



Interaktiv

1/2024

Newsletter of the German Language Division
of the American Translators Association

Building
(& Maintaining)
a Sustainable
T&I Career:

Tips from GLD
Members



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Marion Rhodes is a native of Germany who moved to the United States as a teenager and never looked back. She started her career as a journalist before founding her own translation business, where she specialized in English <> German transcreation, bilingual copywriting, and SEO. These days, she works in-house as a senior copywriter for Neil Patel and his marketing agency, NP Digital. She lives in San Diego with her family, where she runs a small home zoo consisting of four dogs, five cats, a rotating roster of foster kittens, and two horses. You can reach her at marion.rhodes@gmail.com.

Editorial: Editor-in-Chief (Outgoing)

Dear Readers,

This will likely be the last editorial I write for this newsletter. A lot has happened in the five years since I've taken over the role of editor-in-chief for *interaktiv*, both in my life and in our industry. Five years ago, I saw myself as an eternal freelancer, forever committed to the noble quest of facilitating cross-cultural communication.

Along came California's AB5, COVID, and new opportunities... When one of my translation clients offered me an in-house job as a copywriter in 2021, I was ready to try a new path. Now that I've spent the last three years as an employee in the marketing world, I've decided to hang up my translator hat for good and focus on my corporate career.

Of course, I wasn't going to leave *interaktiv* without ensuring it would be in good hands.

I'm thrilled to announce that **Sabine Seiler** will be taking over for me at the end of this year. Sabine has been serving as a copy editor on my team for the past few years, and has already demonstrated a strong commitment to this publication. In fact, she's been running the majority of the production process for the issue you're currently reading!

I'm not one for long farewells, so I'm going to bow out here and leave it to Sabine to introduce herself and the content of this issue. Thank you to everyone who worked with me over the last five years and helped me carry on this newsletter's legacy.

Mit sonnigen Grüßen aus San Diego

Marion Rhodes

Editor-in-Chief (Outgoing)



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Editorial: Editor-in-Chief (Incoming)

1/2024



Karen Leube grew up in Lancaster County, Pennsylvania. She earned bachelor's and master's degrees in German in the United States and obtained a PhD in English and German as a foreign language (DaF) from the University of Heidelberg. She taught translation at the Universities of Heidelberg and Mainz (Germersheim) and now works as a freelance translator and seminar facilitator from her office in Aachen.

Word from the Administrator

By Karen Leube

It's January in Aachen and I'm finding myself in a soon-to-be-ending hiatus between two periods of frenetic GLD activity. Since my last column, the ATA Annual Conference in Miami has come and gone; nearly-weekly blogs have been published on our GLD website, and a webinar, two virtual socials, and monthly co-working events have taken place.

By the time you read this, another co-working event, two GLD webinars, the GLD Members in Europe Annual Workshop in Leipzig, and a GLD member get-together in Berwyn, Pennsylvania, will have happened—all in the first quarter of 2024.

Our online presence continues to grow, with frequent updates on our Facebook, X, and LinkedIn pages. Our LinkedIn group in particular now has nearly 1,370 followers and is one of the most active ATA-related groups.

This flurry of activities is thanks to a team of division volunteers, my right-hand men and women on the GLD Leadership Council (LC), as well as the *interaktiv* team. One of the highlights of the fall

was receiving ATA's Dynamo Award at the ATA Annual Conference. This award, for which I was nominated by a GLD member and supported by other division members, reflects our collective efforts. While the award describes the recipient as "a person or entity that has worked in a particularly energetic way to benefit ATA and/or the language professions," without the enthusiasm and efforts of my fellow members, none of it would have been possible.

The LC members also regularly meet virtually, a practice that became essential during the pandemic. For a while, it seemed as though we might just ditch the face-to-face networking, which is way more time-consuming and costly—but also *kostbar*. I’m so grateful to be living in a post-travel restriction period that has allowed me to connect with LC members in person. With the Assistant Administrator just “down the road” in Mainz, it’s easy to have semi-monthly meetings. At the same time, I’ve managed to catch up with GLD members in more far-flung places. In the fall, I met up with former GLD Administrator Ruth Krawczyk Gentes in Tucson, Arizona,

Become a GLD Contributor!

Do you write or blog about the translation industry—or would you like to start and need a platform? We want you! Please contact Sabine Seiler about how you can become a GLD contributor! E-mail: seilersabine7@gmail.com.

and GLD Social Media Coordinator Noah Alter in Uniontown, Pennsylvania. Former GLD Administrator and current LC consultant Ruth Boggs uses whatever mode of transportation is required to find her way to GLD meet-ups, whether in southern Pennsylvania, Germany, or even her own 'hood in Fairfax, Virginia.

