

Summer 2012



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Newsletter of the German Language Division of
the American Translators Association



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Editorial

Dear Colleagues,

This year the highlight of the ATA calendar – the Annual Conference – literally crosses the country from the cradle of liberty to the birthplace of California for what could be possibly be one of the grooviest conferences ever – not to mention one of the best weather-wise. As I sit here waxing up my surfboard and dreamin’ of sittin’ on top of the world, the forecast in San Diego calls for a balmy 68°F (20°C) today. Guess what? That’s about the average temperature in late October, too!

Since packing for a trip to San Diego is about as easy as it gets (swimsuit...check, sun-block...check), you can put all your efforts into planning for a successful conference. This summer 2012 issue of *interaktiv* is packed full of information to help you do just that – and more!

Ruth A. Gentes Krawczyk offers her final “*Word from*” after four faithful years as the GLD Administrator. Don’t miss the important information she has about the GLD’s distinguished speakers, the upcoming divisional elections and the much-anticipated GLD networking event in San Diego.

After you’ve absorbed all the official stuff, translator and career coach Jeannette Bauroth will get you excited for San Diego by taking a look back at last year’s conference in Boston in “*Speed-Dating für Übersetzer*.” ATA newcomer Nicole Y. Adams, based in Australia, shares her insights in “*Networking to Boost Your Business*” – a great read with

some good advice for all of us freelancers. And San Francisco based translator and writer Heidi Holzer is our Translator in Profile, telling her story in “*One Translator’s Journey*.”

GLD-list master Gerhard Preisser has again prepared *two recent threads* from one of our greatest perks as GLD members – access to the GLD Yahoo Group and with it boundless knowledge, insights and support from our fellow members. If you haven’t signed up yet you are truly missing out on an infinite well of resources. Take a look and join us today!

This issue’s *dictionary review* features the 6th edition of *Zahn, Wörterbuch für das Bank- und Börsenwesen, Teil 1* by none other than the GLD’s Ted Wozniak, a man who has been “bridging the language GAAP” for years. Rounding off this issue is a calendar of events for the remainder of 2012.

So tune to your Beach Boys Greatest Hits playlist – or pop in the CD for those late adopters out there – sit back, relax and enjoy this issue of *interaktiv*.

Surf’s up, dude!

Mit besten Grüßen aus Bonn

Matt Baird

Please note:

The ATA has discontinued mailing hard copies of division newsletters. The Board has approved this change effective April 19, 2012. For more information, visit the *GLD website*.

A Word From the Administrator

Liebe Mitglieder,

dieser Sommer ist ein Rekordsommer! – at least in my neck of the woods, as I'm sure it is in many of yours. I hope that like me you have been able to weather the heat and storms.

Distinguished speaker

Thanks to a few GLD members with great connections, Eva and I have managed to land **two excellent distinguished speakers** for the

ATA Annual Conference in San Diego. **Sally Chope** from Siemens will speak on "green" sector logistics, particularly in wind energy in two sessions: *Wind Transportation & Logistics Terminology, Parts I + II*.

Our second speaker is **Edgar Schreiber**, a product

manager for genomic applications at Life Technologies in the San Francisco Bay area. His session is entitled *Meilensteine der DNA Sequenzierungs-Technologien und Genom-Analytik*.

Big thanks go out to Heidi Riviera and Renate Chestnut for making the connections for us. We are very pleased to deliver on the enthusiastic suggestions for a technical and medical topic at our annual meeting in Boston.

German sessions

I'm also pleased to report that the ATA has approved **7 German sessions** in San Diego. Slightly less than our banner year in Boston, but I think you'll find it is a nice range of topics. See the *ATA Annual Conference Primer* on page 6 for session abstracts.

Networking event

This year's **GLD networking event** will be a **wine reception** on Thursday evening

7:00-8:30 p.m. at a nearby restaurant only a 10-15 minute walk from the conference hotel. You'll find all the details about how to **sign up and pay for your ticket** on page 8. We're following the consensus at the annual meeting in Boston to continue the mingling event format. Please don't wait to sign up, as I will need a total number for the restaurant prior to the event. Please note that you won't find this event in the Preliminary Conference Schedule as it must be paid separately. I look forward to seeing many of you there!

"Eva and I have managed to land two excellent distinguished speakers for the ATA Annual Conference in San Diego."

Election time!

It's a GLD election year so we will be holding our biannual election at the annual meeting in San Diego. Please read the **candidate state-**

ments on page 4. The nomination committee, chosen at last year's meeting, consisted of Ted Wozniak, Susanne Van Eyl and Linda Marianiello. I would like to thank them for their fine work and I believe we have two excellent candidates to lead us in the coming two years.

This year marks the end of my second term as GLD Administrator. I would like to thank you all for the trust you have shown me these past four years. I have truly enjoyed working with the many members who are involved in leading the division and I am very confident that the GLD will continue to thrive under its new leadership.

Herzliche Grüße

Ruth Gentes Krawczyk

GLD Administrator



Ruth G. Krawczyk

2012 Election: Candidate Statements

The Nominating Committee of the German Language Division is pleased to announce that the following Division members have been nominated as candidates in the upcoming election of officers:

Administrator: Eva Stabenow

Assistant Administrator: Michael Engley

Candidate for Administrator: Ms. Eva Stabenow



Eva Stabenow

For the past four years, I have had the privilege of serving the GLD as Assistant Administrator alongside outgoing Administrator Ruth Gentes Krawczyk. This has given me the opportunity to learn the ropes of division administration and – as these roles always do – provided room for personal growth. I now feel it is time to put this experience to good use as GLD Administrator. Since its inception in 1997, our division has unfailingly brought excellent presenters to the Annual Conference, been highly active, exceptionally well organized, and – most importantly – welcoming to new members and beginning translators. This was to a large extent due to the excellent work done by prior administrators and gives us a wonderful basis to work from.

If elected, my main goals for the two years ahead will be:

- ◆ Exploring how to make the most of the new Leadership Council structure.
- ◆ Reaching out to translators and translator organizations in German-speaking countries with a view to establishing better relations and a livelier exchange on a formal and/or informal level.
- ◆ Actively listening for input from members about possible events, topics of interest and new developments.

- ◆ Building on what has been accomplished this past term to enhance existing and potentially add new channels of communication.

