

AURORA BOREALIS

Annual Conference in Orlando 2008



Annual Meeting Minutes

Re-election of administrators

Both Thor Truelson and Tiina Fallini were re-elected as the Nordic Division Administrator and Assistant Administrator respectively. They ran unopposed. David Rumsey administered the vote.

Taxation write-off question

Last year, Anja Miller posed the question whether it was possible to deduct the expenses for trips and sojourns abroad. Many people do deduct expenses related to stays abroad by using the argument that long-term sojourns abroad are required to maintain and upgrade linguistic skills. While this has not been clarified by the ATA or the IRS, the answer ultimately resides with the accountant. Conservative accountants may not feel comfortable with this reasoning, while other accountants may feel fine arguing the validity of deducting these expenses in court. Bottom line: check with your accountant.

Swedish>English certification update

The Swedish>English certification committee has been confirmed and has created a series of test passages for approval by the ATA Certification Committee. They hope to have a Swedish>English test available by next year.

English>Swedish certification

Tess Whitty is in charge of the English>Swedish certification program. She is still looking for graders. *If you are interested in assisting in this effort, please contact Tess Whitty tess@swedishtranslationservices.com.*

Danish certification program

There is interest in creating an English >Danish test. *If you are interested in taking this test, please contact Dana Sackett Loessl: danasackett@yahoo.dk.*

The Danish>English Grader committee is looking for replacement graders so that those people who are currently serving as graders can take the test themselves. *If you are interested becoming an ATA grader please contact danasackett@yahoo.dk.*

Norwegian Certification Program

Kyle Vraa expressed some interest in creating a Norwegian>English certification examination. *If interested please contact kvraa@comcast.net*

Aurora Borealis

David Rumsey is still the editor for the division newsletter *Aurora Borealis*. He is willing to continue, unless someone else is interested. In

the meantime, he is running short of ideas and would like additional content or ideas for articles.

He managed to get the following persons to submit language-specific columns:

Norwegian – Kyle Vraa
Danish – Dana Sackett
Finnish – Jill Timbers
Swedish – Tess Whitty/Lisa Dahlander
Administration – Thor Truelson

New webmaster

With the passing of Margareta Ugander, we are looking for a new webmaster for the Nordic Division website. The website is very simple and webmasters would be responsible for simply posting new issues of Aurora Borealis to the site. *If you are interested in acting as the new webmaster for the division please contact Thor Truelson: ttviking@yahoo.com*

Conference speaker ideas

March is the deadline for submitting proposals for speakers at next year's conference in New York. [If you have a suggestion for a speaker please contact Thor at ttviking@yahoo.com.](mailto:ttviking@yahoo.com) Suggested ideas included speakers from:

- Norwegian/American Chamber of Commerce in NY
- Swedish Consulate – Niklas Arnegren
- Svenska Mammor svenskammor.com
- Sons of Norway - Tor Dahl
- Svea
- Danish/American chamber of commerce
- Finnish Consulate
- New York based Scandinavian companies
- Vestas – Terminology of green technology

Nordic Division ListServe

There was a request to improve communication within the division by reviving the newsletter and creating a Yahoo group and/or ListServe. This will allow members to connect with each other to find out who is going to ATA conferences, overseas conferences, seminars, ask terminology questions, post speaker suggestions etc. etc.

The new listserve address is:

http://groups.yahoo.com/group/ATA_Nordic_List

-Enter this address into your web browser and click "Join this group"

-Enter an email where you want the messages on the list serve to be sent.

-You can choose to receive each email individually or receive a daily digest of emails.



Thanks to all the attendees!



For an update including pictures, video and an overview of the conference, visit the ATA website link <http://www.atanet.org/conf/2008>

Here are the answers to this year's passages. Thanks to all who helped out.



Swedish > English Sample Text (Dagens Nyheter 7/07/08)

För första gången kommenterar ÖB Håkan Syrén den omdiskuterade FRA-lagen. Det var dock en försiktig Syrén som kommenterade turerna om den klubbade lagen i TV 4 på måndagsmorgonen.

Debatten har blivit lite olycklig och lite vilse, det är en form av målkonflikt där vi å ena sidan vill ha försvarsunderrättelser, i andra änden personlig integritet. Det har blivit så digitalt att det går inte finna svaret i endera lägret, det behövs någon form av jämkning, säger han.

