Aikido. Elani writes about translation, meditation, and more at elaniwales.com/blog/.

“I’m happy to tell you that being certified really does bring me more work. I’ve noticed a substantial uptick in the number of (reputable) queries I get, and responses to my CV are better than ever.”

Most of my texts were from newspapers. I liked *Die Presse* and *Die Zeit*, but my only real requirement was that they couldn’t be too simple or too complex. Not only did this help me practice working with limited resources and a strict time limit, it also helped to build up the muscles in my writing hand. I also printed out the document of grading rules, read through it several times, and brought it to the exam. This resource ended up acting like a client style guide. I highly recommend bringing a copy with you.

The big day

I prepared for my exam with a mellow evening and as much sleep as possible. I didn’t try to do any last-minute studying, although I did page through the rules again. While I brought water and energy bars with me, I found that I didn’t have any time to eat. I was surprised by how much I needed to hurry! Doing my practice tests, even with a strict time limit, I generally got done with time to spare. In the certification exam, I needed every last second. Of course, the water got plenty of use.

When you take the exam, you sign an agreement not to say anything about what the texts were—so I won’t. What is public knowledge is that you are asked to choose two texts to translate out of three possible options. I was astonished to find that one of my options was a text about one of my favorite things!

I took it as a kind of omen. Even though, frankly, I thought the text I didn’t choose was easier, I chose the two I found the most interesting. Sometimes, you just have to listen to fate... or coincidence... or whatever you want to call it.

After the exam, I was so mentally drained that I was a little incoherent. Luckily, my only plan for the rest of the day was a quiet dinner with friends. I was too tired for anything else!

Waiting for results

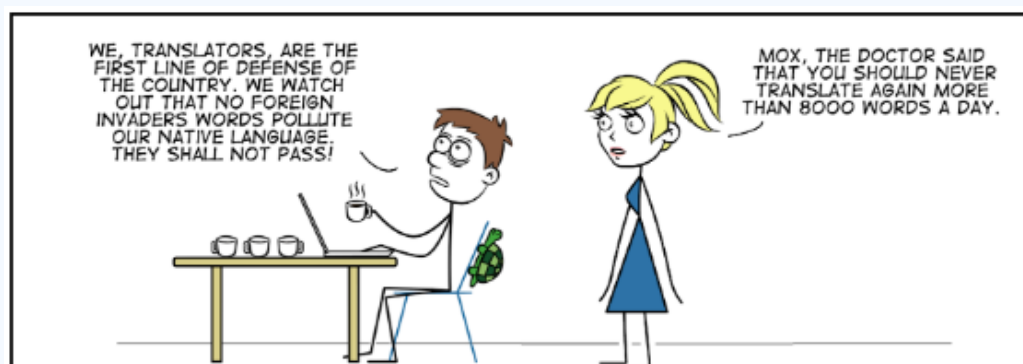
I tried not to think too much about what my results would be. After all, they would show up whenever they would show up, and nothing that I could do now would change them. I tried not to think about it... but I wouldn’t say that I succeeded.

At long last, I arrived home one day to find an envelope waiting for me. I ripped it open and found the news I had hoped for: I was now certified by the ATA in German to English translation.

The benefits of being certified

I’m happy to tell you that being certified really does bring me more work. I’ve noticed a substantial uptick in the number of (reputable) queries I get, and responses to my CV are better than ever. Getting certified wasn’t easy, but I’m glad that I took on the challenge.

What do I think about myself



Follow Mox’s freelance-translator life at [Mox’s Blog](#)

Translator in Profile: Geoffrey Chase

Where are you based and what brought you there?

My current home is Freiburg im Breisgau. My journey here is a familiar one to many translators: I first came to Freiburg for a year abroad in college, during which I met my future wife. We actually decided early on that we didn't want to stay long in Freiburg, and have indeed lived in several different countries over the years. But despite numerous attempts to break out, some connection—professional, social, or family—has always pulled us back to Freiburg. I suppose there are worse places in the world to be stuck, though.

What got you started in translation?