A bit of background about me for those of you I have yet to meet: Born and raised in Baden-Württemberg, Germany, with a five-year stint in the beautiful state of Maryland as a child, I went on to study conference interpreting at the University of Mainz/Germersheim with the overarching goal of working on my own time. After graduating in 1995, I was lucky to be able to dive straight into a life of freelance translating and interpreting. In 2003, I relocated to Nashville, Tennessee, and received my ATA certification (English to German) the following year. I have since felt compelled to give back to the translation community by becoming increasingly active within the ATA, serving as GLD Assistant Administrator from 2008 to 2012 as well as working on the grading team. Just this year, I have incorporated my business and hope to put all this experience to good use in representing all GLD members equally and fairly.

Candidate for Assistant Administrator: Mr. Michael Engley

michael@mengley.com

I was born at a US Army hospital in Berlin, Germany. This apparently chance occurrence perhaps sealed my fate as an adult. I returned to Germany 24 years later, taking advantage of an opportunity provided under a study abroad program at the University of Michigan. Having decided to remain in Germany long before the academic year was up, I took leave of the other students in the program and continued my studies officially enrolled at the Universität Freiburg im Breisgau. But I learned far more than economic theory during my 10 years in that Black Forest university town. My studies drifted seeming aimlessly across the humanities in the early years, but even in my final semesters of Economics I never lost sight of the fact that my core education was always about German history, society, politics and culture – an invaluable experience for a young and impressionable mind.

My first job as a translator was an opportunity given to me by a fellow student who had graduated and no longer had time to trans-

late for a local research institute. Eventually, I was also translating for first one and then another of my professors. But I did not begin translating in earnest until I returned to the United States to study accounting at the University of Louisville – although at the time I only regarded translation as a way to support myself financially during my studies. Despite this short-term perspective, my list of clients grew along with my level of job satisfaction after I joined the ATA and became increasingly active on the German Language Division's e-mail list. My level of commitment to the profession grew as well and I became a regular attendee at the Annual ATA Conference.

I have profited so much from this involvement that I am happy to give back to the community of translators. Accordingly, I currently serve as the Dictionary Review Coordinator for the division newsletter *interaktiv* as well as on the GLD Leadership Council. If elected as Assistant Administrator, I pledge to do everything I can to facilitate the smooth running of the German Language Division.



Michael Engley

Have you checked out the GLD website and blog?

The GLD entered the world of social media some time ago – now it's time for our members to join in! Future news and articles will be posted on the blog throughout the year. That way you receive timely division news. Click below to go to the website or [subscribe to the RSS feed today!](#)



53rd Annual Conference

Hilton San Diego Bayfront • October 24–27, 2012
San Diego, California



Get
Ready
To Go!

ATA Annual Conference Primer – GLD Sessions at the 2012 ATA 53rd Annual Conference in San Diego, CA

Thursday

11:00-12:00 G-1: **German Language Division Annual Meeting** chaired by Ruth Gentes Krawczyk

Abstract: The German Language Division Annual Meeting offers division members a chance to meet and network with other German translators and interpreters. Participants will review the division's activities during the past year and plan for 2013. Election results for division administrator and assistant division administrator will also be announced. All division members are encouraged to attend and nonmembers are invited to come learn more about the division.

2:00-3:15 G-2: **Milestones in DNA Sequencing Technologies and Genome Analysis** presented by Edgar Schreiber (advanced level/in German)

Abstract: In den letzten 25 Jahren haben dramatische Entwicklungen auf dem Gebiet der Entdeckung, Erkundung und Anwendung von Genen und Genomen stattgefunden. Kalifornische Universitäten und Firmen sind führend und massgeblich an diesen revolutionären Meilensteinen beteiligt. Dieser Vortrag wird einen Überblick über die Geschichte der DNA-Sequenzierung und eine Einführung in die dazu verwendeten Methoden und Instrumente geben. Des Weiteren wird die Bedeutung dieser Technologien für die gegenwärtige und zukünftige Praxis der Medizin und anderer Anwendungen diskutiert.

3:45-5:00 G-3: **Common German Terms That Make Native English Speakers Want to Bang Their Heads Against the Wall**, presented by Klaus Alt, Ruth Boggs, Robin Bonthron, Michael Engley, Ted R. Wozniak (all levels/in English)

Abstract: In this workshop-style session, a panel of experts will discuss some of their favorite "thorny enemies," that is, German terms that are difficult to pin down and frequently mis-translated. Participants will be invited to contribute their own "thorny enemies," and everybody will work together to try and find the best translations for these.

Get Ready
To Learn!

Friday

10:00-11:00 G-4: **Developments in German Accounting Standards 2012: Principles, Terminology, and Translation**, chaired by Robin Bonthron (intermediate level/in English)

Abstract: German Accounting Standard (GAS) No. 19 was published in 2011 and governs consolidated financial statements and the basis of consolidation. The new "super GAS," expected to be published in 2012, is an update to existing standards that will cover all aspects of management reporting, including revised rules for banks, financial services institutions, and insurers. Together, these two standards are key accounting pronouncements that contain a wealth of authoritative terminology for translators facing the task of translating German financial reports. This session will outline the principles underlying these standards and address in detail the bilingual (German/English) terminology they contain.

11:30-12:30 G-5: **Austriacisms for Beginners**, presented by Dagmar Jenner, Judy A. Jenner (intermediate level/in German)

Abstract: Have you ever wondered what Jänner means? What is the difference between an Angebot and an Anbot? And what on earth does das geht sich nicht aus mean? What about heuer und neulich? Even if your active or passive German is very good, you may never have heard of words such as Aviso, abgängig, Kolporteur, Organmandat, or Mezzanin. The speakers will discuss the idiosyncrasies of the German spoken and written in Austria. The speakers will review specific terms and answer attendees' questions.

"It's time to get out!! Don't miss the chance to get out of your home office and mingle with thousands of translators at the 53rd Annual Conference of the American Translators Association."

Saturday

8:30-9:30 G-6: **Wind Transportation and Logistics Terminology, Part I**, presented by Sally Chope (all levels/in English)

10:00-11:00 G-7: **Wind Transportation and Logistics Terminology, Part II**, presented by Sally Chope (all levels/in English)

Abstract: This session will offer everything you ever wanted to know about common terminology used in wind transportation and logistics. Using visual aids to assist in the audience's understanding, the speaker will discuss all of the common modes of truck, vessel, air, and rail transport terms. A reference handout will be provided.