Syrén pratade också om Försvarsmaktens behov av information som kommer från signalspaning.

- I detta ögonblick flyger svenska Herculesflygplan i Afghanistan och för att våga uppträda där måste jag veta vad som kan förekomma där i form av missiler och dylikt.

- Den kunskapen bygger ofta på resultat av signalspaning. Jag är helt beroende av de kunskaperna. Man behöver dem för att ha uppfattningen om att något är på gång, så att man kan höja beredskapen.

For the first time, the Supreme Commander of the Swedish Armed Forces, Håkan Syrén, commented on the controversial Warrantless Wiretapping Act (FRA-lagen). A cautious Syrén appeared on TV 4 Monday morning to discuss the fortunes of the law that was pushed through the Riksdag.

The debate has been unfortunate and strayed off course somewhat. It is a conflict of goals, where on the one side, we must have information for national defense, while on the other side, we want to protect personal privacy. It has become so polarized that the answer will not be found in either camp. There needs to be some form of reconciliation, he says.

Syrén also talked about Swedish Armed Forces' need for information that comes from radio intelligence.

"At this moment, Swedish Hercules aircraft are flying in Afghanistan, and in order to show up there, I have to know what may appear in the form of missiles or similar threats. That knowledge is often based on the results of radio scanning. I am completely dependent on the results of the radio scanning. You need it in order to determine whether something is going on, so that you can be prepared."



Danish > English Sample Text (Politikken 15/8/08)

Dansk Folkeparti går vi ind for hårde straffe, når nogen begår personfarlig kriminalitet. Det gør vi fordi vi er af den opfattelse, at mennesker, der kan finde på at begå voldelige kriminalitet skal vide, at det ikke betaler sig. Det er ikke sjovt at blive fængslet og miste sin frihed og hverdag. Det skal det heller ikke være.

Når vi går ind for hårde straffe for barske forbrydelser er det for at tilfredsstille det naturlige behov for retfærdighed som offeret eller i de værste tilfælde de efterladte til offeret har. Samtidig sidder der ofte store dele af befolkningen og forarges med rette over, hvor stupidt og afstumpet nogle mennesker gebærder sig. Det giver en enorm tryghed, når disse sociopater, som der til tider er tale om, bliver lukket inde.

The Danish Peoples Party (Dansk Folkeparti) believes in harsh penalties for persons who commit a violent crime against another person. We take this position because we believe that people who may be contemplating violent crimes should be aware that it is not worth it. Being incarcerated and losing your freedom and everyday life is no joke. Neither should it be.

By supporting harsh penalties for violent crimes, we can satisfy the natural need for justice on the part of the victim, or in the worst cases, the relatives of the victim. At the same time, large parts of the population are often justifiably angry about how stupid and callous behavior of some people. There is an enormous sense of security when these sociopaths, which is the issue at times, are locked up.



Norwegian > English Sample Text (Aftenposten)

Debatten raser om StatoilHydros fremtidige navn, men heller enn å diskutere barnets navn, bør vi diskutere barneoppdragelse. «Alle må gjøre litt. Vi må gjøre litt mer,» slår StatoilHydros helsidesannonser fast, og forteller om selskapets engasjement innen blant annet fangst og lagring av CO2 og vindmøller til havs.

Bortsett fra at ordet «litt» burde vært skiftet ut med «mye», slutter Bellona seg helhjertet til budskapet. Dette er sentrale teknologier i kampen mot global oppvarming. Annonnene presenterer et bilde av det selskapet vi trenger for å løse de globale utfordringene, men dessverre tegner kampanjen et falskt bilde av hva StatoilHydro er og vil bli. Det skapes et inntrykk av et oljeselskap i endring, men dessverre går endringen av selskapet i motsatt retning. Selskapet sikter mot å bli en fossil dinosaur.

The debate is raging about StatoilHydro's future name, but instead of discussing the name of the child, we should discuss how to raise the child. "Everyone should do a little. We must do a little more," says the full-page ad from StatoilHydro, which discusses the company's commitment to capturing and storing CO2 and building windmills at sea.

