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Editorial

Dear Readers,

Spring is a time for change, and there's been plenty of that here at *interaktiv* in recent weeks. Little did I know when I took over from Matt Baird that this was only the beginning of a major staff turnover. But I'm happy to report that we were able to recruit a number of highly qualified volunteers to help us keep your newsletter thriving!

You may notice that we no longer have a co-editor. After much deliberation, Hilary Higgins decided to step down, as she is pursuing a new career path. However, we have added several

copy editors to our team: **Annett Kuester, Ivonne Reichard-Novak, Melissa Kostelecky, and Sabine Seiler.** They are filling the shoes of Ellen Yutzy Glebe, allowing her to focus on her role as the GLD's European Coordinator. We have also expanded our team of proofreaders.

My special thanks goes to Katrin Rippel Galati, who has been our layout designer for the last decade, dutifully staying on as we searched high and low for a replacement. And I'm excited to welcome our new layout editor, **Daniela Radivo-Harder**, who was trained on this issue under Katrin's guidance.

Finally, we have a new web manager, **Robin Limmeroth**, who has taken over for Jessica Lucio. You'll have a chance to get to know Robin on [page 15](#), as she also wrote one of two newbie recaps of ATA60.

Despite all these changes, you may rest assured that one thing will remain the same: *interaktiv* will continue to bring you the content you've come to expect, conveniently delivered to your inbox twice a year. In this issue, we are focusing on the value of T&I conferences.

In addition to our ATA60 newbie reports, a [review of our Distinguished Speaker](#)

“Spring is a time for change, and there's been plenty of that here at *interaktiv* in recent weeks.”

[session](#), the [Minutes of the Annual Meeting of the GLD](#), and of course Gerhard Preisser's Annual [Listmaster's Report](#), you'll find out what you missed if you weren't able to join us in Palm Springs last October.

On [page 12](#), Ellen Yutzy Glebe shares [how her first ATA Conference has shaped her career](#). And if you're interested in what other translation conferences have to offer, look for the [review of the Europäisches Übersetzer-Kollegium](#) in Straelen by Karen Leube and my [own recap of the BDÜ Conference](#) in Bonn.

Even if you weren't able to make it to any of these events, there are ways to benefit from the knowledge of your peers. Pavitra Baxi tells us [how to make the most of conferences virtually](#), and Elani Wales explains [how to leverage Facebook groups](#) to catch up on industry trends.

In her [Word from the Administrator](#), Ruth Boggs updates us on the latest GLD news. Ellen Yutzy Glebe shares what our European members have been up to in her [\(Translation\) Notes from the Homeland](#), with a recap of the 7th Annual ATA German Language Division Members in Europe Workshop. We also have a new book review for you on [page 25](#). And in this issue's [Translator in Profile](#) section, you have the opportunity to get to know yours truly.

As always, we end with a list of T&I-related happenings around the world. Don't forget to visit our [Google Calendar](#) online and link it to your Outlook, iCalendar, or other calendar apps!

I hope you enjoy this issue of *interaktiv*. As always: happy reading!

Mit sonnigen Grüßen aus San Diego
 Marion Rhodes

A Word From the Administrator

Dear Colleagues:

I hope this finds you well. As I write this, in mid-January, it is not too late to wish you a happy, healthy and prosperous new year.

It's also not too late for a little recap of ATA60, which was another great conference, with a well-received distinguished speaker, six equally well-received sessions in the German track, and a pleasant and productive California-themed networking dinner. Please see [our website](#) for details.

Alas, there's no rest for the weary. ATA61 (October 21-24 in Boston, Massachusetts) is just a few months away. Hopefully, some of you will have submitted session proposals by the March 2 deadline. I've already submitted my proposal for a distinguished speaker candidate for ATA61. Since nothing is final until ATA (and the conference organizer) says so, I'm not going to let the cat out of the bag just yet, but if it works out, we're in for some exciting sessions!

Much of my time in recent weeks has been spent on personnel matters.

Jessica Lucio, who took over our GLD website in 2015 and has been an excellent website manager and absolute pleasure to work with, resigned because she has accepted a full-time in-house position. We appreciate her hard work and wish her the best in her future endeavors. Jessica already gave notice in the fall, but hung in there until we could find someone to take over for her.

I'm glad to report that Robin Limmeroth has stepped up and agreed to become our new website manager. We look forward to working with her and welcome her as a member of the GLD Leadership Council.

“Alas, there's no rest for the weary. ATA61 (October 21-24 in Boston, Massachusetts) is just a few months away. Hopefully, some of you will have submitted session proposals by the March 2 deadline.”

We also were finally able to find a new layout designer for our *interaktiv* newsletter. Katrin Rippel Galati has done a great job with the layout for the past ten years and needed a break. Many thanks to Katrin for her dazzling design skills, and for going the distance until a replacement could be found.

I'm happy to announce that Daniela Radivo Harder will be stepping into the position. Daniela trained with Katrin on the issue you are looking at right now. Thank you and welcome, Daniela.

Last but not least, we needed a new copy editor for *interaktiv*. Dr. Ellen Yutzy Glebe, who is now our European Coordinator, had been pulling double duty. Many thanks to Ellen as well.

To replace Ellen, we had “die Qual der Wahl”, as we say in Germany, because we had ten (!) qualified candidates. Hopefully, the applicants who didn't make the “Final Four” will consider contributing to *interaktiv* in other ways.

Our next *interaktiv* newsletter will be published in the fall, ahead of ATA61 Annual Conference. By then, I should be able to provide you with details on our distinguished speaker, the German track conference sessions, and a networking event.

There's much to do. As they say in Bavaria: “Pack' mer's!”

Wishing everyone a great spring and summer that's as busy as you want it to be.

Collegially yours,
Ruth Boggs, MA, CT
Administrator, German Language Division



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

German Language Division Minutes of the 2019 Annual Meeting ATA's 60th Annual Conference in Palm Springs, CA

The Annual Meeting of the German Language Division of the American Translators Association was held on Friday, October 25, 2019, at the Renaissance Palm Springs Hotel in Palm Springs, CA. Administrator Ruth Boggs called the meeting to order at 4:46 PM.

An agenda for the meeting was made available. A move was made to accept the agenda, which was then seconded. The minutes to last year's annual meeting on October 26, 2018 in New Orleans, LA were also accepted by a motion. All minutes of annual meetings of past years are posted on the GLD website under the heading "GLD Archive" and printed in the newsletter *interaktiv*.

As the first order of business, GLD Administrator Ruth Boggs welcomed everybody to the meeting. Dagmar Jenner, president of UNIVERSITAS AUSTRIA, was introduced. She delivered the traditional chocolates.

Ruth Boggs provided her 2019 summary of the state of our division. The division is doing well; it has about 1,400 members, and 154 were attending ATA60. The division is meeting all of its core services. Ruth briefly mentioned the GLD Annual Networking Event and Dinner the night before; when organizing the event, a less private space was given preference due to costs. All in all, the networking event was a success, and Ruth would welcome restaurant/location suggestions for the 2020 ATA Conference in Boston, MA.

Ruth discussed having traveled to Tübingen, Germany, for the GLD Members in Europe

Workshop organized by Karen Leube; Ruth thanked Karen for organizing a stellar event.

In her report on the sessions at the Annual Conference, Ruth indicated that there were eight (8) sessions submitted for consideration for this year's conference, of which six (6) were accepted. Ruth encouraged the presenters not chosen for ATA60 to resubmit their proposals for ATA61. Dr. Ruth Martin was the GLD's distinguished speaker and gave two presentations during this year's ATA Conference.