After three and a half years of dedicating myself entirely to my PhD in biology at the University of Freiburg, I realized the day I received my diploma that I had become burned out regarding research. Looking forward, the obvious pathway for somebody in my situation was a comfortable but mind-numbing office job pushing paper as middle management at a pharmaceutical company. It was my wife who then suggested scientific translation, reminding me that I had unwittingly gathered quite a bit of experience as the only native English speaker in a German laboratory. On a chance, I registered with a few of the major online translation job portals, and literally had my first big job overnight. It only took me about two days to realize that scientific translation was the most natural fit for both my skill set and my interests, and I haven't looked back in the seven years since.

"It only took me about two days to realize that scientific translation was the most natural fit for both my skill set and my interests, and I haven't looked back in the seven years since."

What languages do you work in and what are your areas of specialization?

I translate exclusively from German into English. In line with my educational background, the vast majority of my work is in the biomedical field, most of which comes from the pharmaceutical industry with a smattering of academic-oriented projects in

the mix. My projects run the typical biomedical gamut from scientific papers to clinical trial administration to technical documentation and beyond. However, in recent years I have increasingly focused on the intersection of evidence-based medicine and market access, which despite the dry-sounding name is actually an exciting niche: The German health care system has established a unique methodology for determining

the value of new drugs, one that is currently being studied closely by many in the US who hope to reform our archaic system of medical care.

What do you like most about being a translator?

As a technical translator with an insatiable curiosity, I enjoy the challenge of receiving highly technical projects in biomedical niches I know nearly nothing about. Although we tend to market ourselves as know-it-all experts, I firmly believe that the greatest strength of technical translators is not our extensive prior knowledge of our given field. Rather, it lies in our ability to use our familiarity within our subject to quickly and reliably become fluent in new sub-specialties—both in terms of terminology and key concepts.



“There's no better feeling for me than taking on a project on a disease I know nothing about, then delivering the job a month later knowing that I could attend a conference on the topic and converse intelligently with experts in the field.”

There's no better feeling for me than taking on a project on a disease I know nothing about, then delivering the job a month later knowing that I could attend a conference on the topic and converse intelligently with experts in the field.

What do you like the least?

There is an incredible amount of translation in the pharmaceutical field that is never read after delivery. This is primarily due to regulatory requirements for translation of certain documents, which is of course also a blessing, since it creates so much demand for credentialed translators. But for anyone who is engaged and passionate about their work, knowing that it is destined to wallow in an archived folder on a hard drive is nonetheless frustrating. And although complaining about a glut of straightforward translation projects at decent rates from reliable customers is the epitome of a first-world problem, it also goes beyond personal satisfaction. The lack of a genuine need for high quality on the clients' end creates a feedback loop that inevitably leads to sloppiness on the providers' end, even from language service providers with good credentials on paper and non-bottom feeder rates. That trend is not healthy for anyone in the industry, including ATA translators.

What are your goals for the near future?

At a time when translation is becoming ever more commodified, I am looking for ways of providing clients additional expertise on top of my linguistic services. My work in several fairly obscure niches of the German health care system has given me insights into its inner workings that few non-German speakers possess, even those who specialize in market access. I am currently pursuing different avenues of leveraging this experience, such as consulting work, in the hopes of offering my clients a more diversified package that still includes, but is not limited to, language services.

What are your hobbies or other interests?

I am most at home in the outdoors, whether hiking in the woods on the outskirts of Freiburg, climbing a technical route on Mt. Whitney, or exploring trailless corners of the Utah desert. Living so close to Switzerland, I have a long-standing goal of becoming at least somewhat versed in the dialects spoken in the Alpine regions of Switzerland. Alas, a solo ascent of the north face of the Matterhorn in winter currently seems more feasible than ever understanding the *Wallisertiitsch* spoken by the locals who live at its base.



Übersetzen und Dolmetschen 4.0 – 3. Internationale Fachkonferenz BDÜ

Vom **22.-24. November 2019** findet die internationale Konferenz des Bundesverbands der Dolmetscher und Übersetzer e.V. (BDÜ) in Bonn statt. Thema dieses Jahr ist „Dolmetschen und Übersetzen 4.0: Neue Wege im digitalen Zeitalter“.