Connecting is the GLD way. Rather than just serving as the "human in the loop," we GLD members form all parts

of the association loop. I'm grateful to everyone who has made it feasible and affordable to stay connected. If you haven't yet taken the opportunity to meet your fellow GLD members, either virtually or at an in-person event, I invite you to do so at least once this year. To borrow from a classic TV commercial: "Try it. You'll like it!"

Bis bald,

Karen

Handwriting Translators List!

Nathan Wiegand has recompiled and manages a list of GLD members who specialize in **old German script/handwriting**. If that is your specialty and you are not yet on the list, please contact Nathan at nlwcdw@gmail.com.

This is stored in the "Files" section of the [GLD groups.io](https://groups.io) group.

Congratulations to GLD Administrator Karen Leube for Winning the **2023 ATA Dynamo Award!**

Karen has been an ATA member for 20 years. In addition to her career as a medical translator, she has offered continuing education to her interpreting and translating colleagues. And if that's not enough, she's managed to publish twelve book-length translations.

Karen joined the German Language Division Leadership Council in 2012, when the position of GLD European Coordinator was created in response to a need to boost networking opportunities for GLD members based in Europe.

In 2020, Karen was appointed Assistant Administrator of the GLD, and she has served as GLD Administrator since 2022.

Karen took over the German Language Division when the group was left without a leader and its future was quite uncertain. Since then, she has worked tirelessly to bring the GLD to working order again.

Thank you for your tireless dedication to the GLD and our profession, Karen!





A native of western North Carolina, **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 writinghistory.de.

(Translation) Notes from the Homeland

By Ellen Yutzy Glebe

As we all know (dare I say “*bekanntlich*”), the translation industry is changing fast and translators are increasingly confronted with the popular opinion that their years of experience and finely honed *Sprachgefühl* will soon be usurped by the know-it-all machines. Despite all this, young people are still choosing to enter degree programs for translation and language. If you were designing a curriculum to give them the best chance of succeeding in the future, what elements would you include? To make the question somewhat more personal: what are you doing to optimize your own chances of success in the coming decade(s)? What are the elements of your own continuing professional development?

At our recent workshop in Leipzig, a sort of *Studi-Wochenende*, GLD members and scholars from Leipzig University’s [Institut für Angewandte Linguistik und Translatologie](#) met to “discuss the past, present, and future of translation.” While there might have been some wishing for the good old days, we mostly focused on how to prepare for the evolving present and the looming future. Thanks to Oliver Czulo and all the participants from IALT for their invaluable contributions to the workshop.

One obvious way for translators to invest in the future is to deepen their understanding of language itself and the practice of translation. Doctoral student Susanne Triesch’s presentation was an opportunity to do just that: Susanne used the example of *bekanntlich* to explain how so-called pragmatic frames provide a model to describe relationships between participants of a communication

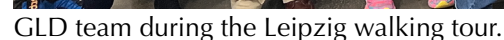
situation, and how these are established and shaped by means of language. After a quick coffee break, Kerstin Gackle, who teaches in Leipzig University’s Academic Lab, led us on a whirlwind survey of strategies for avoiding Denglish. Reviewing the ways German structures slowly seep into and flavor our English is an ever-necessary exercise for many of us who live abroad. In a similar vein, Matt Baird led a session highlighting German phrases “we love to hate”—including *klar erkennbar*, *in Kombination mit*, and *aus der Praxis*.

While Kerstin and Matt were very much presenting us with the stuff of traditional translation and text work, Johanna Klemm’s session highlighted things to be aware of going forward. Johanna introduced some of the newest ways to incorporate generative AI into translation workflows, but her talk ended by emphasizing the value of keeping human translators actively involved in the process. Again, while this is common knowledge for us (*bekanntlich!*), it bears repeating and rehearsing for a wider public, as each of us is an ambassador for the profession as a whole. And if we needed some ideas about how to foster the kind of creativity that machines still lack, Robin Limmeroth’s session on Sunday morning certainly stretched our imaginative muscles!

The workshop provided other opportunities to ponder our role as advocates for our profession and also the role of professional organizations like ATA. Danjela Brückner presented [a project at IALT that simulates birth experiences](#) to sensitize medical students and future interpreters to the potential advantages

Robin Limmeroth and Karen Leube led a collective reflection on the evolving role of translators and interpreters and how we can adapt in the future. They held a similar session at the ATA conference in Miami and submitted the results (available [here](#)) to the ATA's Board of Directors for consideration.