Ruth Boggs thanked Matt Baird, editor-in-chief of the division's newsletter *interaktiv*, for nine years of outstanding service to the GLD. Matt's work was recognized by ATA with a certificate. The new editor is Marion Rhodes, and the baton had already been passed to her prior to the conference. Matt then reported on the newsletter *interaktiv*, which is published twice a year, sent to all GLD members via broadcast e-mail, and available online on the GLD website. Matt thanked and presented the 2020 *interaktiv* editorial team consisting of Marion Rhodes (editor), Hilary Higgins (co-editor), Ellen Yutzy Glebe (copy-editor), Ute Kegel, Kimberly Scherer and Jill R. Sommer (proofreaders), Katrin Rippel Galati (layout designer), Stella Waltemade (calendar) and Carlie Sitzman (review coordinator). Matt reminded everyone present that *interaktiv* always needs content. He asked members to think about how they can help, suggesting that they could point out interesting articles they read, write conference session reviews or reports on other events and conferences, share blog posts from their own blogs, etc.

New Member & Review Coordinator Carlie Sitzman reported on the proofreading pool, which is a partnership between ATA and UNIVERSITAS to serve as a meeting point for people interested in proofreading services. Carlie mentioned that she is happy to answer new members' questions and distribute information.

Social Media Coordinator Sandy Jones reported on the GLD's social media presence. The division now has 398 "likes" on Facebook (@GLDATA) (up from 358 in 2018) and 748 Twitter followers (@ata_gld) (up from 633 in 2018). Sandy asked members present to consider sharing anything that can be distributed via social media and to share and "like" the division's posts.

Listmaster Gerhard Preisser entertained the meeting with his now tenth eagerly anticipated Annual Listmaster Report. Gerhard was looking back on about 7,600 contributions to the GLD's list over the past ten years. A big topic of Gerhard's presentation was the move of the list away from Yahoo Groups. ATA is striving for an overall solution for all divisions; any updates will be announced as soon as they become available. Please find Gerhard's 2019 State of the List Report on our website www.ata-divisions.org/GLD/gld-archive/.

In wrapping up the meeting, Ruth made a couple of additional comments:

- A call went out to assemble a nominating committee: four volunteers came forward (Ruth Gentes Krawczyk, Heike Holthaus, Elani Koogle, and Luz Miranda). No objections were made regarding these volunteers, and they were confirmed by acclamation.
- Jessica Lucio has stepped down as the GLD website manager. The division is in urgent need of a new volunteer to fill this position, and Ruth encouraged members to consider volunteering their skills. We also need a new layout designer for the website. Again, Ruth called for volunteers, citing a small honorarium paid by ATA as an incentive.
- On February 8-9, 2020, the GLD Members in Europe Workshop will take place in Erfurt, Germany. A broadcast will go out to all members, and the event will be announced on the division's social media channels.
- As a final point, Ruth called for suggestions regarding a distinguished speaker for ATA61 in Boston, MA, from October 2021-24, 2020, as well as for session proposals to be submitted.

Ruth adjourned the meeting at 5:36 PM.

Respectfully submitted,
Sandy Jones
GLD Assistant Administrator





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

(Translation) Notes from the Homeland

Ellen Yutzy Glebe

As I write this long-overdue¹ column, I'm sitting on the ICE from Erfurt, hoping to get out of town and back home ahead of Hurricane Sabine. The weekend was a whirlwind in the best sense of the term, and everything came together for a nearly perfect experience. The planning team, especially our local expert, Geoff Chase, provided for a well-managed event. Most of the workshop participants arrived on Friday in time for a city tour under clear blue skies and a positively cozy dinner—Thuringian dumplings, anyone?—in the vaulted basement room of a local restaurant. Judging by the volume level, everyone had a lot to talk about! After all, many of the European members have known each other for years and look forward to this annual event as an opportunity to catch up with old friends.

On Saturday morning, Geoff picked us up at the hotel and led us along the river through the Altstadt, past the Krämerbrücke to the Augustinian monastery where we had reserved meeting rooms. After the customary introductions—including *Grußworte* from Ruth Boggs and Ted Wozniak—and a review of ATA/GLD news, Kelly Neudorfer talked a little about her experience at the BDÜ conference in November and presented an English version of the talk she gave there on getting acquainted with and preparing to use (or defend the decision not to use) AI-driven machine translation.

Having confronted ourselves with the possibility that machines might be able to do at

least some of what many would like to continue considering the domain of trained specialists, the group turned next to decidedly creative endeavors. Our invited speaker, **Bradley Schmidt**, a Kansas native who, like so many of us, came to Germany as a student and never returned to the States, now

“Judging by the volume level, everyone had a lot to talk about! After all, many of the European members have known each other for years and look forward to this annual event as an opportunity to catch up with old friends.”

lives in Leipzig, where he teaches at the university and works as a literary translator. In his talk on “Creative Cross-Pollination: Learning from Literary Translation,” Brad took us through a number of exercises, including an analysis using five published German translations of *The Great Gatsby* and a number of excerpts from other works on which he has worked. The lively discussion that followed

showed that participants were engaged and inspired. While DeepL might be able to string together sentences that are comprehensible and even syntactically acceptable, it cannot reflect on the emotive power of the language and make choices as deliberately as a human translator.

This reflection on the choices translators make continued in one of the two breakout sessions that followed on the program. I myself spoke about the history of Bible translation and how decisions made along the way change the way texts might influence the mentalities of those who read and memorize them. Robin Limmeroth gave a talk—about which I heard excellent reports—on PowerPoint and how translators can deal with files in this format.

Word of an approaching storm had reached us already Saturday morning, but the forecast was adjusted over the course of the weekend, and the Deutsche Bahn was urging passengers to either take earlier trains or stay put for an extra day or two. As the first participants decided to leave right after breakfast on Sunday, we were confronted with the dilemma of how to proceed. Matt Baird—who also helped put together the program—had to cancel his talk. Luckily, those “German phrases we love to hate” have no expiration date. Those who remained in Erfurt split up for the last round of breakout sessions, getting advice from

Monika Roehl about translating for German authorities or a chance to ask Brad questions about the business of literary translation.

There was time for a leisurely coffee break before making our way back outside, where the wind was starting to pick up and the blue sky, which had graced the workshop, was indeed starting to cloud over. A whirlwind of another sort was coming, and I hope everyone got home safely!

¹Thanks to the editorial staff for being open to my suggestion of using the column for a “hot-off-the-press” report on the workshop!

Die Liste wo einiges los ist!

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

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

Subscribing is as easy as 1, 2, 3:

1. Send an email to: ATA-German-Language-Division+subscribe@groups.io
2. In the subject line, enter: **subscribe gldlist**
3. In the body of your email, write your:
 - email address
 - full name
 - ATA membership number





After starting out as a university teacher, **Gerhard** decided to pursue a career as a full-time E>G translator some 20 years ago. He has been in charge of the GLD List since 2009 and lives with his family and the mandatory “translator dog” in Manassas, Virginia.
xlator@comcast.net

Jahresbericht von Gerhard Preisser, GLD List Owner

Guten Abend!

Ich möchte Sie alle ganz herzlich zu einem kleinen Jubiläum begrüßen: Ich darf Ihnen heute meinen 10. Jahresbericht als GLD-Listmaster vorlegen, was einerseits vermuten lässt, dass es für dieses Amt keine echten Konkurrenten gibt, was aber auch heißt, dass es noch keinem unserer Listenmitglieder gelungen ist, mir den Spaß an dieser Tätigkeit zu verderben (auch wenn es der eine oder die andere mal versucht hat). Bei einem kurzen Blick auf meinen ersten Bericht für die Konferenz des Jahres 2010 habe ich festgestellt, dass ich damals alles Wesentliche noch auf einer einzigen Seite unterbringen konnte – eine Tatsache, die mir heute lediglich ein müdes Lächeln entlockt.

2010 freute ich mich sehr darüber, dass die Liste stolze 368 Mitglieder zählte, und wenn ich mir die Vergleichszahl von heute ansehe – 495! –, bin ich schon auch ein bisschen stolz darauf, dass so viele Kolleginnen und Kollegen erkannt haben, wie wert- und sinnvoll dieses Angebot ist.