For session abstracts, speaker bios, and complete schedule, visit www.atanet.org/conf



**Get Ready
To Network!**

The German Language Division
of the American Translators Association
cordially invites you to join us for a social networking event

at

the Beach Loft at Buster's Beach House Seaport Village San Diego



Beach Loft, Seaport Village, 807 West Harbor Drive (directions below), San Diego, CA 92101

Thursday, October 25, 2012
for a wine reception from 7:00 PM - 8:30 PM

Tickets are \$37.00 per person. The room holds up to 125 people, so we're hoping that will be more than enough space for everyone! Payment must be made in advance **by October 15**. (see details below). The price includes a modest appetizer buffet, one glass of house wine, tax and gratuity. A private cash bar will also be available.

To Register:

1. **To pay by PayPal (bank transfer or debit/credit card):** Go to <https://www.paypal.com/webapps/mpp/send-money-online> to use PayPal's new friend/family transfer method. In the box on the left-hand side of the screen enter your email address in the "From" field, Ruth's address (ruth@krawczyktranslations.com) in the "To" field, United States as the country, \$37.00 in the "Amount" field and finally USD as the currency. Then click "Continue." You will be asked to review your payment before sending. At the bottom of this page you have the opportunity to send Ruth an email. Please add your name and the names of anyone you are paying for in this field so Ruth knows who the money is from and for how many people. Once your money arrives in her account, she will send you a confirmation.
2. **If you are located in Europe, it will be possible to wire transfer the money to Ruth's Girokonto.** Please contact Ruth at the address below to get that information. The euro price is currently € 33,00 but subject to change based on the exchange rate.

As space is limited to 125, reservations will be taken on a first-come, first-served basis **until October 15. All reservations are final and cannot be canceled once paid for.** Should space still be available after October 15, we will continue to accept reservations. For any questions, please contact Ruth Krawczyk at ruth@krawczyktranslations.com or Eva Stabenow at evastabenow@comcast.net.

Directions: Walk outside the conference hotel to the boardwalk along the water, Marina Parkway. Follow the Parkway around to Buster's Beach House near Seaport Village, about .7 mile or 10-15 minutes walk.

Speed-Dating für Übersetzer

Ein Rückblick auf die 52. Jahreskonferenz der ATA vom 26. bis 29.10.2011 in Boston

Jeannette Bauroth

Vier lange Tischreihen füllen den Saal. An jeder davon sitzen sich etwa 100 Übersetzer und Dolmetscher gegenüber, ich mittendrin. Gerade, als ich ernsthaft erwäge, doch noch zu flüchten, ertönt der Pfiff. Zu spät.

Zwei Minuten lang habe ich jetzt Zeit, mich mit meinem Gegenüber zu unterhalten. Danach wird weitergerutscht, insgesamt zwanzig Mal. Speed-Networking nennt sich diese Veranstaltung, eines der vielen Networking-Angebote der Konferenz. Vierzig Minuten später bin ich heiser vom vielen lauten Reden, habe etwa eine Stunde Verspätung zum Abendessen und gefühlte siebzehn Spanischübersetzer kennengelernt. Nichts gegen die Kollegen mit der Arbeitssprache Spanisch, aber die Wahrscheinlichkeit, dass es mit ihnen zu einer Zusammenarbeit kommt, ist aufgrund unserer unterschiedlichen Arbeitssprachen doch sehr gering. Aber Spaß hat es trotzdem gemacht.

Mit vier Vorsätzen im Gepäck war ich ein paar Tage zuvor mit meiner Kollegin Alice Frontzek in Boston angereist. Ich wollte mir einen Überblick über die American Translators Association (ATA) verschaffen, deren Mitglied ich seit einem knappen Jahr bin. Ich wollte außerdem einmal wieder etwas Zeit mit der Sprache und Kultur verbringen, die Bestandteil meiner täglichen Arbeit ist. Ich wollte mich im Rahmen des umfassenden Konferenzangebots weiterbilden und Kontakt mit einem möglichen Koopera-

tionspartner in einem bestimmten Fachgebiet knüpfen. Da ich leider 2009 nicht an der BDÜ-Konferenz teilnehmen konnte, hatte ich bis dato praktisch noch keine Konferenz-erfahrung. Glücklicherweise prangte unter meinem Namensschild jedoch das pinke Band, das mich als „Frischling“ auswies – die perfekte Entschuldigung, viele Fragen zu stellen. Und davon habe ich reichlich Gebrauch gemacht.

Schon am ersten Tag wurde mir klar: Diese Reise hat sich gelohnt. Das Veranstaltungsangebot für

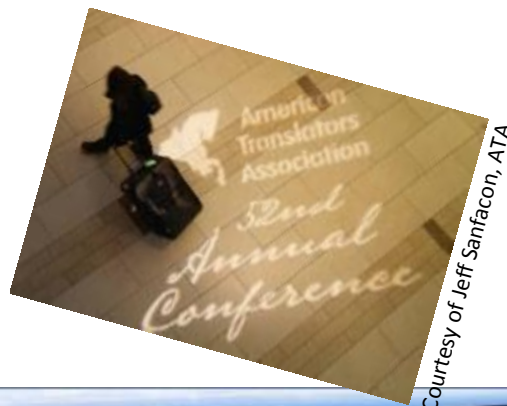
die 1750 Teilnehmer war unglaublich umfangreich; manchmal fiel es mir schwer, mich zwischen verschiedenen Vorträgen, Seminaren und Workshops zu entscheiden, die zur selben Zeit stattfanden. Mein Plan platzte aus allen Nähten, von Veranstaltungen zum Thema Unternehmensführung über Online Reputation Management bis hin zu fachlicher Weiterbildung in meinem Spezialgebiet. Auch nach „Dienstschluss“ ging es munter weiter. So war die German Language Division, in der ich eins von 1483 Mitgliedern bin, zu Gast beim Bostoner Goethe-Institut.

„Ich wollte außerdem einmal wieder etwas Zeit mit der Sprache und Kultur verbringen, die Bestandteil meiner täglichen Arbeit ist.“



Jeannette Bauroth

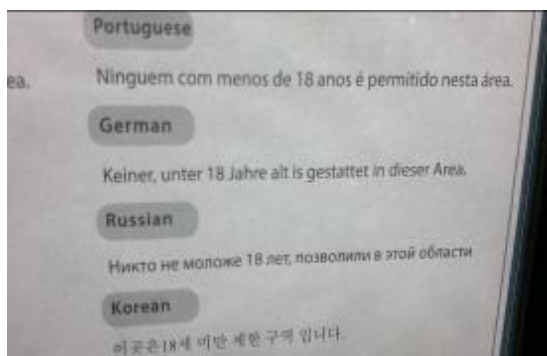
Nach mehreren Berufsjahren als Physiotherapeutin legte Jeannette Bauroth 2004 die staatliche Übersetzerprüfung für Englisch ab. Aufgrund ihrer früheren Tätigkeit lag die Spezialisierung auf Medizin und Pharmazie nahe; ein weiterer Arbeitsschwerpunkt ist die Erstellung englischsprachiger Bewerbungsunterlagen. Sie gehört den Berufsverbänden BDÜ und ATA an und ist das einzige deutsche Mitglied der Professional Association of Résumé Writers & Career Coaches.