Apart from the fact that the word "little" should be replaced with "a lot", Bellona wholeheartedly endorses this message. These are key technologies in the fight against global warming. The advertisements present an image of the type of company needed to solve these global challenges, but unfortunately the campaign presents a false image of what StatoilHydro is and wants to be. It gives the impression of an oil company in the midst of change, but unfortunately the company is changing in the opposite direction. The company is heading towards becoming a fossil dinosaur.



Administrator's Message

Happy New Year, people! Hopefully the holiday season treated everyone nicely and 2009 will bring you all good fortune as well. It was nice to reconnect with some of you in Orlando back in November. We didn't have a particularly large turn out among Scandinavian translators, but those who came found the experience worth while. I would particularly like to wish a speedy and complete recovery to Susanne Lomander who unfortunately had to stay in Florida a little longer than she had hoped due to a medical emergency.

From the administrative side of the Nordic Division, Tiina and I are already working on speakers to invite to New York. The deadline is in March, but these things should be done as early as possible. If anyone has any suggestions please don't hesitate to contact either Tiina or myself.

We are still awaiting word from the ATA about the initial passages submitted for the Swedish>English certification exam. Hopefully this will proceed without further delay and we can offer the test in January 2010. I have no reason to think that this wouldn't be the case.

We have been given a Yahoo list group in order to communicate with members of the Nordic Division since the ATA will not release list of all the members' email addresses. The email address is ATA_Nordic_List@yahoogroups.com, if anyone has anything to report. Or you can go to http://groups.yahoo.com/group/ATA_Nordic_List and write in what you want.

So, I look forward to hearing from you in the coming months with any suggestions, comments, criticisms or concerns you have. Until then...

Thor

As per the minutes from the meeting, we had a few people from each language group who volunteered to write few lines as part of a regular column for the newsletter. If you have an idea for a column or would simply like see your name in print, please submit your idea or article to: david@northcountrytranslations.com.



Benefiting from the economic downturn

By Dana Sackett Lössl
AmeriScan Translation

As a freelance translator who has been in the business for 15 years, I find myself these days in my office looking for practical things to do in between jobs, like bookkeeping, writing that article for the Nordic Division's newsletter, and finishing that assignment for the localization course I signed up for; things that I usually can never find the time to do. For the first time in years, I find I am not juggling assignments or politely telling clients that I don't have time for their 4,000 word assignment that is due tomorrow.

The economic crisis that has been on everyone's lips for months seems finally to have hit home. At least my home. And it occurs to me that now, more than ever, is a perfect time to consider various strategies for becoming more competitive on the translation market.

At the last ATA conference in Orlando, I took the certification exam. In the past I had put off taking the exam, because of the seemingly endless flow of work available to us in the relatively small but privileged community of Scandinavian-English translators. In these times, however, when the work flow seems to be slowing, I find the idea of certification to be more and more appealing.

And while, these days, there are less than the habitual dozens of daily emails from customers asking about availability or reminding me to send them an invoice, the advertisements from translation industry software suppliers and translation forums still find their way into my Inbox. This week, for instance, I will likely reactivate my Proz membership, which I abandoned while times were good.

If the phone does not ring tomorrow, maybe I will get around to starting the localization assignment that I have put off for months—and maybe even find a new course, online or otherwise, that can help me on my way to reaching my goals as a professional translator.

Only time will tell if this is just a pre-holiday lull or a real long-term global crisis, but I plan to be prepared for whatever the future holds.

Dana Sackett Lössl,
AmeriScan Translation



Some news on the translation front in Finland

by Jill Timbers

The really big news is that, for the first time ever, a translator has been appointed “artist professor” by Finland’s Central Arts Council! This council appoints a small number of “artist professors” each year, and in September 2008 this year’s new professors were announced: an architect, a choreographer, and Kersti Juva, translator! For a five year term Kersti will receive a monthly salary to enable her to pursue creative projects and interests.

Talented, prolific, endlessly energetic and boundlessly generous, Kersti began her translating career with a translation into Finnish of Tolkien’s *Lord of the Rings* when she was in her twenties. In the 35 years since then she has translated Dickens, Golding, Gordimer, James, Milne, Shakespeare and many other authors into Finnish, along with radio programs and theater plays – most recently Tom Stoppard’s play “*Rock ‘n’roll*”. She has actively campaigned for recognition and rights for translators. She has

always made time to conduct courses for literary translators and present talks at universities. She also created and hosts an Internet discussion list (in Finnish) for literary translators. Her impact on translators and translation cannot be overestimated, but Kersti herself considers her greatest translation achievement her translation of Sterne’s *Tristram Shandy*.