Wie Sie alle wissen, beklage ich seit Jahren den Rückgang der Wortmeldungen auf der Liste, der in so gar keinem Verhältnis zur steigenden Mitgliederzahl zu stehen scheint. Daran hat sich auch im aktuellen Berichtszeitraum nichts geändert – wir stehen aktuell bei ca. 1.900 Postings. Letztes Jahr waren es etwa 2.500 und vor 10 Jahren, jetzt bitte den Atem anhalten, rund 7.600.

Da ich heute aber in Jubiläumstimmung bin (*It's my party, and I'll laugh if I want to*), verweise ich lediglich darauf, dass ich sehr wohl weiß, dass wir als Übersetzer und Dolmetscher heute in den sozialen Medien sehr gute Alternativen für die

Wissensbeschaffung haben und dass das Internet viele Fragen beantwortet, für die es noch vor ein paar Jahren eines Forums wie des unseren bedurft hätte. Das ist eine gute Entwicklung, und ich bin davon überzeugt, dass beide Welten mühelos koexistieren können. Wenn man dann noch berücksichtigt, dass heutzutage bekanntlich auch die großen politischen und gesellschaftlichen Fragen unserer Zeit auf Twitter und Facebook abgehandelt werden, macht es wenig Sinn, den Lauf der Dinge zu bejammern.

„Und damit zum großen Thema der vergangenen Wochen: dem Liebesentzug durch Yahoo Groups.“

Und damit zum großen Thema der vergangenen Wochen: dem Liebesentzug durch Yahoo Groups. Nach zwanzig Jahren der Treue – Jahre,

in denen wir mit Yahoo durch dick und dünn gegangen sind, mehr oder weniger klaglos akzeptiert haben, dass mit großer Sorgfalt und, ja, mit Liebe verfasste Nachrichten einfach in Yahoos Mülleimer wanderten, ohne jemals das Licht der Liste zu erblicken, während andere Postings erst nach vielen Stunden oder Tagen aus der Verschollenheit auftauchten, dann aber oft gleich drei- oder viermal – nach all diesen Jahren also hat Yahoo einseitig, schamlos und offenbar ohne jegliche Reue entschieden, uns vor seine virtuelle Tür zu setzen.

Ich habe nach dem ersten Schock mit bleichem Gesicht im Archiv einen Blick auf die ersten Nachrichten vom Frühjahr und Sommer 1999 geworfen, in der Hoffnung, noch einmal dieses aufregende Kribbeln zu verspüren, das es am Anfang unseres Abenteuers mit Yahoo doch gegeben haben muss, aber nein! In der allerersten Nachricht des damaligen Listmasters Michael Metzger – der ersten von mittlerweile über 107.000 – schrieb er am 17. Mai 1999, und ich zitiere:

„Wie ihr seht, funktioniert die Liste ja schon... Wenn ihr alle der Meinung seid, dass dieser Provider ... zu bunt, zu nervig, zu irgendwas ist, dann mal schnell damit rausgerückt und mir mitgeteilt.“ Und es kommt noch dicker: „Sollte es euch allen nach einem ‚ruhigeren‘ Provider zumute sein, dann werde ich die Liste mit meinem eigenen Provider einrichten.“

Michael, ein wahrhaft weiser Listmaster (wie wir heute wissen), sah also damals schon alles andere als ein ruhiges Fahrwasser für den Dampfer der GLD-Liste auf dem Yahoo-Ozean voraus, eine Tatsache, aus der ich natürlich sofort Trost schöpfte. *Damn you, Yahoo* – wir können auch ohne dich! Unter Missachtung von Dionne Warwick und ihrer Klage *I'll Never Love This Way Again!* halten wir uns an das Motto des großen deutschen Lyrikers Jürgen Marcus, *Eine neue Liebe ist wie ein neues Leben*, und wollen einen neuen Aufbruch wagen. Da wir aber nicht mehr die Jüngsten sind, werden wir uns nicht einfach Hals über Kopf in ein neues Liebesabenteuer stürzen, sondern in Abstimmung mit der ATA und anderen Gruppen unter ihrem Schirm unsere Koffer packen, unser Archiv und hoffentlich auch alle unsere Dateien mitnehmen und bei einem anderen Provider einziehen. Wir haben das im Leadership Council bereits erörtert und werden in Kürze darüber informieren, wie es weitergehen wird. Ich gehe davon aus, dass die Yahoo-Groups-Oberfläche ab Montag nicht mehr für das Verfassen von Nachrichten zur Verfügung stehen wird; das Absenden von E-Mails an die Liste unter Verwendung des eigenen E-Mail-Clients wird aber weiterhin möglich sein. Wir haben für den Umzug der Archive und Dateien theoretisch bis zum 14. Dezember Zeit, aber ich bin mir sicher, dass alles sehr viel schneller über die Bühne gehen wird.

Damit kommen wir zu dem Teil des Berichts, der uns näherbringen soll, was unsere Mitglieder in den letzten 12 Monaten

umgetrieben hat, zu welchen Selbsterkenntnissen sie gelangt sind und was sie von ihrer Existenz als Übersetzer oder Dolmetscher ganz allgemein halten. Da Kontext, wie wir aus unserer täglichen Arbeit wissen, ohnehin nur stört, lasse ich selbigen hier wie üblich außen vor.

Beginnen wir mit ein paar allgemeinen Beobachtungen zum Übersetzerleben:

Da wäre zunächst diese Feststellung zum Berufsethos: „Im Grunde hat kein Übersetzer Lust, da flott mal was hinzukritzeln.“

Oder vielleicht doch? „Been there, done that. It's nuts.“

Die Erkenntnis, „Wir sind vermutlich nicht die einzige Branche mit Schwierigkeiten“ lässt sich vielleicht so erklären: „The translator's brain inhabits a very strange place.“

Auch wenn die meisten von uns ihrer Arbeit aus reinem Idealismus nachgehen, machen wir uns doch auch Gedanken wegen des schnöden Mammons:

„Wie kann man feststellen, ob einem irgendwelche Gelder zustehen?“

Und: „Reich wird man heutzutage eigentlich nur noch mit organisiertem Glücksspiel.“

Und dann wäre da noch diese grundsätzliche, zweisprachige Feststellung: „I don't think Rent is paid in anything other than Geld.“

Natürlich geben uns unsere Kunden immer wieder Anlass zu Unmutsbekundungen:

„German clients just have to understand that things are different over here.“

Man kann sein Unverständnis mit einem gewissen Wohlwollen formulieren, zum Beispiel:

„Es kann natürlich sein, dass der Kunde ahnungslos ist.“

Oder eben auch gänzlich ohne:

„Entweder sind die total blöd, oder sie halten uns für unendlich dumm.“

„Beginnen wir mit ein paar allgemeinen Beobachtungen zum Übersetzerleben:

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„Alles wurde zur Zufriedenheit der jeweiligen Fragesteller aufgelöst, und eine Bemerkung einer unserer Mitstreiterinnen vom letzten Dezember steht für ganz ähnliche Kommentare vieler anderer: „That’s why I love this list: Wieder was gelernt!“.“

Nach einem langen Tag vor dem Computer sind so manche unserer Mitglieder mitunter etwas gereizt, was vielleicht die folgenden Vorschläge erklärt:

„Think of a badly offensive term in English and use that.“

... oder

„Just answer in the most ridiculous way possible, even claiming to be a cyborg with special proofreading enhancements.“

Und dann diese Bemerkung zu später Stunde:

„Im Grunde genommen ist es mir doch egal, was ihr daraus macht. Ich würde es so jedenfalls nicht übersetzen, aber ihr könnt machen, was ihr wollt.“

Das war wenigstens unmissverständlich, ganz im Gegensatz zu dieser Anregung: „Just think of fish.“

Aus den folgenden Bemerkungen spricht auch nicht unbedingt die große Lust an sinnvollen Vorschlägen:

„I don’t have a solution, but it’s clear something will happen.“

Oder: „I do not propose to have all the answers.“

Und natürlich: „Just google it!“

Diese letzte Anregung fiel zumindest bei einem Mitglied auf fruchtbaren Boden: „Since, as a Canadian citizen, I had no clue what you were talking about, I googled it.“

Ich habe schon öfter angemerkt, dass unsere Liste von vielen Mitgliedern als eine Art Psychiatercouch empfunden wird, denn anders kann ich mir Beiträge wie die folgenden nicht wirklich erklären:

„I have been living with canine and feline bites over the past month.“

Oder: „I can’t do anything about the heat.“

Oder die doch etwas plötzliche Aussage „Jetzt hab’ ich Hunger.“

Und dann wäre da noch das Eingeständnis: „Ich bin ein Depp“, was eigentlich nur noch von diesem entrüsteten Ausruf übertroffen wird: „Thanks for scaring the crap out of me. Have a nice weekend!“

Nicht, dass hier ein falscher Eindruck entsteht: Ungeachtet der genannten Beispiele zeugte der immer noch rege Austausch auf der Liste von Respekt, Toleranz, Wissbegierde und einer praktisch endlosen Bereitschaft zur Weitergabe eben dieses Wissens. Dass vieles um Kulinarisches kreiste – diesmal ging es vornehmlich um Schnitzel, Kartoffelsalat und Zwetschgen – sollte niemanden zu der Annahme verleiten, es seien nicht auch anspruchsvolle terminologische Fragen behandelt worden, vom „Elephant in the Room“ über die „Abklatschentzündung“ und die „Anschlagluft“ bis zum „Escheatment“ und dem „Tonhero“. Alles wurde zur Zufriedenheit der jeweiligen Fragesteller aufgelöst, und eine Bemerkung einer unserer Mitstreiterinnen vom letzten Dezember steht für ganz ähnliche Kommentare vieler anderer: „That’s why I love this list: Wieder was gelernt!“.

Ich bedanke mich bei Ihnen allen, die Sie mir die Arbeit in den letzten zehn Jahren zu einem echten Vergnügen und mich selbst zu einem besseren Übersetzer gemacht haben. Ich bitte all jene, die Mitglieder ähnlicher Listen in den sozialen Medien sind, unsere „Mutterliste“ nicht gänzlich zu vergessen. Und ich wünsche Ihnen allen einen schönen Konferenzausklang und ein Jahr, das den beruflichen Erfolg mit vielen Fragen paart, auf die eigentlich nur unsere Liste eine Antwort weiß.

Vielen Dank.

Distinguished Speaker Session at ATA60: A Review

Karen Leube

Our GLD Distinguished Speaker's first session, titled "The Well-Connected Translator: Building and Maintaining a Healthy Professional Network," drew a large crowd, with many of the attendees representing divisions well outside the GLD scope. Literary translator Dr. Ruth Martin attracted the attention of Europe-based translators as an instructor with the GINT Translab in May 2019. GLD Administrator Ruth Boggs expediently engaged Dr. Martin to share her insights as a German-English translator at the ATA Conference in Palm Springs.

In this session, Dr. Martin traced her own path to becoming a successful literary translator, focusing on the aspects of networking. The speaker readily admitted that she was preaching to the choir here, as she extolled the benefits of joining a professional association: "Should I join a professional

association: YES!" In addition to the obvious candidates such as ATA, ITI or BDÜ, Dr. Martin shared links to organizations such as The Society of Authors and the American Literary Translators Association. She also shared hands-on tips for breaking into the literary translation market, including face-to-face opportunities such as book fairs and book launches, as well as forming translators' collectives.

Attending the session afforded me the opportunity to vicariously experience another Ger-

man-English translator's vastly different working context. Dr. Martin demonstrated her own advice to "give back" as an element of maintaining one's networks by fielding an array of questions from the audience members, many of whom were inspired to follow in her footsteps.

"In this session, Dr. Martin traced her own path to becoming a successful literary translator, focusing on the aspects of networking."



Karen Leube grew up in Lancaster County, PA. 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.

Be a GLD Contributor!

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

marion@imctranslations.com





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

Serendipity? Yes, Please! Or: How ATA55 Changed My Life

Ellen Yutzy Glebe

When I tell the story of how I ended up as a professional translator (if, indeed, this is the “end”), I usually stress the elements of serendipity: how, having had Latin rather than a modern language in high school, I elected to take German as a college sophomore to fulfill the language requirement because a fellow editor on the college newspaper staff told me the professor made the class so fun you didn’t mind getting up for the 8 o’clock class. (The professor later told me he chose the time slot to weed out lazy students!) That year of German led to a semester in Munich, which led to another semester in Munich, a German major, a Fulbright year in Marburg ...

But I digress ... there was more serendipity involved, you see. I’d always been interested in history and, in fact, declared a history major from day one of college, but my strongest interests were initially in modern American history. After the Munich semesters, however, I became increasingly interested in German history and ended up getting a PhD at Berkeley in early modern European history. After I completed my dissertation in 2008 and started a family in Germany, I wasn’t sure what the professional future would hold. Then, in the fall of 2013, just after my younger daughter had started *Kindergarten* and the question “What do you want to be when you grow up?” was becoming more present, a friend from my Marburg

days—a fellow American exchange student who had also gotten “stuck” in Germany—contacted me and stopped by in Kassel on his way home from the Frankfurt Book Fair to suggest that he might send some translation work my way if I was interested. That was the spark that encouraged me to set up a ProZ profile and think about what it meant to be a translator; I had translated a little on the side since the birth of my older daughter, but never considered it as a career.

“I’d bought a domain, had a logo designed, gone through several steps of considering branding, but it was all based on the assumption that I would need to start out in a general vein— ‘wordsmith’—and work my way toward a specialization using my historical training and graduate degree.”

That friend got a little distracted with life in the months that followed, and I didn’t hear anything from him for the next few years. But I did notice that another friend—who was not even a translator—had joined a Facebook group for translators. I didn’t know that such things existed and certainly would never have gone looking for them if not for that Facebook notification. But I did, and it was in that group that I first read about an upcoming conference where the group’s founder was

slated to speak as part of a panel. The conference was ATA55 in Chicago, a city I had very much enjoyed in a previous visit (but more about that later). Furthermore, I was planning a visit to the States that fall, anyway, and I could easily leave the kids with my parents for a few days to attend the conference and even visit a few friends from grad school who were living close by.

It was that same fall—one year after that fateful coffee date with my friend—that I was having my website set up. I'd bought a domain, had a logo designed, gone through several steps of considering branding, but it was all based on the assumption that I would need to start out in a general vein—"wordsmith"—and work my way toward a specialization using my historical training and graduate degree.

And that's where the serendipity of ATA55 comes in: while I enjoyed meeting a number of people that I had previously known only from Facebook, it was a cluster of sessions on specialization that revolutionized the way I thought about getting my foot in the door. I realized that if I wanted to work on jobs using my history degree, the time to throw the switches in that direction was now rather than later. The Wi-Fi at the Sheraton in Chicago was absolutely terrible, if not 100% useless, and I just managed to send the web design firm an e-mail telling them to stop work based on our previous conversations and wait for me to call them after the conference. Somewhere I still have the notebook I had on the plane for the flight home, into which I brainstormed with all the post-conference energy and excitement I could muster. There's a page with "Writing History" written over and over again and various notes which point toward the final state of my [website](#) as it exists today. My present professional life would certainly be quite different if not for those few sessions.

It was also at ATA55 that I met other American translators who lived full-time in Germany and learned that there is a network of ATA members in central Europe that organizes an annual ATA workshop in Germany. Especially since the BDÜ is not open to *Quereinsteiger* until they amass a certain amount of professional experience, this network was (and remains, despite the fact that I am now a BDÜ member) a valuable resource to me—so much so that I consented

to taking over its leadership last year when asked.