Courtesy of Jeff Sanfacon, ATA

Bei Wein und Häppchen bot sich dort die ideale Gelegenheit, deutschsprachige Kollegen kennenzulernen und interessante Gespräche zu führen. Übrigens war ich natürlich nicht die einzige Deutsche, die an der Konferenz teilnahm – manchmal muss man offensichtlich erst viele tausend Kilometer fliegen, um Kollegen zu treffen, die hier nur ein paar Stunden entfernt wohnen.

Vielleicht waren es ja die rosigen Aussichten für unseren Berufsstand auf dem Arbeitsmarkt, die für die gute Stimmung auf der Konferenz verantwortlich waren. Laut neuester Studien beträgt der Zuwachs des Geschäftsvolumens 15 %, auch in Krisenzeiten. Und wie zur Bestätigung dieser Aussage stieß ich bei meinem Abflug auf dem Bostoner Flughafen im Duty-Free-Shop auf folgendes Schild:



Ja, da besteht definitiv eine Nachfrage nach unserer Arbeit.

Generell fand ich es auch sehr beeindruckend, dass alle Kolleginnen und Kollegen, mit denen ich gesprochen habe, einen zufriedenen Eindruck machten. Viele schienen mit sich und ihren Arbeitsbedingungen absolut im Reinen zu sein, was ich sehr erfrischend fand.

Übrigens habe ich auch noch meinen letzten Konferenzvorschlag umsetzen können. Da dies

„Laut neuester Studien beträgt der Zuwachs des Geschäftsvolumens 15 %, auch in Krisenzeiten.“

mitgereister Ehemann pflichtschuldigst seine Besichtigungstour der örtlichen Bierbrauerei. Als er von seinem Sitznachbarn dort auf Deutsch angesprochen wurde, stellte sich heraus, dass auch dieser ein Konferenz-Strohwitwer war. Die Männer waren sich sympathisch, arrangierten ein Treffen, wir verbrachten einen lustigen Abend zu viert und voilà: Da war er, mein gesuchter Kontakt. Networking funktioniert eben manchmal auch so.

Mein persönliches Fazit:

1. Wenn es aufgrund der eigenen Sprachkombinationen überschaubar bleibt, lohnt sich eine parallele Mitgliedschaft im ausländischen Berufsverband auf jeden Fall. Der Blick über den Tellerrand hinaus ist immer eine Bereicherung.
2. Weder Social Media noch ausgeklügelte Online-Netzwerke können den persönlichen Kontakt zu unseren Kollegen ersetzen. Aber in Kombination funktioniert dies hervorragend.
3. Mein Ehemann sollte ab jetzt immer ein paar meiner Visitenkarten bei sich tragen. Man weiß nie, auf wen man trifft.

Was kann ich sagen? Das Konferenzfieber hat mich gepackt. In San Diego werde ich im nächsten Jahr auf alle Fälle wieder dabei sein. Aber vorher freue ich mich jetzt erst mal auf die BDÜ-Konferenz im September 2012 in Berlin. Sehen wir uns da?



One Translator's Journey

Heidi Holzer

It may not be the most auspicious way to start a translation career, but mine began with two serious misconceptions: I thought I was going to make a living as a literary translator. And I believed that interpreting was a glamorous job.

The second of these misconceptions faded as soon as I learned how frustrating interpreting can be for a pedant like me. There is nothing more satisfying than finding the perfect word, one that truly expresses the nuances of meaning in the source text. Unfortunately, speakers and their audiences underappreciate long silences as the interpreter searches for the spot-on linguistic equivalent.

I dealt with the first erroneous belief by translating part of a novel for my Masters Thesis in the Translation and Interpretation program of the Monterey Institute of International Studies. The book was *Schatten Gottes auf Erden* (*God's Shadow on Earth*) by the East German novelist, Elisabeth Hering. I thought that would be my only opportunity to do a literary translation. Not quite, as it turned out.

Translation wasn't my first choice of career. As a child, I was going to grow up to write novels like C.S. Lewis and his *Narnia* books or Kenneth Grahame, who wrote *The Wind in the Willows*. But later, practicality set in and I realized I'd need a way to pay the bills. Learning new languages had always fascinated me, and it was a good excuse to travel to new countries and learn new ways of living and thinking. A quick tour of the world's museums and cultural sights was

never enough for me; I like to unpack my bags and stay for a while.

My first translation job took me to Stuttgart, Germany, where I arrived with degree in hand and confidence that I could handle any translation problem that crossed my path. After all, I'd just spent two years in intensive study in Monterey with hands-on practice, translating everything from abstract political texts to medical reports.

In Stuttgart, the first assignment to cross my desk was a data sheet for an industrial controller, and it might as well have been written in Korean for all the sense I could make of it. I rolled up my sleeves and did my best then handed the translation over to a colleague for editing.

The piece came back drenched in red ink.

"Excellent job," my colleague said and sounded like she meant it. I must have gotten the articles and prepositions right, because everything else was apparently wrong.

That was my introduction to technical translation and now, twenty years later, it is the type of work I do most of the time. I often hear it said that a technical translator should begin with a solid background in science or technology. That is certainly good advice, and such a foundation would have made my journey smoother. I started with an education in humanities—history, languages, and literature. Honing my research skills helped fill in the gaps.

"There is nothing more satisfying than finding the perfect word, one that truly expresses the nuances of meaning in the source text."



Heidi Holzer

Born in Boston to German and Swiss parents, Heidi Holzer lives with her Iranian-born husband near San Francisco, where she works as a technical and literary translator, specializing in patents, electronics, IT, and crime fiction. She enjoys exploring the world, preferring to venture off the beaten track, and has lived in Germany (East and West), Austria, Switzerland, Mexico, and Iran. Her musings on culture, travel, and storytelling, written under the pen name, Heidi Noroozy, can be found at noveladventurers.blogspot.com. Heidi can be contacted at heidi@holzertranslations.com.

