

AURORA BOREALIS

Nordic Division Minutes from the ATA Annual Conference in Seattle 2005

There was a good turn out for the Annual Meeting of the Nordic Division. Approximately 25 Nordic division members (20% of the total membership!) attended the meeting. The minutes are listed below.



Approval of minutes from 2004 Meeting

- Greater visibility for Nordic division at conferences needed.
- Need to increase division membership.
- Linguistic minority council within the division
- New budget guidelines for division - managed from HQ, with option to petition for special projects.

D. Webmaster report/Newsletter report

- Margareta Ugander will continue as webmaster.
- David Rumsey will continue as newsletter editor.

E. Review of FIT Conference in Helsinki

- Anja Miller provided a description of the Finnish group's trip to the FIT conference in Tampere Finland. She mentioned that it was very theoretical and did not provide the same number of practical sessions as the ATA conference. Everyone was also somewhat surprised by the high cost of attendance. Nevertheless, it was a very successful conference and they appreciated the time to connect with international colleagues.

F. Nominations for new division officers

David Rumsey and Charlotte Brasler's final term as Division Administrator and Assistant Administrator respectively will expire at the New Orleans conference in 2006. A new division administrator and assistant-administrator are needed. Christina Jensen, Christine Dahlström, and Thor Truelson expressed interest in serving. David Rumsey expressed the willingness to continue as newsletter editor, which would lighten the load for the administrator. The chief duties of the administrator include:

- Liason with the ATA headquarters
- Recruit conference speakers
- Coordinate activities of the newsletter and website manager.
- Facilitate division members who want to create mini-conferences or visits abroad.
- Provide referrals for clients seeking Nordic translators

(cont'd from previous page)

- Field new queries from beginning translators, students.

- Act as a contact for Scandinavian counterparts.

Other nominations for administrator or assistant administrator should be forwarded to david@northcountrytranslations.com. A full candidate list will be posted in the summer newsletter. Election results will be announced at the New Orleans conference in 2006.

G. Nominations for DA>EN graders

The Danish certification program needs new volunteers to serve as graders. Participation in the program, i.e. translators taking the test, has also dropped in recent years. There was only 1 person taking the test last year. ATA would like this language combination certification program to become more self-sustaining.

Graders can be other certified translators, uncertified academics or translators with significant experience.

A full set of grading guidelines are provided. Graders are also expected to attend a grader training session at least once every two years. These sessions are held at the annual conference or in the interim. Dana Sackett, one of the current graders confirmed that the time commitment for graders was quite minimal and the exercise benefits your own translations style.

H. Creation of SE>EN Certification Committee

The Eng -> Scandinavian translation session was replaced with an informational session to review the process of creating a Swedish<->English exam. Anyone interested in creating this test was encouraged to attend.

I. 2006 conference speakers

The time to plan for new conference speakers is actually at the current conference. The membership provided a few suggestions for topics for next year's conference in New Orleans.

- Translating Medical Terminology
- Tips on Working with Scandinavian PMs

Additional recommendations and suggested sessions should be sent to david@northcountrytranslations.com or directly to the conference organizer (Teresa Kelly) teresa@atanet.org.

K. Potential mid-year conferences: Norway? Sweden? Iceland?

There was discussion of organizing a group to attend the Swedish Professional Translators Association meeting (SFÖ) for 12-14 May 2006 in Stenungsund (Bohuslän).

More information is available at www.sfoe.se. People who are interested in attending as a group should contact me at david@northcountrytranslations.com

L: Newsletter feedback, new ideas

The group discussed new ideas for upcoming newsletters. Additional topics should be sent to david@northcountrytranslations.com

- Useful Nordic websites
- Marketing in Scandinavia
- Software reviews: WordFast, DejaVu; SDLX
- Accessibility
- Reporting Travel Expenses for IRS
- Danish certification programs
- Scandinavian interpreting



Results of Scandinavian>English Translation Workshop

As usual, the translation workshop was one of the most popular of the Nordic seminars at the ATA.

Everyone was able to add their input as to how they thought the passages should be translated.

As is often the case, there were several good translations for the same source text. It took a decisive moderator to get the group to come to a consensus.

In the end, there was no time left for the Norwegian passage, but the results for the Swedish and Danish texts are given below.

(Dana Sackett moderates the Dan>Eng session)



Swedish > English

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70 procent av svenskarna anser att det är bättre att satsa på nyföretagande än att skydda gamla förlustföretag för att bekämpa arbetslösheten, visar ny undersökning.