Das vorläufige Programm sowie die Anmeldung ist unter

www.uebersetzen-in-die-zukunft.de/ zu finden.

Book Review: *Verbindungselemente* Fachwörterbuch Deutsch–Englisch–Spanisch

Tom Clark

Verbindungselemente—loosely “fasteners,” although “loosely” may be an unfortunate choice of words in this context—by Christina Schaffer is a German/English/Spanish glossary of screws, bolts, nuts, washers, pins, and all that other junk in the pickle jar in the basement. My collection consists mostly of leftovers from assembling gas grills and IKEA furniture with names like Ingvar, which I bring up only to make it clear that I am not an expert on nuts and bolts. Anything I say on the subject should therefore be taken as the assessment of a working translator, not a mechanical engineer.

When asked for advice about buying a particular dictionary, my answer is normally “buy it” or “don’t buy it.” By that standard, my advice to anyone in the market for a compact, useful, and practical German/English/Spanish dictionary of fasteners who asked me about *Verbindungselemente* would be: “Buy it.”

That’s the short version of this review, and I fully understand if you decide not to read any further. The market for a dictionary about nuts and bolts is a priori limited, and the number of people who need a glossary on the subject in these three languages probably wouldn’t fill a church bus. Go for a walk. Cut the grass. Practice the piano. Clean out a closet. Make a pie. I will not be offended.

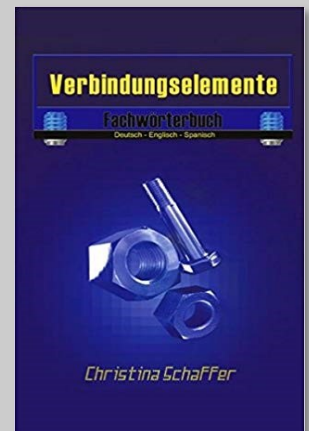
“*Verbindungselemente*—loosely ‘fasteners,’ although ‘loosely’ may be an unfortunate choice of words in this context—by Christina Schaffer is a German/English/Spanish glossary of screws, bolts, nuts, washers, pins, and all that other junk in the pickle jar in the basement.”

Verbindungselemente is a German/English/Spanish technical dictionary of fastening hardware organized in a straightforward, no-nonsense fashion in three sections, one for each language, with definitions in the other two. About half the definitions include a reference to a DIN standard,

which lends the terminology an air of authority. Alternate translations are limited to a reasonable number. Where appropriate, a distinction is made between British and US usage. Each section is arranged strictly alphabetically, which makes the dictionary easy to use. “Lock nut” is under “lock” instead of “nut,” followed by six hundred variations on the theme; “ring bolt” is under “ring” instead of “bolt,” etc. Would that

more dictionaries adopted the same system. (Yeah, I’m talkin’ about you, Romain’s *Dictionary of Legal and Commercial Terms*.) There are approximately 2,000 entries per language and an appendix with illustrations. No plot, no character development, no special effects, and no superheroes in spandex. I doubt the movie rights were worth much.

I have had occasion to use both the German and Spanish sections. I usually find what I’m looking for, and, although I normally cross-check its suggestions against other sources, both in print and online, and I don’t always use them, I have never had any serious objections to the translations it offers.



Book details

Author: Christina Schaffer
Verlag: TecTerm Verlag
 ISBN 3-8311-4390-0
 © 2002



Tom Clark has been translating from German and several other languages for more years than he cares to remember. He has worked in almost every job in the translation field, from typesetting experienced translators' handwritten drafts to teaching translation at a university and managing an agency, before happily returning to freelancing. In that time, he has also bought, regretted buying, used, not used, loved, hated, dropped, picked up, dusted, let gather dust, given away, and thrown away more dictionaries than he cares to remember. With Joseph Addison and Callimachus, he believes that a large book is a great evil (μέγα βιβλίον μέγα κακόν), which is why the subject of this review is a modest and compact volume he thinks might be worth your consideration.