“After initial fears that I couldn't make the transition, I practically felt my mind switching gears, retooling itself for an entirely different way of looking at the text.”

One of the biggest challenges for new translators is identifying precisely what they don't know. It's easy to insert a mistake in a translation without realizing it. I was lucky to start out in a company where I had a built-in set of mentors: seasoned colleagues who checked my translations, walked me through the mistakes, and taught me how to improve my work.

Many people starting out in the profession don't have that luxury and must soldier on by themselves. Fortunately with the world so connected today, there are lots of opportunities to network—joining the American Translators Association (ATA) and attending its annual conference, seeking out local translators groups, getting involved in social networking and listservs that discuss all aspects of the job, from business practices to terminology research. Experienced translators who are willing to help a colleague gain a firm foothold can be found almost everywhere.

Curiosity is an essential quality for any translator, but especially for a technical translator without an engineering background. Research is my friend, and if it weren't for those looming deadlines, I could get happily lost in tracking down an elusive concept or term for half a day. Learning new things is certainly one of the great perks of a translator's job.

A good translator must also have strong writing skills and knowledge of the conventions, grammar, and style of the target

language. For someone like me, who translates a variety of text types—from patents and websites to literary works—this means frequently switching mind-sets. Recently, after finishing a string of automotive patents, I tackled a short story by the German crime writer, Nina George. Patents require a strictly literal approach, and style comes into play only in the interest of readability. But Ms. George's story was written in a strong voice, which also set the tone for the piece, and failing to convey that distinctive style would have ruined the story in English. After initial fears that I couldn't make the transition, I practically felt my mind switching gears, retooling itself for an entirely different way of looking at the text.

The translation field has changed a great deal in the twenty years since I began my career. Professionalism is more widely recognized and appreciated, and the Internet has made the global translation community more connected. It is an exciting time to become a translator.

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Networking to boost your business

Nicole Y. Adams

You've heard of networking but aren't interested, because you think you can do it all by yourself? That's a shame – it means you are missing out on one of the major keys to success for self-employed small business owners.

Especially for freelancers, networking is a very efficient self-marketing and client acquisition tool with a pleasant side effect: a social network. It's all about giving and taking. You make contact with other people, build relationships, establish trust, exchange information or even work on projects together or recommend one another to clients. After a while, this may even lead to personal friendships.

The most important rule is that you have to give and take in equal measures. Those who always just ask others for help without returning the favour will quickly find themselves alone again. The same rings true for your professional skills: if you rely on getting orders based on your likeable personality and large circle of acquaintances alone without delivering the top results you promise, your networking strategy is destined to fail.

By the same token, qualifications and skills alone are not enough either. It's fantastic that you have a top university degree and deliver excellent translations. But what good does that do if nobody knows that you exist and clients can't find you? This is where a network comes in handy: its purpose is to get you in touch with potential clients, on the one hand, and to expand your own prod-

uct and service portfolio on the other. You will meet colleagues with different skill sets and specialisations. That means once you have established solid relationships, you may be able to accept orders in areas you don't specialise in and subcontract them to someone you trust.

Being part of a network also means that if your acquaintances need a translation, they will first of all think of you rather than approaching a service provider they do not know. Perhaps they are even asked for a recommendation by one of their network partners and will pass your details on to potential new clients.

It is also advisable to network with professionals in other industries. This will expand your horizon and show you that other occupations also face the same issues that come with self-employment – and of course it may also lead you to potential clients who may require your service, for example, to have their website translated or their company presentation edited. Of course, you may even be able to benefit from an exchange of services: a web developer you meet may want to have his website translated and will redesign your own website in return.

The good news is that networking is usually free and can be initiated anywhere and at any time. When you go to your next barbecue, make sure you take along some business cards, strike up a conversation at your next workshop, attend a conference, etc. You just need to be open and enjoy interacting

“Especially for freelancers, networking is a very efficient self-marketing and client acquisition tool with a pleasant side effect: a social network.”



Nicole Y. Adams is a certified German/English marketing, PR and communications translator, editor and translation business mentor. Born and raised in Germany, she has lived and studied in Pennsylvania and spent almost a decade in London, UK, before settling in Australia in 2010. Based in Adelaide, she is also an active member of AUSIT where she serves on two committees. Nicole has been a freelance translator since 2003 and holds an M.A. in Linguistics from the University of Reading, UK.

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with others. How you approach the development of your network is mainly down to your own interests. You could perhaps join a professional association (e.g. ATA, IAPTI, etc.) or join open networks with access for all professions. Or you may be interested in women's networks or regional networks. And don't forget the wealth of professional networks on the Internet such as LinkedIn and Proz.com. Whichever option you choose, you should ensure that you participate regularly and contribute something to

the network. You cannot establish any solid relationships if you only pop in here and there every once in a while. Take part in online forum discussions, attend a workshop, go to regular coffee mornings to get chatting to colleagues, pass on your experience if someone needs help.

Give it a try. You won't have to invest anything other than your time – and you'll be surprised how much you'll get back.

Metamorphosis of a too-busy translator



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Sample threads from the GLD list

What many insiders know as the "GLD list" is something they also appreciate as one of the unique benefits of GLD membership. GLD members use it to collaborate and learn from each other. Everything from terminology to technology to translation tidbits is fair game – a must-have resource and often the last resort for us isolated, home-based translators. Gerhard Preisser, our long-time GLD list moderator, provides *interaktiv* readers with a sneak peek at some of the discussion threads you may be missing. After you read this, we know you'll want to subscribe so you'll find just how to go about that at the end of this section. If you have any questions about the list, contact Gerhard at xlator@comcast.net.

Info

Settings

Group Information
Members: 400
Category: German
Founded: May 16, 1999
Language: German

Message History

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2012	447	492	558	579	508	547	501					
2011	798	631	625	508	597	445	619	645	554	339	538	352
2010	1055	629	628	534	436	535	534	687	475	526	618	531
2009	835	904	896	496	657	729	521	542	626	710	820	914
2008	633	701	799	532	577	683	603	686	825	726	587	639
2007	619	576	747	496	638	433	635	618	664	730	675	762
2006	758	625	733	615	730	741	605	738	704	664	574	427
2005	546	643	758	429	402	475	581	413	370	526	666	498
2004	683	570	698	409	437	444	340	532	450	393	376	482
2003	432	630	585	553	460	362	352	735	620	685	478	428
2002	299	309	482	432	470	198	260	599	469	468	253	372
2001	156	386	228	108	282	154	103	154	241	187	286	244
2000	72	66	193	236	213	174	236	184	78	182	257	190
1999					11	7	21	13	19	39	75	42

Thread 1:

Terminology Request: *ein Puff in der Organisation* (June 2012)

Member A:

Hello Listmates,

I'm translating an interview where the questioner and the respondent both use a certain amount of idioms. This is a Swiss text to boot! Well, this time I've come across a word that even after looking it up makes little sense to me. Can anyone help me out?