Det svenska folket är mycket mer förändringsinriktat än vi trott. 90 procent väljer ökad tillväxt framför höjda skatter för att säkra de framtida pensionerna. Politikerna har ett gyllene tillfälle att bedriva en ny politik – om de förmår att vara lika progressiva som folket. Det behövs eftersom det är troligt att hälften av dagens industrijobb är borta om 20 år, skriver Jan Jörnmark, Rolf Wolff och Patrik Ström från Handelshögskolan i Göteborg.

Globalisering är inget nytt och inget vi inte klarar av. Svenskarna har klarat både varvsnedläggningar och tekokriser. Men många politiker och samhällsdebattörer verkar tro att inte bara gamla industrier utan även svenska folket, måste skyddas mot alla förändringar i det längsta.

Världen är vidöppen, och det är också våra gamla svenska arbetsplatser. Det går inte att skydda sig från den kraft som finns i outsourcing, containertrafik, lågprisflyg och internet.

Minst av allt verkar lagstiftning och monopolkramande vara effektiva medel att skydda sig mot globaliseringen. Det är dags för politikerna att inse detta. Svenska folket har insett detta, i alla fall om man ska tro en färsk opinionsundersökning gjord av Skop. Undersökningen visar att folk är mycket mer förändringsinriktat än vad politiker tycks tro.

Swedish > English

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New research shows that 70 percent of Swedes think it is better to focus on new business ventures than to protect losing businesses in order to fight unemployment.

The Swedish people are much more open to change than previously thought. Ninety percent would choose increased growth over increased taxes to safeguard future pensions. Politicians have a golden opportunity to pursue new policies – if they can bring themselves to be as progressive as the people. A new approach is necessary, since half of current industrial jobs are likely to be gone within 20 years, according to Jan Jörnmark, Rolf Wolff, and Patrik Ström of the Gothenburg School of Economics.

Globalization is nothing new and nothing we can't handle. Swedes have survived both shipyard closures and textile crises. However, many pundits and politicians seem to believe that not just declining industries, but also the Swedish people must be sheltered from change as long as possible.

Everything is on the table, and so are traditional Swedish jobs. There is no protection from the forces behind outsourcing, container shipping, low-cost airlines and the internet.

Legislation and pandering to monopolies would seem to be the least effective ways to protect against globalization. It is time for politicians to realize this. The Swedish people already understand it, at least according to Skop's latest opinion poll, which shows that people are much more open to change than politicians seem to think.

Danish > English

(Selected text passages from previous DA>EN certification exams)

1. Virksomheden bør formulere en klar IT-politik, og sørge for, at de ansatte og lederne er informerede om, hvilke regler og love er gældende.

The company should formulate a clear IT policy and ensure that employees and managers are informed of which rules and laws apply.

2. Disse forskningsresultater lægger bl.a. op til, at man kunne forestille sig, at det er muligt ved hjælp af psykologiske behandlingsteknikker at lindre allergi-symptomer.

These research results set the stage for possibly alleviating allergy symptoms through psychological treatment methods.

3. Jeg skal nok komme igen. Jeg er fremtiden mand. Glem ikke, at jeg er et fransk projekt – i virkeligheden hedder jeg jo Ecu, det må jeg bare ikke kaldes af hensyn til nordboerne og andre anti-frankofile.

I'll be back. I'm the future, man. Don't forget I am a French project; actually, my real name is Ecu. I just can't be called that because of the Scandinavians and other francophobes.

4. Bilister skal lettere kunne stå på bussen (passage title)

Motorists need easier bus access

5. Satsningen på "parker og kø", hvis formål er at tilbyde privatbilisterne et konkurrencedygtigt alternativ, fremgår af en ny kollektiv trafikplan for hovedstadsområdet.

The "park and ride" initiative, which aims to offer car owners a competitive alternative, is part of a new public transportation plan for the capital area.

6. I det øjeblik flere bilister vælger at stå på den kollektive trafik, bliver det lettere for HT-busserne at komme frem i København.

When more drivers choose public transportation, it will be easier for HT busses to get around Copenhagen.

7. Kroppen skal gøre sig fortjent til vores omsorg ved at fremtræde slank og glat, uden folder, deller, buler og bløde steller.

Our bodies must earn our care by appearing slim and smooth, without folds, spare tires, bulges, or flab.