I do wish there was some information about how or why Schaffer got to be an expert on the subject. Shortly after acquiring this book and discovering how useful it was, I sent her an e-mail to express my appreciation. I think it's only good manners to thank the people who do your homework for you. As I recall, her reply expressed mild surprise that anyone had actually bought the book.

Should you add it to your collection?

As with all dictionaries and almost everything they sell at Costco, the first question you have to ask yourself is whether you really need it. As at Costco, the answer is probably "no." Dictionaries with such an extraordinarily narrow focus, however valuable, were never intended for a general audience. The benefit to the individual translator is that it is frequently faster and easier to grab this little book than to scan through columns of tiny type in Ernst's *Wörterbuch der Industriellen Technik* or its Spanish counterparts.

You can also find many of these translations on the Internet on sites such as Linguee, ProZ and KudoZ, which are occasionally helpful but are frequently just a list of someone else's bad translations. Which is not to

say that the Internet is not a gold mine for translations. As in actual gold mines, however, the valuable nuggets you are looking for are sometimes buried under tons of worthless rock. The compiler of a reliable dictionary has taken the trouble to sift through the rubble for you. If you have questions about a term in *Verbindungselemente*, you can always consult the DIN references cited for additional information and verification. Those references are a sign of careful curation and increase confidence in the rest of the entries.

The difference between looking for a translation on a site that posts suggestions from anyone with an Internet connection and consulting an expertly curated dictionary like, say, Tom West's *Spanish-English Dictionary of Law and Business*, is the difference between figuring out what ails you from some random web page about ginkgo biloba and visiting the Mayo Clinic.

Amazon says that *Verbindungselemente* is out of print, but it seems to be readily available from other sources for around \$60.

Die Liste wo einiges los ist!

The GLD List is one of our member benefits an opportunity to collaborate with and learn from each other. Subscribers pose questions, assist others by responding to queries or simply follow the conversation.

As Listmaster Gerhard Preisser puts it: Wer helfen kann, hilft; wer eine Antwort weiß, hält damit nicht hinterm Berg. Kollegialität und Kooperation werden großgeschrieben. Die auf unserer Liste vertretenen Übersetzer und Dolmetscher konkurrieren nicht miteinander – sie inspirieren einander, und ich habe das außerordentliche Vergnügen, diesen regen, auf höchster Kompetenz und viel gutem Willen beruhenden Austausch moderieren zu dürfen.

Subscribing is as easy as 1, 2, 3:

1. Send an email to: gldlist-owner@yahoogroups.com
2. In the subject line, enter: **subscribe gldlist**
3. In the body of your e-mail, write your:
 - e-mail address
 - full name
 - ATA membership number

Calendar of Events 2019

The GLD calendar is now available on the GLD website, where you can also add it to your Google calendar, Outlook, iCalendar and other calendar apps.

Go to: www.ata-divisions.org/GLD/gld-calendar/

Date	Location	Organization/Event	More Information
Sep 21 – 22	Karlsruhe (Germany)	Kombiseminar zu Stilfragen: Translating in Style + Schönschreiberei für FinanzübersetzerInnen	seminare.bdue.de
Sep 24	Frankfurt a. M. (Germany)	Finanzmarkt Basics-Reihe: Aktien, Anleihen und Fonds – Basics	www.camels.at ATA GLD members receive a 10% discount
Sep 25	Frankfurt a. M. (Germany)	Finanzmarkt Basics-Reihe: Derivate und strukturierte Produkte – Basics	www.camels.at ATA GLD members receive a 10% discount
Sep 26	Frankfurt a. M. (Germany)	Finanzmarkt Basics-Reihe: Börsengang, Kapitalmaßnahmen und Emissionsgeschäft – Basics	www.camels.at ATA GLD members receive a 10% discount
Sep 27	Frankfurt a. M. (Germany)	Finanzmarkt Basics-Reihe: Finanzmarktanalysen verstehen – Basics	www.camels.at ATA GLD members receive a 10% discount
Sep 28 – 29	Seattle (USA)	NOTIS 2019 Annual Conference	www.notisnet.org/
Sep 30	Dublin (Ireland)	TAUS Global Content Summit Dublin	multilingual.com/
Oct 3 – 4	The Hague (The Netherlands)	Elia Networking Days – The Hague	elia-association.org/