What's missing from this curriculum for success as a (freelance) translator? Well, even the most competent, creative, technically proficient among us cannot succeed without a certain business acumen. In recognition of this fact, our *Studi-Wochenende* encouraged consideration of this aspect, as well, by inviting guests from the Verband der Gründer und Selbstständigen Deutschlands to introduce the work of that association. Martin Pätzug outlined the history of the VGSD and the general situation of freelancers in Germany, and the afternoon coffee break provided an opportunity to discuss various business-related topics like invoicing, taxes, and retirement plans. In our final session, Daniel Sebesta presented strategies for pricing our translations and making sure we are doing justice to the work we do at the wordface when we pitch our services to prospective clients.



Courtesy of Susanne Henke. Used with Permission

An important element of any professional event is the networking, and what would any university program be without the *Studentenleben* (or should I say *Studileben*?)—evenings in the *Kneipe* and time with friends? In this respect, too, our weekend in Leipzig was exemplary, with an engaging walking tour of Leipzig on Friday afternoon and two *gesellige* evenings in some of the city's finest restaurants. Angela von Frieling deserves recognition here for organizing these parts of the program, and the fact that we ended up with space at the university at all was largely due to the efforts of Monika Roehl. The [Weltladen in Leipzig](#) provided us with the necessary caffeine kick—and in the interest

In his greeting to the group on Saturday morning, Consul Dave Panetti reflected a bit on the past of our profession, after all, when he referred to his own memories of Mikhail Gorbachev's interpreter, Pavel Palazhchenko, and his sense even then of Palazhchenko's importance on the global stage. Our profession is sometimes encouraged to fade into the background, but language professionals remain an essential part of the equation. And while the readers of *interaktiv* may all recall this fact, we need to take every opportunity to make sure it indeed remains *bekanntlich*.

A cartoon illustration showing two people sitting at desks with computers. The person on the left, a woman with long dark hair, is looking at her computer. Above her head is a thought bubble that says "STEP 1. POSTING A FICTITIOUS JOB". The person on the right, a man with brown hair, is looking at his computer with a shocked expression, his hand on his head. Above him is a thought bubble that says "A JOB WITH A RATE OF 0.001 € PER WORD!".



Jahresbericht 2023 von GLD Listmaster Rainer Klett



„Die vielen und verschiedenartigsten Fragen, Hinweise, Informationen und Beiträge zeugen vom Engagement unserer Mitglieder.“

Als ich Gerhard Preisser mit der Betreuung unseres Forums im Dezember letzten Jahres ablöste, hatten wir 436 Mitglieder. Diese Zahl war relativ hoch, weil darin viele Karteileichen und Doppeleinträge enthalten waren. Deshalb bestand eine meiner ersten Amtshandlungen in der Bereinigung der Mitgliederliste, und so hatten wir anschließend „nur“ noch 296 Mitglieder. Diese Zahl von 296 ist inzwischen wieder ganz leicht angestiegen, und heute haben wir genau 300 Mitglieder.

Ich möchte mich bei allen, die seit Dezember letzten Jahres etwas auf der GLD-Liste gepostet haben, bedanken. Die vielen und verschiedenartigsten Fragen, Hinweise, Informationen und Beiträge zeugen vom Engagement unserer Mitglieder. Dabei ist ein höflicher Umgangston so selbstverständlich, dass meine Arbeit als Listmaster ein Leichtes ist. Tatsächlich musste ich in den letzten 10 Monaten nur ein einziges

Mal einschreiten und einem unserer Mitglieder wegen einer respektlosen Bemerkung „auf die Finger klopfen“ – you know who you are!

Zu den wirklich vielfältigen Beiträgen auf der GLD-Liste gehören neben Terminologiefragen auch Fragen zu Grammatik und Rechtschreibung sowie Fragen zu Unterschieden zwischen US-Englisch und britischem Englisch, und natürlich zu jenen zwischen Deutschland, Österreich und der Schweiz. Auch die zunehmend fluktuierende Auftragslage, von der viele von uns betroffen sind, wird von Zeit zu Zeit angesprochen. Fragen zu CAT-Tools und anderer Software sowie künstlicher Intelligenz tauchen ebenfalls immer wieder auf. Und schließlich werden häufig kulturelle Themen angesprochen. Dabei ist es immer wieder erstaunlich, wie sehr verschiedene Perspektiven eine Diskussion bereichern und wir alle bereit sind, unseren Horizont zu erweitern und

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 our former 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:

Send an email to:

ATA-German-Language-Division+subscribe@groups.io

1. In the subject line, enter: subscribe gldlist
2. In the body of your email, write your:
 - email address
 - full name
 - ATA membership number



voneinander zu lernen, anstatt nur recht haben zu wollen.