8. For at sikre en maksimal vedhæftningsevne for X, skal evt. olie-/fedtpletter og tyggegummirester fjernes fra overfladebelægningen før montage. Før monteringsfasen indledes, skal overfladen effektivt rengøres for at fjerne evt. løse partikler.

To ensure maximum adhesion for X, remove any oil/grease stains and chewing gum from the surface before application. Prior to application, the surface must be thoroughly cleaned to remove any loose particles.

9. Hvis medarbejderen modtager løn i en opsigelsesperiode efter den faktiske fratrædelse, regnes fratrædelsen fra opsigelsesperiodens udløb.

In the event the employee receives pay during a termination period after actual departure from the company, departure shall be effective from expiration of the termination period.

ATA 2005 Conference Session Reviews

Session: Swedish Literary Translations in the US and Canada

Speaker Laura Widerburg

Reviewer: Gudrun Brunot

While attending the ATA conference this last November, I was eagerly anticipating the workshop on Swedish into English literary translation in the US and Canadian market with Laura Wideburg as presenter. Now, I'd finally learn why this gentle way of making a living while immersing ourselves in tomes of thrilling and enthralling epics, lovingly scour our dictionaries, our imagination for just that right word or phrase, doesn't quite seem to be as achievable for today's translator as those of, say, the 1950's.

Swedish literature has been translated into English for over 300 years, Lagerkvist, Moberg, Strindberg--more widely in the United Kingdom than in North America. Swedes are a very literate people. The number of people of Swedish descent now living in the US is estimated to four million. The readers who seek out good literature written in the English language would willingly read translations. There are publishers who would publish translations of Swedish literature. Then, why have so many gifted translators left the profession because they simply cannot afford to stay in it? Why is it so hard for new translators to find that first job, and why do established translators constantly have to scurry to find that next assignment?

Wideburg points out that there is a greater interest in Swedish literature in the UK, whereas the US market looks for best-seller potential in any books they publish. Translation constitutes 3% of all published material; .04% of this is literary, and of that, 2% is Swedish. Readers are oftentimes unaware that translated works are available, Since the translations do not receive the promotion that books by best-selling authors enjoy. In the 50's, big publishing houses would purchase translations and publish them. Today, the their marketing relies more heavily on the translator taking on the role of agent. Literary agents in this country do not handle poetry and do not even try to place translated fiction. Whereas Swedish publishing houses assume

that Swedish literature should be worthy of best-seller status, US publishing houses view it as hard to publish. Three quarters of Swedish translators in the US are members of SASS, (Society for the Advancement of Scandinavian Studies), generally working or retired academics--teachers and writers with little or no training in how to market themselves, ask for fair compensation and royalties, or how to protect themselves from contract pitfalls. The remaining faction of translators is made up of members of organizations like ALTA. These translators are apt to be a lot more knowledgeable about marketing and contract negotiation. In the UK, the conditions for translators have been greatly enhanced through the over 30-year long efforts of SELTA. Translators routinely receive royalties, and the Brits are geographically close to Sweden and can attend the Göteborg Book Fair.

So, since we live in this God-forsaken country where nobody wants us, should we find a sturdy U-Haul box for those cherished dreams and haul them up into the attic? Not yet.

STiNA, Swedish Translators in North America, was founded in March 2004 to do for us what SELTA is doing for Swedish translators living in the UK—to bridge the gap between those who know how to negotiate and those who don't, to deal with market-place issues, advocate for fair dealing for translators. Swedish publishing houses need to wake up to the fact that they cannot expect to negotiate under the same conditions as when dealing with their counterparts in Europe. We have to learn how to be better advocates for ourselves. The first step is to be well informed. *Writer's Market*, a commercial publication, gives information about reasonable rates. Small presses are more likely to be receptive to a good translation. Before undertaking the translation, a letter certifying the right to publish the translation must be obtained. If the copyright is owned by a Swedish publishing house, this can be a stumbling block, since they are not known for answering promptly, if at all. In many cases, the author holds the copyright, making obtaining the letter of permission a lot easier. Wideburg recommends contacting Svenska institutet, which is eager to further the translation of

Swedish works into English and will provide the address of an author. They can award up to \$10,000, for a translation, money that mostly goes to the publishing house to subsidize promotion and publishing of the book.

Translators working from English into Swedish can apply for membership in "Svenska Författarförbundet" with submission.