The awarding of an artist professorship to a translator generated an enormous amount of publicity and excitement in Finland. It is the result of long lobbying by translators and brings recognition to the whole field of translation. Juva emphasizes the teamwork and solidarity within the translator community. She says “I feel like a Tour de France racer whose whole bike team has helped push me across the finish line in first place.”

The Finnish Literature Society, *Suomalaisen Kirjallisuuden Seura*, published a handsome two-volume history of translation into Finnish: *Suomennoskirjallisuuden Historia* (SKS 2007). It begins with the 1400s, when Finland was under Swedish rule, and continues through Agricola and early Bible translation to the present day. Essays are written by different experts. The work includes profiles of historically influential Finnish translators such as J.A.Hollo and the controversial Pentti Saarikoski, as well as a discussion of changing norms and responsibilities. This massive reference work is the kind you can’t put down (or you couldn’t, except that it’s so heavy to hold) – lots of information presented in a fascinating, readable way.

Suomennoskirjallisuuden historia 1-2. Edited by H. K. Riikonen, Urpo Kovala, Pekka Kujamäki and Outi Paloposki. 1322 p.
ISBN 978-951-746-889-3
SKS. Published: 2007
Price: 86,00 €

Jill Timbers



The Prospect in the Tackle Box

by Kyle Vraa

As professional translators, we have our specialized fields. Specialization is what separates us from the bilingual dabblers. Yet, in the back of our minds we always hear the motivational speaker mantra of 'succeed by doing what you love.'

While I provide quality translations of computer manuals for my clients, I really can't say computer manuals count among the 'loves' of my life. Great way to make a career but without the checks that arrive a few weeks later, computer manuals lose a lot of their appeal. I'm sure most of my colleagues would say the same about birth certificates, annual financial statements and urology analysis reports.

Are specialization and personal passions always mutually exclusive?

Recreational fishing has been a personal passion of mine since I was three years old. Not too long ago, I was visiting a major outdoors retailer where many Midwestern men between the ages of 30 and 85 spend a good deal of their free time (not to mention disposable income). In one of the fishing department aisles, I came across racks upon racks of fishing hooks with a brand name that looked suspiciously Norwegian. The light bulb went off. Their hooks have been in my tackle box since I was a kid. Dry fly, nymph, barbless salmon siwash, Texas worm, wide gap hair bug. Those are all types of fishing hooks I know as well as the back of my hand. So I headed home to do some research.

Sure enough. This particular company is headquartered one hour north of Oslo and has been in business since 1832. They are the number one manufacturer of fishing hooks in the world, doing business in 160 countries, claiming annual sales in excess of 300 million Norwegian kroner. Seems like a natural prospect for Norwegian to English translation services, don't you agree?

My cumulative expertise in their product represents nearly thirty years of use in the field. Passion, meet specialization.

Examine your own personal passions and you may also find a specialization that you didn't even realize you had.

I'll wrap this column up here. I have a marketing pitch to work on.



Working with School-aged Children

by Tess Whitty

I can never stop thinking of how lucky I am to have found a career as a freelance translator. I pick my own hours, clients and jobs. I can take my job with me everywhere and it is a well paid job. But the most important factor for me is that I can be available for my children.

It was not a conscious choice for me to become a freelance translator. I moved to the US 8 years ago, with a 2 year old son and being 7 months pregnant. I was used to working 75 % of a normal week in a marketing manager position. I was used to one year's parental leave and 6 weeks of vacation. It was not easy to move here where most mothers of young children did not work, where I had no contacts career-wise, and where it was expected of a marketing manager to work at least 40 hour weeks. I started looking into a work-from-home career and tried a few things without much success before I stumbled upon translation. I have always loved languages, been good at writing in my mother tongue and after my first freelance job I was hooked. My career gradually grew. I was working a lot less while my children were young, but after they started school I have been able to work almost full time.