Hier eine kurze Auswahl der Themenbeiträge der letzten 12 Monate:

Mehrwertsteuer für Dolmetscheraufträge
Internationale Geldüberweisungen
Nikolaustag
Studiengruppe für die ATA-Zertifizierung
CAT Tools
Maschinenübersetzung
Leichte Sprache
Kurrent- und Sütterlinschrift
Diktierfunktion
Gendern
Plattdeutsch-Dolmetschen
ChatGPT

Und hier eine kurze Auswahl der besprochenen Terminologie:

Überschussvorausmaßnahmen
Konsensmäßigkeit
Wertschöpfung
Ringvorlesung

Impressum
Bildmillimeter
Boliden
Conspiracy
Lawbrary
Wet Dam
Öfter versus öfters
Offene Türen einrennen
Wechselseitig bedingt
Im Streitfall
Krankenpfleger
Ein teurer Spaß
Umbug
Sachbearbeiter
Ghostwriter
Undivided interest

Soweit mein Überblick über die Geschehnisse auf der GLD-Liste der letzten 12 Monate, aus dem hervorgeht, was uns Sprachmittler so alles beschäftigt. In diesem Sinne euch allen weiterhin ein „happy posting.“

Rainer Klett

GLD-Listmaster

Urkunde

Are you ready to become ATA Certified?

Join one of our exam study groups!

For English into German, contact Melanie Meyer at melanie@word-flow.com.
For German into English, contact Erin Riddle at erin@erinriddle.com.



ist Diplom-Übersetzerin für Spanisch und Französisch mit einem Abschluss von der Universität Heidelberg, IHK-geprüfte Übersetzerin für Englisch <> Deutsch und ATA-certified für Englisch > Deutsch. Sie ist spezialisiert auf medizinische und pharmazeutische Übersetzungen, Recht, IT, Telekommunikation und Softwarelokalisierung. Nach dem Studium und einem einjährigen Aufenthalt als Teaching Assistant für Deutsch an der Bucknell University in Lewisburg, PA, hat sie 10 Jahre in Festanstellung als Übersetzerin und Dolmetscherin bei Alcatel (später Alcatel-Lucent) in Stuttgart gearbeitet. Seit über 20 Jahren ist sie nun als freiberufliche Übersetzerin tätig, ist BDÜ- und ATA-Mitglied und lebt in Orlando, Florida.

By Marita Marciano Baulesch

Daniel Brockmann hat in seinem Vortrag sogar live auf dem Bildschirm vorgeführt, wie ChatGPT mit Sprachen mit sehr viel geringerem Datenvolumen

Das Fazit all dieser Veranstaltungen war: Setzt euch mit dieser neuen Technologie auseinander, probiert sie aus und nutzt sie für eure Zwecke, um eure Produktivität zu steigern und nicht den Anschluss zu verlieren. Aber Vorsicht: Prüft den gesamten KI-Output auf Richtigkeit, denn es ist nicht alles Gold, was glänzt!



Was gab es bei der GLD?

- Die GLD hatte u.a. eine von Karen Leube und Robin Limmeroth modellierte Veranstaltung über die aktuelle Marktsituation für Dolmetscher und Übersetzer. Manche Kollegen berichteten über einen starken Einbruch ihrer Auftragslage in manchen technischen Fachgebieten, dessen Ursache sie in der verstärkten Nutzung der KI durch ihre Kunden vermuteten.
- Unsere GLD-Administratorin Karen Leube hat dieses Jahr den Dynamo Award verliehen bekommen. Mit

diesem werden Personen ausgezeichnet, die sich unter besonders großem Energieeinsatz für die ATA und unseren Berufsstand engagiert haben.

- Unser GLD Dinner war dieses Jahr ein wirkliches Highlight! Wir waren in dem Restaurant *Crazy About You*, einem wunderschönen Lokal in Laufweite zum Hotel mit einem exquisiten Menü! Vielen Dank auch hier nochmals den Organisatorinnen Karen Leube und Robin Limmeroth!

Was gab es sonst noch?



Mit den SPD-Kolleginnen Leyre Alegre, Nora Díaz und Aída Carrazco bei der Welcome Reception

Die *Welcome Reception* und *Closing Reception* fanden auf der Hotelterrasse am Miami River unter Palmen statt, was dem Ambiente eine besondere Note verlieh.



DE-EN Translator Collaboration Pool

What	A group of colleagues among whom you can find a proofreader or translator to work with on your English <> German translation project.
Who	Any member of the GLD, UNIVERSITAS or ITI GerNet
How to join	Go to linkedin.com/groups/9121064 and request to join.
How it works	<p>When you need a partner for your translation project, either for proofreading or for translation, you can</p> <ul style="list-style-type: none"> a) submit a post to the group with the details of your project, or b) contact individual members who best meet your requirements. <p>It goes without saying that everyone needs to decide for themselves whether a potential proofreader or translator has the requisite skills for a particular job.</p>
What else?	<p>You received an inquiry from your client but can't take care of the project yourself? Let your colleagues know by posting about it in this group.</p>



Welcome reception

If you have any questions, concerns or comments about the German–English Translator Collaboration Pool, please contact its coordinator, Heike Holthaus, at HolthausLanguageSolutions@protonmail.com.