Answers, I obtained all right. Before we wrap ourselves in that word-loving cocoon of creative oblivion to the outside world, we must sharpen our elbows, face the chill wind of rejection, or, worse yet, endure the stultifying airlessness of non-reaction.

Session: *Guerilla Marketing for Freelance Translators*

Speaker: *Greg S. Churilov*

Reviewer: *David Rumsey*

A packed audience listened intently as Greg Churilov presented an intriguing seminar entitled "Guerilla Marketing." The basic theme was that marketing shouldn't be an intermittent, "hit-or-miss" effort, but should be a continual process of projecting your desired image as a translator. Marketing goes beyond simply sending your resume. It includes creating a consistent theme for all your marketing tools, website, resume, email signature and even voicemail greeting.

The second aspect of marketing centers around organization. This includes regularly replying to CV requests, and regularly communicating your presence to client via newsletters, greeting cards or email.

Lastly, and probably most importantly, Churilov focused on the issue of planning. Marketing is only successful if you can measure its success. He encouraged translators to take time to plot out what their goals were for each time period. Goals should be clear, concrete and measurable, e.g. earn \$XXXX.00 per month, or add X number of new clients, etc. Schedule regular periods to review your progress towards your goals. Seek input from other translators and professionals to help achieve your goals.

The highly motivating session was so popular the first time than Churilov offered a second session during the conference. If you can attend another ATA Conference in New Orleans, I highly recommend this session.

Session: *Introduction to Computer-Assisted Translation Tools*

Speaker: *Jost Zetzsche*

Reviewer: *Thor Truellson*

On June 9th, 2005, I hopped in the car for the 6 hour jaunt to Chicago to attend the Translation Tools Seminar by Jost Zetzsche. For someone who hadn't yet figured out how Trados works after 3 years of struggle, I was excited as if on the edge of an epiphany. The event lasted the entire day, with a networking reception immediately following the program.

The program was quite comprehensive. Jost examined the differences between the various brands of translation memory software regarding features, ease of use, and compatibility with other programs (interfaces and PDF conversion). He also went beyond memory software to discuss invoicing programs, word counting differences between various programs, and pretty much everything else that a computer can be used for in the translation business. An SDLX representative was also on hand for the event, and toward the end of the presentation he took the mic to explain some of the issues surrounding Trados and SDLX being run by the same company. He took some time to answer a few questions.

On the whole the program was good and informative. It was sometimes rather technical, but when discussing computer programs and their applications, this is to be expected. At the very end, Jost affirmed his belief that CAT tools are a requirement for all serious translators. His seminar, which is regularly held at ATA conferences, is a good introduction to the field

Session: *Translating Financial Reporting: New Danish Rules and Terminology*

Speaker: *Lise Mourier*

Lise outlined the complicated process of building an online glossary www.regnskabsordbogen.dk, which contains thousands of entries with their definitions, collocations and examples in context. There was also an excellent list of relevant websites. Much of lecture was printed in the Fall 2005 issue of Aurora Borealis.

Swedish <> English Certification Committee Formed

At the request of several translators, an impromptu session was held to discuss the possibility of creating either a Swedish > English or an English > Swedish certification exam. David Rumsey reviewed the basic milestones in the 2 year process of creating a new certification examination for a new language combination. An outline is given below.

As a result of the session, a formal committee has been formed including: Thor Truellsen (Chair), David Rumsey, Laura Widerburg, Fredrick Starmark, Thomas West III, Margareta Ugander.

Thor has begun the process of contacting members to solicit their support for either the Swedish>English or English>Swedish exam, or both. If you are interested in supporting either test, please contact him at ttviking@yahoo.com

New Language Combination to the ATA Certification program

1) Form a committee of volunteers.

Select a chair and establish formal contact with the Accreditation Committee. Provide the Accreditation Committee with a list of the committee members.

2) Prepare a list of at least 50 names

This includes ATA members and non-members who would be interested in taking the exam. Provide documentation to verify that there is enough support for the new language combination to be sustainable.

3) Create a Grader Workgroup

Recruit 3-4 graders with appropriate credentials who can commit to a min. 2 year term. Graders can be academics and/or professional translators who are willing to forfeit their opportunity to become certified while grading. The key grader will be the Language Chair (LC), becomes the liaison to the Accreditation Committee.

4) Submit grader résumés to ATA

Graders attend grader workshops offered by the ATA, and the Language Chair or a workgroup rep is invited to any workshops for Language Chairs.