During a normal week day I get up and have breakfast with my family. I make sure my son and daughter get off to school at 7:30 and then I sit down with a cup of coffee and work in my pajamas for a couple of hours. Quite the luxury, don't you think? Then I take my dog out for a walk, run, bike ride and cross country ski. After

lunch I work until 3:30 when the kids come home from school. We have a snack, do homework and then we are off for after school activities like dance, piano, scouts, basketball, library etc. I do not work between 4-8 in the evening when I am busy being just a mom. After the kids are off to bed I sit down to work for yet a couple of hours during the week. This works well since my husband also frequently has work to do in the evening. On the other hand, we try to keep our weekends work-free.

I can stay at home and take care of the children when they are sick and still get work done. I can participate in important activities at school and help out in the classrooms. In other words. I can be very involved in my children's lives and still have a rewarding career.

The only drawback with working from home is that I do not get away from my job very easily. There is always something hanging over me, waiting to be done, and I do not leave my job behind me in an office at the end of the day. Many times I feel guilty for working while the children are at home and asking me to "come look at this" or "play this". But who doesn't feel that way sometimes? My children have also grown used to me sitting with my laptop at all hours and places. At least they see that their mom is a hard working person. They also see a mom that loves what she is doing and that does not complain about her job.

Tess Whitty Dec. -08
www.swedishtranslationservices.com

Don't get even...get paid! by David Rumsey

One of the best sessions I attended at the ATA Conference was about collections, entitled "Ensuring Payment: Before, During, and After the Project." As the end of the year rolls around and I look at the list of unpaid invoices, I think it's a good idea to share some of the ideas that I picked up to finally bring in those missing payments.

Review the rules

There's a reason why translation agencies have us sign contractor agreements; it's to establish formal relations between the agency and the independent contractor (you!). As an independent contractor you are supposed to set the terms of the project...or accept those of the client. Like a plumber or electrician, you are supposed to determine when and how to complete projects and invoice your client. However, agencies increasingly try to set their own invoicing and payment policies – which you should review before you agree to accept the project. This way you won't be disappointed when you discover they have a 90 day payment term or will not pay via wire transfer or paypal.

Use reference numbers and information

Enter as much information as you can on your invoice besides just the purchase order (PO) number. Having a PO number is ideal, which will allow your customer to track your payment in the event it is missing. However, some firms do not use purchase orders. Instead, you should include the project manager you worked with, the file name(s) you delivered, the date of delivery, etc. This will help both you and the client to track down any missing payments.

Invoice promptly

Be sure to create and deliver your invoice as soon as you can after delivering the project. Waiting until the end of the month just increases your chances that the project manager who may have to approve your invoice may be away or has forgotten the details of the project. Check to determine the email of the accounting department where the invoice should be sent. It's a good idea to CC: the original project manager as well. Most importantly, request confirmation that the invoice has been received and it is acceptable.

Translate your invoices

Your project manager may speak fluent English, but the bookkeeper in the accounting department may not. It's easy to customize your invoices to translate the invoice fields (terms, payment details) into both English and Swedish, Finnish, Danish, etc.

Enter all banking details

If you are getting paid via wire transfer, e.g. if you do not have an overseas bank account, be sure to include all the banking details:

IBAN NUMBER: The International Bank Account Number is an alphanumeric code (e.g. BOFUS7) for identifying banks across national borders. This may also be known as the "bank identifier code" (BIC) or the SWIFT CODE. This number **MUST** be included for international wire transfers.

ABA NUMBER: The American Banking Association number. This is also known as the "transit code" or the "routing transit number". It is a nine digit number that indicates the bank branch where funds should be directed. This number is generally used for transfers or direct deposits between two American banks, so it often is not necessary for overseas transfers.

ACCOUNT NUMBER: This is the set of numbers on the bottom of your check after the transit code. The transit code determines the bank branch; the account number determines the final account.

ACCOUNT NAME: This is crucial! If your bank account is under your company name, use that. But if your bank account is under your personal name, be sure to indicate that to the agency sending the funds. As I discovered, wire transfers are often confirmed manually (by an actual person) at the receiving bank or intermediary banks. So if that person cannot reconcile the account number with the name on the account, it may be rejected!



Use Paypal sparingly

Although Paypal.com or Moneybookers.com are extremely convenient for payments from some agencies, they may not always be so great for other agencies. Many translation agencies outsource their payroll and accounting services and these vendors are used to working with plain, old-fashioned checks. Having to get the accounting agencies to pay you via Paypal or Moneybookers means you end up on the end of the list...after all the other checks have been cut.