It would have been easy to tell myself back then that my income or experience didn't yet justify the considerable expense of attending the ATA Conference. It would have been easy to stay home. As a matter of fact, I only joined ATA the first year because of the conference discount. It would have been easy to keep my head down, plowing ahead with my plans for a generic website in the hope that I could get more interesting texts over time. It would have been easy to accept that text from a local company about bubble wrap and packaging products, easy to bid on jobs on ProZ and tell myself that these are the rates everyone is working for. Instead, fast-forward five years and 100% of my work is for historical institutions and academics; a steady stream of texts passes over my desk, nearly all of which I find intrinsically interesting.

There is a lot of serendipity involved in my story, but there is also a lot of initiative: I asked the colleague on the college paper about her experiences in German class. I was curious about the Facebook group for translators and what one could learn in such a context. I allowed myself to be inspired; I thought about how the conference sessions on specialization—which tended to focus on the financial or scientific sectors—might apply to my case. In the end, I founded my own Facebook group (SOS!-Academic Translators), just to find academic translators like myself who seemed few and far between in the professional organizations and publications but in fact are not such an endangered species as many seem to think.

A final bit of serendipity, or at least coincidence: when I started college, I had aspirations of becoming a journalist (or historian), and I was an active member of the editorial staff of the college paper as a freshman. As a result, I was invited to attend the National Collegiate Journalism Convention in

"My present professional life would certainly be quite different if not for those few sessions."



Chicago, which was a very big deal for a girl from rural North Carolina who had never flown before.

We stayed in a fancy hotel with elevators that went up more floors than I could imagine, and I was awed by the view over the Chicago River from our room. I didn't realize when I booked the room for ATA55 that it was the same hotel, but I did have a sense of déjà vu every time those hotel elevator bells rang, and I repeatedly felt that I was about to bump into a younger version of myself around the next corner. Should I ever get to stay at the Sheraton again, I expect these sentiments will be stronger than ever.

Not every conference will change my life the way ATA55 did. While I've attended and

enjoyed an ATA Conference since, it wasn't as memorable. But it is only by putting ourselves out there—be it personally in the form of attending conferences and other networking events, or digitally in online networks—that we can

“But it is only by putting ourselves out there—be it personally in the form of attending conferences and other networking events, or digitally in online networks—that we can profit.”

profit. In the end, there is always an element of serendipity involved, but there is also the question of initiative and involvement. It is easy to remain at the wordface, churning out our texts, doing what is asked of us. But the benefits of looking up and around, of asking

questions and looking for answers ourselves ... well, as Levar Burton might say, “You don't have to take my word for it ... ” We hope you enjoy the rest of this feature on the benefits of “real” continuing professional development.

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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!

<http://www.ata-divisions.org/GLD>



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My Conference Experience as a Newbie & Speaker at ATA60

Robin Limmeroth

After twenty years of ATA membership, it was time to finally attend the conference. Feeling adventurous, I also submitted an abstract for a session, *Translating for the Market (ing) Research Sector*. Not knowing when my slot would be, I booked a flight as soon as my abstract was accepted, deciding to fly a few days early to be sure that all traces of jet lag would be gone by the conference.

I googled tips on attending conferences (business cards, breath mints, invest in a nice-sized bag). I also watched Jill R. Sommer's webinar on first-time conference attendance, which, although originally recorded for a conference a few years ago, was still quite helpful (comfortable shoes!). I downloaded the conference app and added the hashtag to my Twitter. After an eleven-hour flight from Germany to L.A., I switched planes and arrived in balmy and beautiful Palm Springs a short time later. I stayed at the conference hotel, which was expensive, but I felt it was very worth it, especially for my first conference. Everything can be very overwhelming, and the opportunity to take a break and clear your mind is priceless.

I spent the days before the conference working, being very involved with the app (uploading my CV, adding my events, perusing attendees' profiles, and studying the map), honing my presentation, and tweeting. I also took the aerial tram up to gorgeous Mt. San Jacinto State Park with my wonderful friend and mentor, Karen Leube,

“Not knowing when my slot would be, I booked a flight as soon as my abstract was accepted, deciding to fly a few days early to be sure that all traces of jet lag would be gone by the conference.”

and her husband. On Wednesday, I picked up my registration materials and attended the session *Buddies Welcome Newbies*, where I was lucky enough to get Matt Baird as my buddy. With him and with Karen as my unofficial buddy, I was ready to tackle the conference.

I enjoyed the opening session and the annual meeting. Being in that big room full of translators and interpreters really gave me a feel-

ing of being part of something bigger than myself. There were so many interesting sessions to choose from. Geoffrey Cox's session *Challenges in Working with Negation in German>English Translations* was both interesting and entertaining. Johanna Klemm's session *Can Machine Translation Boost Your Productivity? An Experiment* was thought-provoking, and I'm glad I got there early, because the room was small and by the end it was standing-room only. Another favorite session of mine was Judy Jenner's very informative and enjoyable session, *What Is the Future of Translation and Interpreting?*

Being a speaker at my first conference had both positive and negative aspects. On the plus side, having both the SPEAKER and FIRST-TIME ATTENDEE ribbons was quite the conversation starter. And once my session got rolling, I really enjoyed being able to share my expertise in my field with my colleagues. Several attendees approached me afterward, and I have been contacted by a number of them since the conference,



Robin Limmeroth is a full-time freelance German>English translator, transcreator, and proof-reader with twenty-four years of translation experience in the market (ing) research sector. Based in Mainz, Germany, she works for a number of market and marketing research institutes, advertising agencies, and direct clients. Contact: robin@robinlimmeroth.com



which was a great by-product. But I have to admit, the existence of my Saturday morning session loomed over me during the week, and I think if my mind had been less occupied, I would have attended more activities like the job fair, brainstorm networking, and Business Practices happy hour. A second drawback was that my session slot unfortunately coincided with one of the sessions by the German Language Division Distinguished Speaker, since my session was not only for translators working with the German language. All in all, though, I think the benefits of speaking at my first conference outweighed the less positive aspects, and I'm glad I did it.

The color-coded language dots on the badges were great, helping easily identify other German translators out there. Having lurked on the list for ages, I appreciated having numerous chances to chat with GLD members and put names to faces, starting with the GLD table at the Welcome Celebration. I enjoyed the GLD dinner at LuLu's Bistro and having the opportunity to talk with different people while enjoying a tasty meal. It was also great to finally hear one of Listmaster Gerhard's famous and funny reports in person at the GLD Annual Meeting.

Twitter turned out to have more of an impact on my conference experience than I expected. I recognized people from Twitter and some recognized me, which was a fun icebreaker. Sandy Jones's #humantranslator

sticker (which I immediately added to my badge) and hashtag were the talk of the conference.

Adrian Cohn of Smartling contacted me on Twitter to ask me to be interviewed for their podcast, which was a lot of fun. The culmination of conference Twitter was the

Friday morning breakfast Tweet-up, of which I only caught the last few minutes, unfortunately, since I was fine-tuning a translation. Note to self: do not accept work during the conference!

The exhibition hall was an interesting mix of booths. In addition to my Smartling podcast interview, I had my picture

taken at Trados with Karen, and had a lot of interesting conversations and endless cups of coffee. There was also plenty of nice swag to be had—my favorite being a charger with three different connectors.

By Saturday, I was so exhausted after the adrenaline from my session wore off that I ended up skipping the closing session to take a nap. As I was leaving for the airport Sunday morning, I felt a bit sad that I would not be seeing most of these friendly faces again for a year. I had such a great time at ATA60, both personally and professionally. The camaraderie at the conference really was extraordinary. It was an incredible week for me, and I get energized just thinking about it.

#cantwaitforBoston #conferencejunkie

“Being a speaker at my first conference had both positive and negative aspects. On the plus side, having both the SPEAKER and FIRST-TIME ATTENDEE ribbons was quite the conversation starter.”