Mit Musikstücken von Willy Chirino und Emily Estefan (Tochter von Gloria Estefan) war auch die Musik beim frühmorgendlichen Zumba (um 6:15 Uhr) ganz auf Miami abgestimmt.

Der Spaßfaktor ist bei dieser Konferenz ebenfalls nicht zu kurz gekommen.

Freitags abends nach dem Spanish Language Division (SPD) Dinner bin ich mit meiner spanischen Zimmerkollegin in das bekannte kubanische Lokal *Balls & Chain* gefahren, wo wir einige andere ATA-Kollegen und -Kolleginnen getroffen haben. Da wir sowieso schon in der Calle Ocho (SW 8th Street) in Little Havana und gar nicht weit weg von diesem

Lokal waren, haben wir uns diese Gelegenheit nicht entgehen lassen.

Dort spielte nämlich an dem Abend Tito Puente Jr., der Sohn des berühmten Mambo King Tito Puente (*Oye Cómo Va, Ran can can* etc.). Wir haben die tolle Musik genossen und selbst auch etwas tanzen können, obwohl das Lokal brechend voll war. Wir fanden es toll und haben alle „über alle vier Backen“ gestrahlt.

Als wir gehen wollten, trafen wir draußen vor dem Eingang auf Tito Puente Jr. und haben sofort die Gunst der Stunde genutzt, um ein Foto mit ihm für unsere Salsakünstler-Galerie zu machen.



Mit Tito Puente Jr., der uruguayischen ATA-Kollegin Lourdes Martino und ihrer Freundin

Am Samstag wurde mir von einer Projektmanagerin einer Agentur, für die ich arbeite, eine in Deutschland aufgewachsene polnische Kollegin vorgestellt. Diese ist mit einem kubanischen Musiker in Miami liiert und hat mich dann für Sonntag ins *Ball & Chain* eingeladen, wo ihr Freund ab 12 Uhr mittags mit einer traditionellen kubanischen Band spielte. Das war eine wirklich große Versuchung für mich, aber ich war schon mit einer französischen Kollegin zum Frühstück im Café Bastille verabredet und wollte auch vor dem Dunkelwerden zu Hause in Orlando ankommen. Deshalb war ich

dann schweren Herzens „vernünftig“ (wie meine Mutter gesagt hätte) und habe irgendwann am frühen Nachmittag direkt den Heimweg in Richtung Orlando angetreten, ohne noch einen „Schlenker“ über die Calle Ocho zu machen.

Es war für mich nach vierjähriger Konferenzpause mal wieder so schön, intensive vier Tage mit so vielen Kollegen zu verbringen! Wegen des tollen Wetters, des überdurchschnittlich leckeren Essens und des wunderbaren Ambientes ist Miami ein idealer Konferenzort und wirklich immer eine Reise wert!



Did you miss our GLD Annual Meeting?

The meeting was held virtually on Friday, September 22, 2023.

You can read the Minutes in our online archive:

ata-divisions.org/GLD/gld-archive

Katrin Rippel Galati offers language translation and small business consulting. She is dedicated to supporting businesses in reaching international markets, making their products and services available in a different language and growing a foreign language customer base. Website: translationpurpose.com

What's Cooking? Digital Educational & Social Events for GLD Members in 2024

By Katrin Rippel Galati

Erin and I are entering our second year as Digital Event Coordinators (DECs), and we thought this would be a good time to look back and take stock of what we accomplished in 2023:

- **Six educational social events** with specific topics about our trade & professional life
- **One webinar** on “Leichte Sprache” with a renowned speaker on this trending topic
- **Six co-working events** to work on our business instead in our business
- **Two articles:** one for *interaktiv* and one for our GLD blog
- **Ten 45-min DEC meetings** among digital coordinators to plan our steps

We **created an event planning and promoting process**, which is working quite smoothly right now.

We're also fortunate enough to work so well together with **our extremely helpful administrators, Karen Leube and Robin Limmeroth.**

I also want to point out the **wonderful cooperation with Erin**, my fellow DEC.

Together, we found the perfect mix of creative ideas and structured thinking to make all these events happen.

Stirring It Up in 2024!

For 2024, we've already filled in the spots available for presentations during the first few months of the year—this happened very quickly due to the talent and knowledge base within the GLD community and beyond. You can find all event details on the [digital events web page](#).

January 25, February 22 [past]:

Co-Working mit Kolleg*innen

February 8 [past]:

Introduction to Subtitle Edit *by Dr. Kelly Neudorfer*

March 7 [past]:

Deutsch ist nicht gleich Deutsch –
Sprachvarianten unter der Lupe
*mit Bettina Schreibmaier-Clasen und
Rainer W. Dykowski*

April Date TBA

Celebrate National Poetry Month
with GLD Colleagues and Friends
by Erin Riddle



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!