Offer discounts

Although many clients may seem to ignore the “Net 30” payment terms on your invoice, many clients will pay attention to the terms “2/10 Net 30” which means the agency must pay within 30 days, but they will receive a 2% discount if they pay within 10 days. This may get you your money sooner.

Speak softly but carry a big stick

From a legal standpoint, you must demonstrate “reasonable effort” to retrieve your funds before you take the drastic step of proceeding to court. Create a set of 3 standard letters to send to agencies with outstanding invoices. The first letter should be a gentle reminder to ask the agency to investigate the unpaid invoice. The next 2 letters should be increasingly forceful in terms of demanding resolution to the missing invoices. Specify a deadline by which you need to hear back from them. The last letter should inform the agencies that you intend to employ a collection agency or other legal means to retrieve your payment (i.e. “see you in court!”). Templates are available online.

Report Non-payers

Depending on the amount of the outstanding invoice(s), you may or may not take legal action. But in any case, you should report agencies with consistently poor payment practices. You can post problems to www.proz.com or to other sites like www.paymentpractices.com

Meet a translator



Diane Manown

Where are you based?

Carbondale, Colorado

What got you started in translation?

When I was in high school I was taking Russian and took a trip to New York to the United Nations. We saw where the interpreters work. I joined an exchange program my senior year in high school and have been interested in languages since then.

Language combinations and specialties?

Danish, Swedish and Norwegian to English. I mainly work on legal and medical translations.

What is the best thing about being a translator?

Sticking with a small language like Danish turned out to be a great springboard in the end. Even the Danes at the University of Copenhagen thought I was nuts. But studying the history of the language and then learning to translate in the business world has wound up including so many different topics, and I go to places on the Internet, for example, that I wouldn't have expected to.

What is the worst thing about being a translator?

I do benefit from having several clients. But it is getting wearing having clients view the translating as a 24-hour, seven-day-a-week industry. The most recent thing that happened was a client asking for a delivery on the Fourth of July. They have asked for Sunday morning, too.

What is the toughest assignment you have had?

A handwritten lab report was probably the toughest thing for me to do. Sorting through the copy that is handwritten, photocopied, faxed, is tough. They apparently use these in patent cases, and they are very hard to read. The second toughest thing would be decoding abbreviations on patient records.

What would you say to beginning translators or people interested in the profession?

It might be to advise them to set up their finances so they have one month of bills in advance in a savings account, or something. Not working for anyone in the vicinity and "the check is in the mail" gets frustrating.

What do you see as the benefit of the Nordic Division of the ATA?

It is important to have a connecting point. I only see translators and other people in the industry two or three times a year. We have more Scandinavians than Americans. There really isn't anywhere for an American to go train to translate Scandinavian languages into English

here in the U.S. We need a place to set standards and talk about what we do.

What would you like to see the division accomplish?

The division is working on adding new certification exams. I think that would be a big step forward.

Do you have any outside interests and hobbies?

I'm a Scrabblor and have played Scrabble competitively. I'm officially a word nerd.

Bits and Pieces

As of January 2004, ATA-certified translators need to earn 20 points of continuing education credit over 3 years, with a maximum of 10 points in

any given year, to keep their certification current.

However, the ATA has a Continuing Education Ethics

Requirement that members also need to satisfy.

ATA-eligible continuing education requirements fall into 6 categories:

1. Translation or interpreting courses, seminars, workshops, and conferences (max 10 points/1 year);
2. Other courses and seminars (max 5 points/3 years);
3. Memberships in professional associations (max 2 points/3 years);
4. Mentors, mentees, and ATA Certification Program graders (max 6 points/3 years);
5. New certifications and accreditations from other approved organizations or government agencies (max 3 points/3 years);
6. Authoring of articles or books (max 4 points/3 years).

You can check out the guidelines online at http://www.atanet.org/certification/guide_education_points.php

International Calendar of Events for the Language Industry

<http://www.iti.org.uk/ice/pages/calendar.asp>

Interested in Helping Out?

We are looking for individual who would be interested in helping manage the Nordic division website and newsletter. A small stipend is provided; please contact me (david@northcountrytranslations.com) as soon as possible.

We welcome any and all submissions. This newsletter is written for and by all of the members of the ATA Nordic Division. david@northcountrytranslations.com