Erster Besuch der ATA-Konferenz: Die sind ja alle so wie ich!

Rosalie Henke

Bei meinem ersten „Annual Division Meeting“ habe ich den Satz gehört: „Technician by trade, translator by choice“. Das fand ich sehr treffend! In Deutschland hatte ich meine Ausbildung zur Fachinformatikerin abgeschlossen und obwohl mich Sprache schon immer fasziniert hat, habe ich mich beruflich doch lieber auf die Technik konzentriert, denn Deutschsprachige gibt es „daheim“ ja genug.

Als wir 2011 nach Amerika gezogen sind, wurden die Karten aber neu gemischt und nach kurzer Überlegung entschied ich mich, in den USA keinen Beruf mit technischem Fokus zu wählen, sondern meine Trumpfkarte „Deutsch“ auszuspielen. Nachdem ich blitzschnell das amerikanische Einstellungsverfahren durchlaufen habe und, teils schockiert, teils entzückt, eine Woche nach Absenden meiner Bewerbung bereits an meinem Schreibtisch saß und deutsche Übersetzungen für einen Videospieleentwickler ins System tippte, ist mir recht schnell klar geworden, dass das Jonglieren mit der deutschen Sprache genau mein Ding war und ich hier meine Zukunft sehe.

Aus dem Angestelltenverhältnis bin ich nach einigen Jahren in die Selbständigkeit gewechselt und konnte mir nichts Erfüllenderes vorstellen, als in Ruhe zuhause an Übersetzungen zu arbeiten ... bis ich gemerkt habe, dass der Kaffeeklatsch in der Küche und das

regelmäßige Treffen in der Mittagspause mir doch mehr fehlten, als ich zuerst gedacht hatte. Ich war heimlich neidisch auf meinen Mann und alle anderen Freunde und Bekannten, die jeden Tag ins Büro „durften“ und dort ihre Kollegen hatten, die sie jeden Tag zu Gesicht bekamen und mit denen sie gemeinsam (im gleichen Raum!) an Projekten arbeiten und sich austauschen konnten.

„Bei meinem ersten ‚Annual Division Meeting‘ habe ich den Satz gehört: ‚Technician by trade, translator by choice‘. Das fand ich sehr treffend!“

Ich hatte online immer schon hier und da von der ATA gelesen und befreundete Übersetzer, mit denen ich ab und zu in Kontakt war, hatten mir ebenfalls von der Organisation, den Zertifizierungen und den Konferenzen erzählt. Nach kurzem Zögern und einer Menge Recherche habe ich dann festgestellt, dass die nächste Konferenz in Palm Springs stattfindet. Ich hab das mal so als Wink des Schicksals hingenommen, denn da ich auch in Südkalifornien ansässig bin, war der Weg nicht mehr das größte Hindernis. Wenige Stunden vor Ablauf des Frühbucherrabatts habe ich eine Mitgliedschaft abgeschlossen und die Buchung für die Konferenz unter Dach und Fach gebracht.

Voller Vorfreude und mit etwas Angst vor dem Unbekannten ging es dann im Oktober auf die Reise. Ich hatte mich entschieden, schon ab Mittwoch da zu sein, um genug Zeit für alles zu haben und an der Veranstaltung für die Neulinge teilzunehmen.



Rosalie Henke is an English to German freelance translator located in sunny San Diego in Southern California. With nearly two decades of experience in technical translations and the gaming industry, she is always looking for new, interesting challenges to continue learning. She regularly visits her hometown in beautiful *Schwabenland* in Germany to stay in touch with her native language.

„Nach dem schüchternen Betreten des Raumes hatte ich wenige Minuten später das erleichterte Gefühl des ‚Angekommenseins‘.“

Nach dem schüchternen Betreten des Raumes hatte ich wenige Minuten später das erleichterte Gefühl des „Angekommenseins“. Nach einem erfrischender Weise gar nicht peinlichen Aufwärmspiel gab es großartige Tipps von erfahrenen Teilnehmern und das erste Mal machte sich in meinem Kopf der Satz „Die sind ja alle so wie ich!“ breit. Das anschließende Abendessen bot Platz für neue Kontakte und interessante Konversationen, und immer öfter kam mir der Gedanke, dass ich hier meinen Platz gefunden hatte.

Die folgenden Tage haben dieses anfängliche Gefühl nur noch bestärkt: Ich habe viele bereichernde Sessions besucht, unglaublich viel Neues gelernt, sehr viel gelacht, mehr Kontakte geknüpft und Visitenkarten ausgetauscht als ich mir je hätte vorstellen können und immer wieder den Satz im Hinterkopf gehabt „Die sind ja alle so wie ich!“ – sei es, weil wir fünfmal einen Satz umstellen, um auszuknobeln, wie er am besten klingt; sei es, weil wir das halbe Internet

umdrehen, um einen Fachbegriff zu finden, der dann doch noch keine deutsche Übersetzung hat; sei es, weil wir manchmal den Kollegen im Büro nebenan vermissen und dann unseren „Arbeitsplatz“ in ein Kaffeehaus verlegen, um Menschen um uns zu haben oder einfach nur, weil wir wissen, was für ein erfüllendes Gefühl es ist, einen Auftrag zur Zufriedenheit des Kunden zu erledigen und dadurch zu helfen, Menschen einander näherzubringen.

Egal, ob jemand gerade erst neu den Beruf des Übersetzers für sich entdeckt hat, ob er Sprachen jahrelang studiert hat, Quereinsteiger ist oder bereits alteingesessen – die ATA-Konferenz ist auf so vielen Ebenen eine Bereicherung, dass ich froh bin, nicht länger mit meinem Erstbesuch gezögert zu haben. Ich freue mich auf viele weitere Konferenzen, denn hier habe ich das Gefühl, mit minimalem zeitlichem Aufwand das Maximale an Wissen, zwischenmenschlichem Austausch und Informationen zu bekommen.

Meine drei Tipps für Konferenz-Neulinge:

Einfach anmelden!

Wer sich schon länger mit dem Gedanken trägt, ob der Besuch einer Konferenz sich wirklich lohnt, der kann ganz beruhigt sein: Die Veranstaltung ist sowohl eine persönliche als auch eine berufliche Bereicherung!

Visitenkarten austauschen!

Ich habe im Vorfeld der Konferenz 250 Stück bestellt und bin sehr froh darüber, denn man möchte aus den unterschiedlichsten Gründen mit Leuten in Kontakt bleiben – sei es, um mal in der gleichen Stadt einen Kaffee trinken zu gehen, um sich über berufliche Projekte auszutauschen oder um einen Kunden zu empfehlen.

Notizen machen!

Ich habe auf den Visitenkarten (siehe Punkt zwei) immer kurz vermerkt, weshalb ich mit jemandem in Kontakt bleiben will. Das hilft enorm, es dann nach der Konferenz auch zu machen. Während der Veranstaltungen habe ich viele Eindrücke gesammelt, sei es in den Sessions selbst oder auch „nur“ bei den vielen Gesprächen auf dem Gang, bei der Schlange zum Frühstücksbuffet oder abends bei einem der vielen Treffen außerhalb des Konferenzentrums. Wieder zurück an meinem Schreibtisch war ich froh, auf meine stichwortartigen Bemerkungen zurückgreifen zu können, um nochmal etwas gezielt zu recherchieren oder nachverfolgen zu können.

Recap of the 3rd International BDÜ Conference: A Positive Outlook in the Age of Digitalization

Marion Rhodes

Last fall, I had the pleasure of being a speaker at the International BDÜ Conference in Bonn, Germany. Never having attended any T&I events besides our own ATA (and a couple of Colorado Translators Association) conferences before, this was a huge step outside my comfort zone. I had no idea what to expect from a German conference. Would the vibe be similar to our gatherings here in the US? Could I fulfill the audience's expectations without knowing what they are?