If you'd like to see any specific topic or present on a topic yourself, please contact us directly. Presentations could be on:

- We can offer you the platform, event organization, guidance and support in a friendly environment as well as an audience of GLD colleagues.**

We always welcome your feedback! In January, we created a dedicated email address for us as DECs. Please add it to your whitelist: gld.digitalevents@gmail.com.

Another task for Erin and me in 2024 will be documenting our processes and tools, as well as creating a DEC “cook-book” to add to the GLD administrative library.

Savoring

Bring your breakfast, lunch, or happy hour drink to a GLD digital event. We look forward to meeting you all this year.



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: atanet.org/membership/ata_logo_guidelines.php



Building (and Maintaining) a Sustainable T&I Career: Tips from GLD Members



Agustina González Grucci

Languages: *English and German into Spanish*

Specialization: *Legal translations as well as parenting and education*

Find a niche or a field you like and try to specialize as much as you can, to master the specific vocabulary and get to know the field well.

In times of NMT and AI, it's essential to offer a premium translation service. This can only be achieved through specialization. Luckily, thanks to the internet, translators have access to a lot of specialization courses. It's also a good idea to attend trade fairs or congresses in the translation industry and your field of specialization.

The second tip is to connect with other translators and join professional translators' associations. Today more than ever, translators need to connect and work together to improve the conditions of our work.

Susanne Henke

Languages: *English into German*

Specialization: *Medicine, law, and HR*

1. Betrachte Kolleginnen und Kollegen nicht als Konkurrenten, sondern wahlweise als Inspirations- und Informationsquellen, mögliche Auftraggeber, -vermittler und -nehmer und im besten Fall sogar als Freunde, und handle entsprechend fair und partnerschaftlich.
2. Suche dir ein bis zwei Berufsverbände (idealerweise je einen im Land deiner Ausgangs- und Zielsprache) und trete ihnen noch heute bei.
3. Besuche regelmäßig Konferenzen, regionale Stammtische und

Präsenzseminare, die von deinen Berufsverbänden angeboten werden. Halte dir vor Augen, dass der Networking-Aspekt dabei genauso wichtig ist wie der Lerneffekt. Wenn eine persönliche Teilnahme aufgrund der räumlichen Entfernung nicht möglich ist, sind virtuelle Treffen eine gute Möglichkeit, dennoch Präsenz zu zeigen und das Kollegennetzwerk kennenzulernen.

Michael Schubert

Languages: *German into English*

Specialization: *Corporate communications for the software and logistics industries*

1. Build a strong foundation of language skills, and never stop learning and improving.
2. Establish a professional online presence (website, LinkedIn, ATA profile, headshot) to reassure potential clients.
3. Embrace state-of-the-art translation technology, brag about it, and BILL UP for it—never down.
4. Cultivate a strong network: it will be your number-one source of work.
5. Become a valued partner to SMEs and bill like a consultant—no commodity pricing.

Heike Kurtz

Languages: *English and French into German*

Specialization: *Legal (business) and financial material*

In the very beginning, it might make sense to look for a part-time job that covers the basics (food, shelter, clothing,

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insurance) and work for your own business in the time that remains.

Advantages: you can be sure you won't be homeless when business is slow, you can take your time building your business strategy, you won't be forced to accept unfair conditions just to get paid, etc.

Savings that can keep your head above water for a few months (up to a year) are worth considering, too.

Tilman Kleinau

Languages: *English into German*

Specialization: *Business, marketing, finance, legal, HR*

A ProZ.com membership was and is, in my case, very helpful. It's worth the money. It brought me a lot of clients.

Marion Rhodes

Languages: *German <> English*

Specialization: *Digital Marketing & Copywriting*

Here are my tips for translators, in no particular order:

Sometimes, you have to kiss a lot of frogs before you find your prince. Try different things, then keep niching down until you figure out what area you enjoy the most and specialize the heck out of that to become "the one" everyone

thinks of when they need the services and languages you offer.

Don't be afraid to step out of your comfort zone. One of the best ways to market yourself and build your network is to speak at industry conferences. It's scary at first, but it quickly becomes addicting!

Never stop learning. Go to conferences, attend webinars, read books, take Ude-my courses, ... whatever it takes to stay on top of trends in our industry AND the industry you specialize in.

Volunteer for professional associations like ATA or your local ATA chapter or division. It's a great way to build your network and make a name for yourself among influential colleagues.