Von mehreren Quellen wird kolportiert, die XXX habe -- ich zitiere -- "ein Puff in der IT-Organisation" .

What is the bit in quotes supposed to mean? They go on to say "Sehr viele Reorganisationen, sehr viele verschiedene Zulieferer. Haben Sie ein Puff?"

The person being asked laughs in response, but then answers, no. But he can understand that it might appear that way to certain people.

Can anyone help me out?

Member B:

Interesting ... in German usage, the noun "Puff" means bordello ... at least that's one of the meanings. And then we have the verb "verpuffen", which means "to fall flat" ... take your pick! Not sure how the Swiss use it ... but I would think it is closer to the latter :-)

Member C:

Hallo [A],

Das italienische Wort "casino" bedeutet "Bordell", auf Deutsch Puff, und "Durcheinander".

Schweizer sprechen Deutsch, Französisch und Italienisch.

A mess in the IT organization would make sense in your context.

Es könnte aber auch sein, dass ich auf dem Holzweg bin.

Member D:

Hi [A],

I think I recall a Swiss person using Bordell in the sense of Chaos, Durcheinander (she was showing me their junk room). I think "bordel" is used in that context in French, and maybe it made it into Swiss German.

This was a long time ago, so I may be wrong. But since Puff is another word for Bordell, Chaos/disorganized would be a good match for the context.

Member E:

Hi [A],

"Puff" is a brothel. It's sometimes used to simply denote a mess (for instance, in Austrian parlance, "Die haben einen Puff beieinander").

Member F:

In Swiss usage, it means "complete and utter chaos".

Member A:

Thank you, [B, C, and D]!

The idea of a disorganized mess certainly works in this context, and it is amazing to see the derivation! Thanks again for helping me see the correlation!

Member G:

Hi [A],

I am not sure as there is not too much context but I would say it is rather used as the word "Puff" as "Bordell". But when used it is not used literally [...]. It is used to give the picture that there is a constant coming and going, everything is very unorganized, chaotic and unprofessional.

But grammatically correct it would be "einen Puff" [...]. I don't know if it is the Swiss way of saying it or just the transcription of the interview... or because my interpretation is incorrect.

Member D:

Ja, [G], das ist mir auch aufgestoßen. Ich kenne es als "der Puff". Habe daher im Duden nachgeschaut. Puff hat mehrere Bedeutungen. Eine hatte ich ganz vergessen: Wäschepuff (hamper). Dann ist es auch ein Brettspiel und ein Stoß. Aber ich denke, im vorliegenden Kontext ist die Bedeutung klar.

Thread 2:

Terminology Request: *Executive Dining* (May 2012)

Member A:

Dies ist eine Überschrift über einem Absatz auf einer Speisekarte (Airline). Der Absatz besagt, dass die Fluggäste der ersten Klasse ihre Hauptmahlzeit auf Anfrage jederzeit serviert bekommen können (anstatt zu einer festgelegten Zeit). Bislang konnten das auch die Leute in der Business Class tun, aber dieses Privileg wird für die jetzt aufgehoben. Und bisher war auch keine Überschrift über diesem Absatz.

Das Einzige, was mir bisher einfällt ist

Für unsere Premium-Gäste (oder Gäste der First Class)

Habe auch schon intensiv nach Executive Dining gegoogelt, und das ist vielleicht eine Möglichkeit. Hab's beispielsweise hier gefunden:

http://www.lamm-heidelberg.de/de/culinarium_executive_dining.html

Allerdings beziehen sich die allermeisten Treffer auf "Executive Dining Room".

Hat jemand eine zündende Idee? Danke.

Member B:

Hi [A],

FWIW, I think that not all first-class passengers are necessarily corporate types. And to me, at least, Executive Dining is more something that happens at corporate headquarters.

However, I am not an expert on this. It's just that my gut response was that this would exclude other wealthy, exclusive folks who also purchase first-class tickets.

Member C:

Vielleicht Denkanstöße Kulinarik auf Wunsch - könnte vielleicht zweideutig sein. Kulinarik zur gewünschten Zeit?

Member A:

Habe gerade gefunden, dass Lufthansa seinen First-Class-Gästen

Individuelle Essenszeiten anbietet. Aber so richtig zündend finde ich das auch nicht.

Vielleicht *Essen, wann Sie wollen* (???)

Essen auf Wunsch (???)

Es soll übersetzt werden. Seufz.

Member D:

Vielleicht *Mahlzeiten nach Belieben*?

Member E:

Hallo [A],

I think it is OK to go with the Lufthansa term. Executive Dining sounds like the same concept as Executive Restrooms ... the prestige thing. I would expect that German passengers will be delighted to get a term that actually says what it is, rather than an obscure status symbol.

Member A:

Danke an alle, die sich hierzu zu Wort gemeldet haben.

[E], ich habe es jetzt nochmals bei Lufthansa nachgeschaut. Der eigentlich Slogan dort ist "Dreamer's Delight Menu" (wenn ich mich jetzt recht entsinne), und das kann ich natürlich nicht nehmen (ich finde es auch nicht einmal schön). Die individuellen Essenszeiten erscheinen in einer Erklärung.

Vielleicht nehme ich das im Endeffekt tatsächlich, auch wenn es mich nicht gerade umhaut (und falls nicht doch noch von irgendwoher eine zündende Erleuchtung kommt). Du hast Recht, dass ein Ausdruck, der wirklich etwas aussagt, wahrscheinlich für die deutschen Fluggäste am besten ist. Aber mit Prestige hat es irgendwo doch auch zu tun, nur dass das eben ein nachgeordneter Aspekt ist.

Why should I sign up for the GLD email list?

Once you've subscribed, you can pose questions to the list, assist others by responding to queries or simply follow the conversation. If you haven't subscribed yet you're missing an opportunity to tap into the wealth of knowledge GLD members are eager to impart. Come be a part of one of the most rewarding benefits of GLD membership.