5) Select initial passages

The grading workgroup, led by the LC, selects three practice test passages and submits them to the ATA Accreditation Committee for review and approval. (Provide an English translation for foreign-language passages.)

6) Conduct grader training

The graders take the practice tests, grade each others' translations according to the grading guidelines, and discuss their grading decisions. The Language Chair prepares passage-specific and language-specific grading instructions and submits them to ATA for review and approval.

7) Workgroup selects another six passages

Three for the first year's exams and three backup passages, which become the second year's exams. Prepares sample translations and passage-specific grading guidelines for these passages.

8) Attend Grader Training in Alexandria VA

At least one of graders to attend a grader training either at the spring L.C. meeting in Alexandria, VA (usually April or May) or at the annual conference.

9) Present the materials to the Accreditation Committee

Submit materials for final review and approval and for its recommendation to the Board. Board will vote formally to establish the new language combination at the next scheduled Board meeting.

10) An announcement is placed in the *ATA Chronicle* and on the ATA Web site and in our literature. Practice tests will be available immediately and exams may be taken at sittings following the announcement.

Nordic Division Dinner

Despite a lengthy restaurant check that took some creative math skills, a good time was had by all for the Nordic Divisions dinner at a local seafood restaurant (McCormick & Schmick's Fish House) in Seattle on Friday night. We are looking forward to another dinner event at the ATA conference in New Orleans in 2006. With a crowd this large this year, we'll be organizing a more structured dinner event next year in New Orleans!



Liisa Milpacher enjoys the fish dinner



David Rumsey & Tuomas Kostiainen



Dana Sackett & Charlotte Brasler



Thor Truellsen, Laura Widerburg & Yngve Roenicke



Tuomas Kostiainen and Anja Miller



Thor Truellsen enjoys a shrimp

10 Tips for Getting Paid

10 – Use an accounting software that can track invoices that are still open, such as Quickbooks.

9 – Offer clients a 2% discount for paying early, e.g. within 14 days.

8 – Open an account on www.PayPal.com or www.moneybookers.com, which only charges a nominal fee to receive payments. The money can be either transferred to your bank account or used for other web purchases.

7 – If you do a lot of business with overseas customers, consider opening a bank account in that country. If you are a non-resident, consider opening a joint account with a friend or relative in that country.

6 – Issue quarterly statements to your major clients or those with outstanding balances. It also helps to reveal potential discrepancies.

5 – Send your invoice along with the completed translation. This prevents you from you or the PM from forgetting about your invoice when you're busy on another project.

4 – Don't let invoices go unpaid beyond 60 days. Statistics show that the longer an invoice goes unpaid, the less likely you are ever to see that money.

3 – Get to know the accounts payable person at the agency. The project manager is rarely the person who cuts the check. This is the job of the accounts payable person.

2 – Flood them with information. When querying agencies for lost payments, include your invoice number, their PO number, the project manager's name, the project name, etc. etc. They all help to track your payment.

1 - Be demanding! The squeaky wheel truly does get the grease when it comes to money.

Certification: Fact & Fiction

Many people have already been contacted about the possible SW<->Eng certification exams. There are a lot of myths surrounding the ATA certification program that may be addressed here

The test is handwritten.

True. The test is currently handwritten to prevent online support. However, the issue is being reviewed by the ATA. Even so, there is ample time for translators with even the poorest penmanship to complete the exam. Hundreds already have...

Computerized dictionaries cannot be used!

True. Computers are not permitted in the exam, but most of the passages have been modified to remove truly obscure terms that would require specialized dictionaries.

I am already certified abroad, I don't need this credential for the USA.

False. ATA Certification is the most widely recognized translation credential within the USA. American project managers may have difficulty evaluating foreign credentials. This is the easiest way to establish yourself in the US translation market.

The exams aren't based on the "real world".

False. Graders often use texts from actual projects they have completed in order to create exam passages.

Certification is no indication of quality

True. There are many excellent uncertified translators and many certified translators who may submit less than perfect work. However, certification provides a baseline that demonstrates a translator's skill, professionalism and creativity. .

Certification requires continuous education

True. Translators will need to accrue 20 points of continuing education as a way to demonstrate their commitment to the profession. This roughly translates into attending 2 ATA conferences every 6 years.

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 www.atanet.org/acc/Guide_Education_Points.pdf.

Interested in Helping Out?

We are looking for individual who would be interested in helping manage the Nordic division website and newsletter. A small stipendium 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