Learn the basics of marketing and don't be shy. If you don't promote yourself, no one will! Use every channel at your disposal to get the word out about your services: create a Google Business profile, optimize your website and LinkedIn profile, create a sustainable social media strategy, get listed in business directories, run paid search ads. In today's competitive landscape, you need to be omnipresent. But remember that it's quality over quantity that counts.

Make friends with AI. It's here to stay, whether we like it or not. Learn how to use it to your advantage.





Translator in Profile: Randal Gernaat

Where are you based and what brought you there?

I'm based in New York City. I moved to New York in the mid-1990s for graduate studies in international economics at Columbia University's School of International and Public Affairs. Initially, I had no intention of staying in New York when I first moved here. But nearly 30 years later, I'm still here and loving it.

What got you started in translation?

One of my first jobs after graduate school was covering the major economies of Western Europe for a boutique economics consulting firm in New York. Soon after I was hired, my boss noted I had studied German and turned over large amounts of German economic and financial data that needed to be translated into English—in addition to my other responsibilities, of course. That eventually branched out into some translations from French and Spanish as well.

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

While I've occasionally worked with French and Spanish in the past, I'm currently focused primarily on German into English translations. My main areas of specialization are economics, business, and finance.

What do you like most about being a translator?

One of the most satisfying things of my career has been helping clients in their quest to better understand foreign markets, whether for analytical purposes or

to make better investment decisions. For me, translation, as a bridge between cultures, is an extension of that. The feeling of creating a well-written document in English that is faithful to the source text, but clear and impactful for the target audience, continues to bring me great satisfaction.

The greatest thing about being a freelance translator is the flexibility to control my own hours, as well as the ability to focus on work that most interests me.

What do you like the least?

Marketing.

What are your goals for the near future?

Translation is one of several freelance businesses that I currently undertake. I continue to do economic research and manage a couple of rental properties. I'd like to make translation a larger part of my overall freelance mix.

What are your hobbies or other interests?

Like many translators, I love reading and traveling. I especially enjoy combining those two hobbies and reading interesting literature about the places I travel to as a way to immerse myself in the culture. I recently spent a week in Portugal and enjoyed reading a couple of novels by José Saramago. When I'm at home, I love frequenting the local farmers' markets to buy local produce for cooking vegetarian meals. I also love classical music and enjoy taking a break from my work to play the piano.





Sarah Swift is a Bamberg-based freelance translator and editor. She translates from German to English for academics in the humanities and social sciences and for universities in the DACH region.

Book Review:

From *Erkenntnis* to *Mensa*: Surviving and Thriving in the German University System

By Sarah Swift

The argot of German higher education can be baffling, but help is at hand: *The Foreigner's Guide to German Universities* by Albrecht Behmel and Kelly Neudorfer sheds light on the meanings, usage, and origins of many terms that international students and researchers in the DACH region are likely to encounter—even when taking programs taught in English or working in teams that use English as their lingua franca.

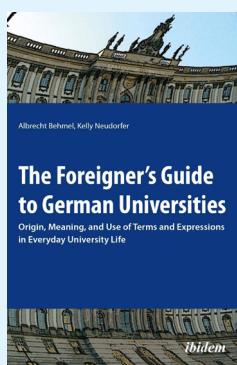
Albrecht Behmel is a German artist, novelist, playwright, and non-fiction writer from the Black Forest, as well as a seasoned academic mentor to international students. Dr. Kelly Neudorfer hails from the Quad Cities region of the American Midwest and works as an in-house translator at the University of Hohenheim and a freelance translator with specialist expertise in legal agreements, administrative texts, and social sciences research.

Many of us translators were once bewildered international students ourselves and now support international students in the course of our work, or when

friends and family express an interest in coming to Germany as visiting students or scholars. Is this the book you need to put into the hands (or onto the Kindles) of those contemplating Germany as an option?

It is not quite a dictionary, since it supplies a curated selection of terms rather than an exhaustive list, but it is structured alphabetically. This format perhaps gives crucial terms like *Rückmeldung* less prominence than they deserve, and it makes for an incongruous reading experience at times—the first headword encountered after *Hypothese* is *Idiotikon*. But it opens up choices between reading cover-to-cover, browsing in bite-sized snacks, or selectively looking up individual terms whenever confusion arises over false friends, meanings, or even the pronunciation of such sneaky German words as *Budget* or *Journal* that can be Frenchisms or Anglicisms.

Issues that frequently flummox foreign students in the DACH region are adeptly addressed in this book. Tracking down professors in their office hours can be



Title: The Foreigner's Guide to German Universities. Origin, Meaning, and Use of Terms and Expressions in Everyday University Life

Author: Albrecht Behmel, Kelly Neudorfer

Publisher: ibidem-Verlag, Stuttgart

October 2016

Language: English

Paperback: 216 pages, also available on Kindle

ISBN-13: 978-3-8382-0832-9

tricky: offices may be scattered at random throughout entire cities and slots may need to be pre-booked. Becoming aware of these challenges early makes them easier to negotiate.