Date	Location	Organization/Event	More Information
Oct 8	Vienna (Austria)	Solvency II & Geldwäsche	www.camels.at ATA GLD members receive a 10% discount
Oct 9	Vienna (Austria)	Finanzinstrumente & Hybridkapital	www.camels.at ATA GLD members receive a 10% discount
Oct 10	Vienna (Austria)	Aufsichtsrecht: international, EU, national	www.camels.at ATA GLD members receive a 10% discount
Oct 11	Vienna (Austria)	Risikomanagement: Risikoarten & Risikostrategien	www.camels.at ATA GLD members receive a 10% discount
Oct 17 – 18	Munich (Germany)	Localization unconference Munich	www.eventbrite.de/
Oct 18 – 19	Hameln (Germany)	Marketing-Workshop rund um das Thema Singularitätsprinzip	seminare.bdue.de/
Oct 23 – 24	London (UK)	ICIT London 2019	waset.org/
Oct 23 – 26	Palm Springs (USA)	ATA60 Conference	www.atanet.org/conf/2019/
Oct 25 – 26	Karlsruhe (Germany)	Sprechstunde Vertragsklauseln für Fortgeschrittene: Bring Your Own Clause	seminare.bdue.de/
Oct 25 – 26	Munich (Germany)	Arbeitsrechtliche Terminologie in englischen Übersetzungen: ein Minenfeld	seminare.bdue.de/
Nov 6 – 8	San José (USA)	LocWorld41 Silicon Valley	locworld.com/
Nov 8 – 9	Cologne (Germany)	Einführung in das Gesprächsdolmetschen für Übersetzer*innen	seminare.bdue.de/
Nov 7 – 10	Rochester New York (USA)	ALTA42: American Literary Translators Association	www.literarytranslators.org/
Nov 15 – 16	Cologne (Germany)	Kombiseminar: Gefahrenabwehr und Datenschutz + Datensicherung und Zuverlässigkeit der IT-Systeme	seminare.bdue.de/

Date	Location	Organization/Event	More Information
Nov 15 – 16	Hoesbach (Germany)	12. Schmerlenbacher Tage	seminare.bdue.de/
Nov 22 – 24	Bonn (Germany)	BDÜ Konferenz 2019: Übersetzen und Dolmetschen 4.0 – Neue Wege im digitalen Zeitalter	www.uebersetzen-in-die-zukunft.de/
Nov 28	Frankfurt a. M. (Germany)	Pitfalls IV: The Compendium The best from Pitfalls I-III plus new material	www.camels.at ATA GLD members receive a 10% discount
Nov 29	Frankfurt a. M. (Germany)	Translating in Style: English writing and editing skills	www.camels.at ATA GLD members receive a 10% discount
Feb 27 – 28	Milan (Italy)	Together Elia (European Language Industry Association)	elia-association.org/
Feb 29 – Mar 1	Leipzig (Germany)	Translation – Transkreation: Vom Über-Setzen zum Über-Texten	seminare.bdue.de/
Mar 15	San Diego (USA)	GALA 2020 Globalization and Localization Association (GALA)	www.gala-global.org/

Displaying the ATA logo is a benefit that some members overlook.

If you don't, you're missing out on an important way ATA can work for you. All ATA members may access and use the ATA logo. Learn more [here](#).



What's all the talk about?

“**ataTalk**” is a forum for discussing ATA policy, activities, and governance. It's a place where members can voice opinions and be heard by the association at large. Join in and find out what all the talk is about! (Please note that questions and problems that need to be addressed right away should continue to be directed to president@atanet.org.)

ATA Certification Exams

The ATA generally has 30–40 exam sittings each year. Please visit the ATA Certification Program page on the ATA website for the most up-to-date list:

www.atanet.org/certification/



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