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 email, write your:
 - email address
 - full name
 - ATA membership number



„Zahn, Wörterbuch für das Bank- und Börsenwesen, Teil 1 / Dictionary of Banking and Stock Trading, Part 1, German – English“

6. Auflage, 713 Pages
Fritz Knapp Verlag,
ISBN 978-3-8314-2040-7,
€ 44,00

Dictionary Review

Zahn,

Wörterbuch für das Bank- und Börsenwesen, Teil 1 / Dictionary of Banking and Stock Trading, Part 1

According to the Preface, changes in the 6th edition were brought about due to recent major changes in corporate and retail banking practices and the numerous new regulations for the financial services industry. The author gave special emphasis to "Retail, Corporate and Investment Banking, Lending Operations, Securities and Derivatives Trading, Settlement and Funds Transfer Systems." Terminology related to German and EU regulations on banking and financial services, Basel III capital and liquidity standards, and accounting and financial reporting terms under International Financial Reporting Standards and the German Bilanzrechtsmodernisierungsgesetz were also emphasized, resulting in the replacement of "nearly half of the vocabulary" in previous editions.

At 713 pages, this edition is almost 12% longer than the 639-page 5th edition. The format, font and layout of the last edition have been retained. The actual number of entries is not given. The English uses British spelling and usage (share versus stock, amortise) but we should all be used to that.

One reason for the increase in length is the helpful addition of a large number of sample German phrases within entries that were not included in the 5th edition. Explanations, especially of new terms, are also provided.

For example, the new entry for "*Kapitalerhaltungspolster*" reads:

Basel III Based on Basel II, the revised accord aims at building a safer financial system by strengthening and overhauling capital and liquidity standards. The new capital framework has three pillars: the minimum common equity requirement (→ hartes Kernkapital), the capital conservation buffer (→ Kapitalerhaltungspolster) and the countercyclical buffer (→ antizyklisches Polster). Other important features of Basel III are the new liquidity standards, → Mindestliquiditätsquote, → strukturelle Liquiditätsquote. The new standards will be phased in from January 2013 onwards and fully implemented by the end of 2017.

"(Basel III), capital conservation buffer □ designed to absorb losses during periods of economic and financial stress; to be met with common equity (*hartem Kernkapital*)".

"One reason for the increase in length is the helpful addition of a large number of sample German phrases within entries that were not included in the fifth edition."

The new entry for *Finanzmarktrichtlinie* not only lists the full German and English names, it also provides a lengthy explanation of the reasons it was introduced and its purpose.

Other terms have been consolidated. Staying with capital for the moment, where the fifth edition had three separate entries for "*Kapitalerhöhung*," each with two or three examples, the new edition has a single entry with "capital increase" as the English definition and lists the same seven examples in

one neat list. Far more *Ordnung* than in the previous edition!

Kapitalerhöhung / ~ durch die Ausgabe neuer Aktien increase in capital through the issuance of new shares; ~ gegen Bareinlagen cash capital increase, capital increase for cash; ~ aus Gesellschaftsrücklagen capital increase out of company reserves
Kapitalerhöhung / ~ aus genehmigtem Kapital capital increase from authorised capital; ~ durch die Umwandlung von Rücklagen increase in capital through the conversion (incorporation) of reserves
Kapitalerhöhung / ~ gegen Sacheinlagen capital increase through non-cash contributions; ~ im Verhältnis 6:1 one-for-six capital increase

Kapitalerhöhung capital increase, → Kapitalmaßnahmen, (~ im Verhältnis 6:1) one-for-six capital increase, (~ durch die Ausgabe neuer Aktien) increase in capital through the issuance of new shares
 (~ gegen Bareinlagen) cash capital increase, capital increase for cash, (~ aus Gesellschaftsmitteln) capital increase out of retained earnings, (~ aus genehmigtem Kapital) capital increase from authorised capital
 (~ durch die Umwandlung von Rücklagen) increase in capital through the conversion (incorporation) of reserves, (~ gegen Sacheinlagen) capital increase through non-cash contributions

As one would expect, banking terminology remains the focus and is well handled. Entries for items such as "*Kernkapital*" (Tier 1 capital), *Kategorie-1/Kategorie-2-Sicherheiten* (Tier 1/Tier 2 assets, assets eligible as collateral for ESCB monetary policy operations) and *Spitzenrefinanzierungsfazilität* (marginal lending facility) are not only properly translated, but have explanations as noted above.

Not surprisingly, new entries due to the recent economic and financial turmoil include such terms as "*prognostizierte Ausfallwahrscheinlichkeit* – forecast PD (probability of default)", "*Risikoaufklärung* – risk disclosure (disclosure statement)", "*Risikobegrenzungs-gesetz* – German Risk Limitation Act" and "*Bankenstresstests*" (with an explanation of

their purpose) as well as numerous entries related to financial market stabilization, liquidity, and banking capital requirements.

Stock market terminology, especially technical analysis terms, is also well covered, as exemplified by *Kerzenchart* (candlestick chart), *Konvexität* (convexity) *Renditeabstand/-aufschlag* (spread), *Fortsetzungsbildung* (continuation pattern). Again, explanations are also provided as a rule.

Major legislation and regulations passed since the 2004 edition that were added to the new edition include such obvious candidates as *MaRisk*, *MiFID*, *Solvabilität II* and Basel III, which has a brief well-written explanation of its core components with references to related terms.

Changes in technology have also resulted in new entries such as ISE, *imagegestützter Scheckeinzug* (image-based cheque collection) and *Kombi-Karta* (combi card), as have changes in social/political policy as evidenced by *Klima-Futures* (climate futures).

The accounting and financial reporting terminology has been improved – at least somewhat. For example, where the fifth edition gave simply (and inaccurately) "deferred item" for *Abgrenzungsposten* as a sub-item under "*Abgrenzungs*," the new edition gives the term its own entry and breaks it down into "(*Aktivseite*) prepaid expenses, prepayments, (*Passivseite*) deferrals, deferred items." Why the editors were unable to include "deferred income" is beyond my knowledge, but this is still an improvement. I said the accounting terminology has been improved "somewhat" because while "*Anhangangaben* – disclosures in the notes to the financial statements" did make the new edition, the preceding entry for *Anhang* still fails to list "notes, notes to the financial statements." Also improved is the entry for *Abschreibung*, which now includes "impairment" along with depreciation, write-



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down and amortization as possible translations.