On November 22, 2019, I put on my game face and strode confidently through the wide glass doors of the World Conference Center in Bonn, a spectacular venue of historical significance as the former seat of the German Parliament. But not only the location had me impressed; I was amazed at the scope of this conference. From ATA, I was used to conferences with upwards of 1,500 attendees, but I did not expect anything near this size from a European—let alone a German—conference. To be fair, the BDÜ Conference is not an annual event. Still, I was surprised to hear that more than a thousand attendees from twenty-five countries filled the plenary hall during the opening ceremony.

Unlike ATA conferences, which generally span a large bandwidth of topics, this conference zeroed in on the current state and the future of our industry under the theme “Translating and Interpreting 4.0: New Ways in the Digital Age.” Not surprisingly, many of the sessions revolved around machine translation and its impact on our profession. However, with more than a hundred speeches, panel discussions, and workshops over the course of three days, there were plenty of

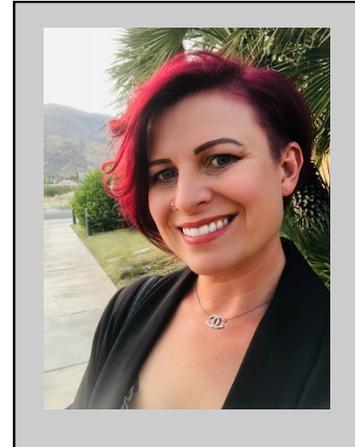
other interesting topics to choose from.

My own session covered the topic of SEO translation ([SEO-Übersetzungen: Lukrative Nische mit Zukunftspotenzial](#)). When I submitted my proposal for the conference, I had never seen this subject addressed at a translation conference before. Interestingly, at the BDÜ Conference, there were a couple of presentations on the intersection between search engine optimization and translation, indicating that this niche is becoming increasingly interesting for both clients and translators.

“The overall tenor of the conference was that in the future, we will likely see two translation markets: the MT market and the highly specialized market.”

Despite the theme and all the dire prognoses that are often associated with digitalization in our industry, the general mood of the conference wasn't pessimistic. Sure, many sessions highlighted the advancements machine translation has made, and the fact that MT and post-editing are now constants in our profession could not be ignored. The overall sentiment, however, wasn't that it is time for human translators to throw in the towel and admit defeat, but to seize the opportunities arising from these developments.

For some, this may mean learning ways to leverage technology and increase their overall productivity. For others, it could be the push they needed to develop their expertise in a niche that cannot be conquered by machine translation. The overall tenor of the conference was that in the future, we will likely see two translation markets: the MT market and the highly specialized market. It's up to each translator to figure out in which corner they want to stand.





Karen Leube grew up in Lancaster County, PA. 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.

Recap: Europäisches Übersetzer-Kollegium in Straelen

Karen Leube

In early October, I attended an open house sponsored by the Europäisches Übersetzer-Kollegium in Straelen (pronounced "STRAH-len") with a fellow member of my local Aachen translators and interpreters *Stammtisch*. The work center features a residence and a highly specialized library, and offers literary translators the opportunity to sequester themselves, do research, exchange ideas, and brainstorm with fellow translators from all over the world for periods ranging from a week to six months.

Set in a small town in the "Niederrhein" region of North Rhine-Westphalia near the Dutch border, the EÜK was founded in 1978 and is now an iconic hothouse for translation inspiration. Residents pay their own way (and have to have a book contract in hand to come) or are awarded residency grants from the EÜK. The residencies are open to literary translators who have published at least two longer translations.

The open house actually targeted the town's residents rather than professional translators, with the head of the EÜK sharing

(basic) insights into book translation, passing around books that had been translated on the premises, and asking attendees to read passages from them aloud—in the language into which they had been translated—while encouraging other audience members to guess which language the translation was in.

"The work center features a residence and a highly specialized library, and offers literary translators the opportunity to sequester themselves, do research, exchange ideas, and brainstorm with fellow translators from all over the world for periods ranging from a week to six months."

Two former residents led guided tours through the library and the residence and fielded the usual laypeople's questions such as "Can you make a living doing this?" and "What does it take to become a literary translator?", all the while trying (but not really succeeding) to convince the tour takers that the key element of success is the translator's (writing) competence in his or her native language rather than their ability to speak the foreign language well.

Still, the nature of the EÜK as a virtual incubator, offering peace, quiet, resources, and plenty of brains to pick, was highly appealing. My fellow (GER-FR) medical translator and I left the tour feeling wistful as we realized that with our specialty, we're entitled to no more than a glimpse behind the scenes.

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

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



Face to Face(book): Using Facebook Groups for CPD

Elani Wales

I think there's something truly irreplaceable about meeting people face-to-face; there's nothing like getting to have a truly personal connection. Nonetheless: sometimes, meeting colleagues in person just isn't in the cards. Whether due to finances, scheduling, childcare, or a host of other reasons, it isn't always possible to regularly attend conferences. For those who can't make it to most conferences, networking online can go a long way toward filling in the gaps.

Facebook groups are ideal for a number of uses, not least of which is keeping up with industry trends. As always on social media, it's good to be aware that posts are less curated than paid webinars or presentations at a conference. Nonetheless, there's a truly impressive amount of expertise to be had, and you're sure to have up-to-the-minute news. Groups can provide encouragement and quick feedback. Cultivate a strong network of professional groups, and you'll never be out of the loop.

Finding the right fit

There's a huge amount of variety in Facebook groups, and finding the right fit depends entirely on what you're looking for. Perhaps the most important part of finding the right groups for you is simply knowing what it is you want to find. Do you want inspiration? Practical software tips? Help brainstorming tough translation problems? All of these options are available, and many more. It's important to remember, too, that you don't have to get it right the first time. It's easy and common to leave groups that aren't a good fit for you and to find new ones.

Optimize your experience

If you decide to dive deeper into the world of Facebook groups, a few tweaks can make all the difference in the quality of your experience. Remember these three simple guidelines, and I'm confident that your experience will be a positive one.

1. *Be mindful of privacy.* Remember, the audience for a public group is very wide indeed. Even in a private group, the audience for a conversation is typically much, much larger than the number of people actively posting. Don't post anything that you don't want associated with your professional reputation.
2. *Be mindful of context.* When posting a question, it's easy to forget that other people don't know everything that you do! If you're posting a question about software, be specific and include information like model years and operating systems. For translation questions, include as much of the text as you can without running afoul of NDAs or a client's privacy. If it turns out that you need to add context, edit your original post rather than writing a comment. Otherwise, commenters will probably miss the comment and keep asking for context or making incorrect assumptions!

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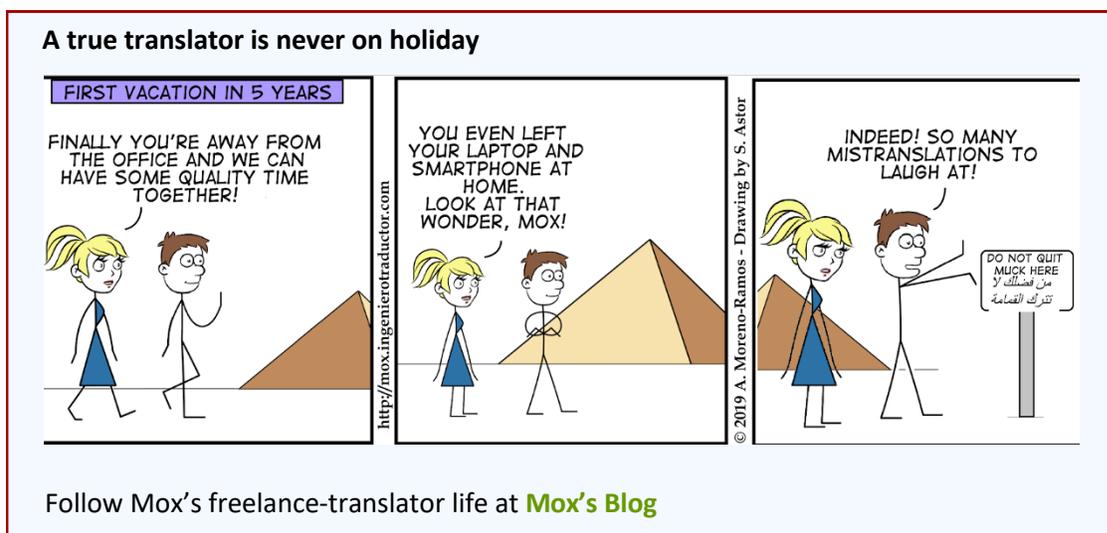


Elani Wales is ATA-certified in German to English translation and specializes in legal texts and business communication. She firmly believes that everything can be made better with a good book. Elani's writing can be found at elaniwales.com/blog/.