The entries for *Hausarbeit*, *Inhaltsverzeichnis*, and *Notenabzug* provide vital guidance on producing the kind of clearly structured seminar papers that land well at German universities. A significant proportion of the book is also devoted to giving students a wider overview of fundamentals of scholarly thinking and working, an appreciation of the history of *Forschung und Lehre* in and beyond Germany, and insights into major academic controversies and scandals. Numerous Latin expressions that remain ubiquitous in Germanophone scholarship are explained. My experience has been that a little Greek can also go a long way: to elevate some quick-and-dirty work to the status of proper scholarship, just try sprinkling on some *Heuristik*!

The German academic system has its flaws: as the entry for *Rausprüfen* warns, exam standards are sometimes set at an arbitrarily high level to thin out student numbers. I can confirm that international students need to be wary of this.

Guest researchers or academics relocating to Germany will find useful guidance in this book on funding, university administrative structures, and the broader political and institutional fabric of the German higher education landscape.

Translators, too, will likely find this book useful and fascinating. Even those of us who have studied and taught at German universities may not yet have incorporated concepts like *Nexialistik* or *Nostrifizierung* into our active

vocabularies, grasped the distinction between a *Rektoratsverfassung* and a *Präsidialverfassung*, or understood what is optional (or not) about *Wahlpflichtmodule*. Considering some of my personal experiences with getting paid by German universities, I'm tempted to suggest that *Schlendrian* and *Kameralistik* might also be useful headwords.

As every translator who has ever sent an invoice to a university *Kanzler* with an address like *Schlossplatz 1* will know, universities are places where realities from different moments in history co-exist. This book explains the historical background underlying the use of such paraphernalia as seals, scepters, swords, sashes, and robes, but it also highlights more subtle traces of history such as the continuation of a form of address used by Roman magistrates by German scholars addressing each other as *Kollege* or the medieval roots of the table-banging (*Akklamation*) that follows lectures.

I was mildly irked by the contrasting of the German and "Anglo-Saxon" systems, but that pet peeve of mine is one that I mention with the benefit of hindsight—medievalists have grown more emphatic in their criticisms of how the word "Anglo-Saxon" is used and misused since this book was published. (See, for example, Matthew Gabriele and Mary Rambaran-Olm: *The Middle Ages Have Been Misused by the Far Right. Here's Why It's So Important to Get Medieval History Right*, Time Magazine, 21 November 2019, <https://time.com/5734697/middle-ages-mistakes>).

This is, to sum up, a useful and relevant book that fizzles with curiosity and skillfully melds insider and outsider perspectives.



Calendar of Events 2024

The GLD calendar is available on the GLD website, where you can also add it to your Google Calendar, Outlook, iCalendar, and other calendar apps. Go to: ata-divisions.org/GLD/gld-calendar

Date	Location	Organization/Event	More Information
Apr 5 – 7	New Brunswick, NJ, USA	American Translation and Interpreting Studies Association Conference	atisa.org/biennial-conference
Apr 19 – 20	Karlsruhe, Germany	Deutsche Rechtssprache verständlich gemacht	seminare.bdue.de
Apr 21 – 23	València, Spain	Gala 2024	gala-global.org/conference/why-attend
Apr 22 – 24	Seville, Spain	BP24 Translation Conference	bpconf.com/BP24
May 3 – 4	Munich, Germany	Datenschutzunterlagen – interaktiver Workshop	seminare.bdue.de
May 4	Charlotte, NC, USA	CATI – Carolina Association of Translators and Interpreters 36th Annual Conference	catiweb.org/cati-2024-conference
June 3 – 5	Edinburgh, UK	ITI Conference 2024	iti.org.uk/training/events/iti-conference-2024.html
June 7 – 8	Hannover, Germany	Translation – Transkreation (mit Nina Sattler-Hovdar)	seminare.bdue.de
June 14 – 15	Oppenheim, Germany	Weinwissen vom Terroir bis zum Abgang	seminare.bdue.de

Looking for even more professional development opportunities?
Check out our upcoming ATA webinars and workshops on the **ATA website!**

Date	Location	Organization/Event	More Information
June 24 – 27	Sheffield, UK	The 25th Annual Conference of The European Association for Machine Translation	eamt2024.sheffield.ac.uk
Sep 20 – 21	Karlsruhe, Germany	Rechtsübersetzung & DeepL EN <> D	seminare.bdue.de
Oct 1 – 2	Berlin, Germany	Networking Days 2024	elia-association.org/our-events
Oct 30 – Nov 2	Portland, Oregon, USA	ATA 65th Annual Conference	atanet.org/ata65





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