Of course, no dictionary is perfect and the new Zahn is no exception. Translations with which I personally disagree (at least in part) include *Kapitalertragssteuer*, for which the new edition has added "capital gains tax" to the previous correct translation as "investment income tax." Certainly capital gains tax might be an appropriate translation in some contexts, but a user of this dictionary would have to know that *Kapitalertragssteuer* applies to both interest income and disposal gains on investments (capital gains) in order to make that judgment call. Two other related entries which I would dispute are *Bilanzgewinn* and *Bilanzverlust*, which are (still) translated as "net income for the year, profit available for distribution" and "net loss for the year," respectively, rather than as "net retained profits" or "net accumulated losses" as these balance sheet items are normally called. "Net income for the year" is also given as the translation for *Jahresüberschuss*.

An example of an entry about which I am of two minds is *Gewerbsteuer*, which Zahn renders simply as "local business tax." Those of us who have dealt with this term in the past are probably used to seeing it rendered as (municipal/local) "trade tax," which has long been the "standard" translation used by German auditors and tax attorneys and which was the translation provided in

the fifth edition. While I applaud the more precise rendering – the *Gewerbsteuer* is after all levied by local tax authorities – I have my doubts about our ability to push through this new term with German clients, even citing Zahn as an authoritative reference. One can hope though.

Another issue, one which I seem to have with almost all specialized dictionaries, is the

inclusion of numerous terms that are either "common" or unrelated to the specific topic. Is it really necessary to include terms such as *Eid*, *erhoffen*, *teilweise* or *distanzieren*, especially if no idio-

matic uses of such terms in a banking or financial context are given? A minor gripe, I grant you, but how many additional terms or examples could have been included if such terms were omitted?

Overall, I find the new edition to be a good improvement over the fifth edition, which itself was a vast improvement on the fourth edition. I am not as sure of its utility if you already have the fifth edition and have kept up with terminological developments in the banking and financial sector. However, if you do not have the fifth edition, I would certainly recommend buying this new one. I find the restructuring of the entries and the explanations have made the terms easier to find and to understand. Even for those who do not encounter a lot of financial terminology, at 44 euros it is worth the investment.

"Overall, I find the new edition to be a good improvement over the fifth edition, which itself was a vast improvement on the fourth edition."

Calendar of Events

Date	Location	Organization/Event	More Information
6-8 Sep 2012	Southampton, England, UK	British Association for Applied Linguistics <i>45th Annual Conference</i>	www.llas.ac.uk/baal2012
6-8 Sep 2012	Hildesheim, Germany	Technikseminar Hildesheim: Kommunikationstechnologie, Telekommunikation und Informationstechnik (BDÜ)	www.bdue.de
8-10 Sep 2012	Nashville, TN	Tennessee Association of Professional Interpreters & Translators Annual Conference	www.tapit.org/events
15-16 Sep 2012	Stuttgart, Germany	Journalistisches Schreiben <i>BDÜ seminar</i>	www.bdue.de
28-30 Sep 2012	Berlin, Germany	Bundesverband der Dolmetscher und Übersetzer e.V. (BDÜ) Biennial conference „Übersetzen in die Zukunft“	www.uebersetzen-in-die-zukunft.de
4-5 Oct 2012	Warsaw, Poland	TM Europe: International Translation Management Conference	www.tm-europe.org
4-6 Oct 2012	Budapest, Hungary	European Language Industry Association (ELIA) <i>ELIA Networking Days Budapest</i>	www.elia-association.org
5-7 Oct 2012	Los Angeles, CA	California Federation of Interpreters <i>10th Annual CFI Continuing Education Conference</i>	www.calinterpreters.org/conference
13-14 Oct 2012	Stuttgart, Germany	Medizinisches Übersetzen (BDÜ) <i>Fachvorlesung Anatomie + Übersetzungsworkshop</i>	www.bdue.de
15-16 Oct 2012	Seattle, WA	TAUS User Conference 2012 <i>Translation automation, localization business innovation and industry collaboration</i>	www.translationautomation.com/conferences/taus-user-conference-2012.html
17-19 Oct 2012	Seattle, WA	Localization World Seattle <i>Translation & localization industry conference</i>	www.localizationworld.com
17-20 Oct 2012	Charlotte, NC	Conference of Interpreter Trainers Annual Conference	www.cit-asl.org/12conf.html
18-19 Oct 2012	Madrid, Spain	The Voices of Suspense and their Translation in Thrillers – Universitat Pompeu Fabra & Universidad Pontificia Comillas	www.upcomillas.es/
23-25 Oct 2012	Wiesbaden, Germany	tcworld conference 2012 <i>Language technology, content and terminology management</i>	beta.tekom.de/conference/
24-27 Oct 2012	San Diego, CA	ATA 53 rd Annual Conference	www.atanet.org

Date	Location	Organization/Event	More Information
26-28 Oct 2012	Berlin, Germany	Literaturakademie II - Literaturübersetzen für Fortgeschrittene <i>BDÜ seminar</i>	www.bdue.de
28 Oct - 1 Nov 2012	San Diego, CA	Association for Machine Translation in the Americas (AMTA) <i>10th Biennial Conference</i>	www.amtaweb.org
16-18 Nov 2012	Philadelphia, PA	American Council on the Teaching of Foreign Languages (ACTFL) <i>2012 Annual Convention and World Languages Expo</i>	www.actfl.org/
17-18 Nov 2012	Stuttgart, Germany	BDÜ-Workshop: Filme übersetzen und untertiteln	www.bdue.de
21-23 Nov 2012	Berlin, Germany	Languages & the Media <i>9th International Conference on Language Transfer in Audiovisual Media</i>	www.languages-media.com/
7-9 Dec 2012	Berlin, Germany	BDÜ-Winterakademie - Dolmetschen in asyl- und aufenthaltsrechtlichen Verfahren	www.bdue.de
4-6 Apr 2013	Norwich, UK	Nordic Translation Conference 2013	www.nordictranslation.net/
31 Jan – 1 Feb 2013	San Antonio, TX	MemoQ Fest North America	www.kilgray.com
8-10 May 2013	Budapest, Hungary	MemoQ Fest 2013	www.kilgray.com
15-18 May 2013	Boston, MA	Association of Language Companies (ALC) <i>2013 ALC Annual Conference</i>	www.alcus.org/education/conference.cfm

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/upcoming.php

Questions or comments?

We hope you enjoyed this issue of *interaktiv*. If you have any questions or comments, or would like to contribute to a future issue, please contact Matt Baird at matt@boldertranslations.com.