3. *Assume the best.* We all know that social media has a problem with civility, so let's do what we can to keep our professional spaces just that. Remember that it's incredibly difficult to read tone, and not everyone has the same native language, let alone the same language variant! I've had fantastic luck with responding positively and generously in times when I felt hurt by someone's comment. In some of these cases, it became apparent that I had completely misunderstood their intent, and nothing negative had been intended at all. In others, my positive response completely changed the tone of the exchange. One thing is certain: there's nothing to be gained by being negative. In the few, rare cases where someone is being truly

offensive, simply report the comment to moderators without replying at all. As someone who helps moderate two Facebook groups, I can guarantee that this is by far the most effective way to deal with offensive content. Thankfully, this hardly ever comes up.

Facebook groups have become an important part of my professional life these days, and I'm often astonished and grateful for the information, wit, and wisdom I find in them. Yet of all the benefits of social media, its sheer speed and availability are perhaps the most stunning to me. The true benefit of developing a strong network is having access to clever, witty, and wise friends in the blink of an eye.



How to Make the Most of Translation Conferences— Virtually

Pavitra Baxi

More than a thousand professionals attended the 2019 BDÜ (Federal Association of Interpreters and Translators in Germany) Conference, while more than 1,300 translators and interpreters attended ATA's 60th Annual Conference and upwards of 350 participants attended the ITI (Institute of Translation and Interpreting, UK) Conference last year. Networking, meeting potential clients, and getting introduced to the latest trends in the industry are some of the advantages of attending these conferences. Chances are that—like me—you could not make it to any of them. So, what do we do to ward off the feeling of being left out? Go online.

Social Media

Twitter is my preferred social media platform for the latest buzz in the translation world. The microblogging site is ideal if you wish to get live updates of a conference. Thanks to its popularity and ease of use, enthusiastic conference attendees as well as organizers tweet live during conferences.

You can follow the Twitter handles of organizers, for example *@atanet*, *@conferenceITI*, and *@BDUeKonf19*; or the hashtags *#ataconference*, *#conferenceITI*, *#iticonf19*, and *#BDÜKonf19*.

Another great way to follow events, check out photos, and connect with conference attendees in real time is **Facebook**. *@AmericanTranslatorsAssociation*, *@ITICongress19*, and *@BDUeeV* are just some examples. For closed groups, you have to send a request to join, view, or comment on posts.

Blogs and Websites

Conference presenters are a generous lot: Visit their websites and blogs to get detailed or summarized reports, and if you're lucky, you might even get access to the presentation slides. Association websites also post write-ups of the events.

A few examples:

- GLD member Marion Rhodes presented a session on SEO translation at the 2019 BDÜ Conference:

www.imctranslations.com/index.php/seo-translation-a-highly-specialized-field-for-tech-savvy-translators/

- Adam Fuss, a Russian to English translator, presented at the ITI 2019 Conference:

www.anjajonestranslation.co.uk/copywriting-a-natural-evolution-for-translators/

Virtual Conferences

Virtual conferences are increasingly becoming a medium of choice to reach out to a larger audience. Remote attendees can access recorded sessions at any time across the globe. For a nominal fee, ATA has been offering virtual conferences for the last few years. Check out the [2019 Virtual Conference](#) or the [2018 Virtual Conference](#).

Translators often work in isolation, and conferences offer a chance to connect with like-minded individuals. But time, geographical location, and cost make it impossible for many of us to be a part of these events. While there's no substitute for attending conferences in person, social media, blogs, and virtual conferences offer us the next best solution for being a part of them.



Pavitra Baxi is a freelance translator based in Bengaluru, India. Her working languages are German and English. She provides translation services for the engineering, medical, and IT sectors. A mechanical engineer by qualification, she developed software solutions for the automotive and construction engineering sectors before turning to full-time translation. Her website is www.pavitrabaxi.com and you can contact her at pavitra@pavitrabaxi.com.



Marion Rhodes is an English-German translator and copywriter specializing in PR and marketing communications. A native of Germany, she has lived in the United States for more than sixteen years, where she served as the president of the Colorado Translators Association. Her educational background includes a master's degree in integrated marketing communication from West Virginia University, a bachelor's degree in journalism from the University of Nebraska, and a certificate in German to English translation from New York University. Marion lives in San Diego with her husband and two daughters.

Translator in Profile: Marion Rhodes, CT

Where are you based and what brought you there?

I live in San Diego, California, but I was born and raised in Germany. I came to the United States as a foreign exchange student at the age of sixteen, fell in love with a boy, and married him only a few months after finishing my *Abitur* in Germany. He was in the Air Force at the time, so we lived all over the place for a while—Nebraska, Germany, Ohio, Colorado. We moved to San Diego four years ago because my husband, now out of the military, was recruited by a large defense contractor based here.

What got you started in translation?

I had studied journalism and worked as a staff writer for a major Nebraska newspaper for several years, and I loved it. But my husband's job required us to relocate frequently, which isn't ideal for a career in journalism. I tried freelancing for a while, but the pay wasn't worth the effort. While we were stationed in Germany, I considered what other options were out there for me. My *Abitur* was in English and French, because languages were always something I enjoyed. Pair that with my passion for writing, and voilà: translation seemed like a perfect fit. Plus, I was already familiar with freelance life. So I completed a certificate in translation at New York University to get me started, and slowly built up my translation business from there.

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

My working languages are English and German, mostly in the areas of marketing, PR,

and business communication. I enjoy creative thinking and do a lot of transcreation. Recently, I've gotten more and more into SEO translations and optimized content writing.

What do you like most about being a translator?

"Translation allowed me to be home with my children when they were young, all the while building a career. Now that they are older, I have a good thing going and don't feel like I missed out on anything."

Translation allowed me to be home with my children when they were young, all the while building a career. Now that they are older, I have a good thing going and don't feel like I missed out on anything. At this point, I've gotten very much used to working from home and setting my own hours—to the point where I doubt I could go back to an office job!

What do you like the least?

While I love being able to work from home, it can be challenging at times, especially since my husband works from home a lot as well and we don't have separate offices. But I've found a good pair of noise-cancelling headphones that help me focus and keep my marriage intact.

What are your goals for the near future?

I've been wanting to update my website for over a year now. This year, I've made it my goal to actually do it.

What are your hobbies or other interests?

Anyone who follows me on social media knows that I'm a cowgirl at heart. Two years ago, I ended up buying two horses. I love going on trail rides, especially with my kids or other riders whom I've come to know, and have started learning basic dressage. I also enjoy going to the beach, but I don't do that nearly often enough considering I only live twenty minutes away.

Book Review

Empires of the Word: A Language History of the World

Elani Wales

When picking up a copy of *Empires of the Word: A Language History of the World*, be prepared for a work of almost startling ambition. Nicholas Ostler himself sees his task as nothing less than creating a new field of study in linguistics, one that he terms “language dynamics” but says would more literally and technically be called “diachronic sociolinguistics.” To accomplish this daring mission, Ostler takes the reader on a journey through not just centuries, but millennia, even projecting into the future. *Empires of the Word* is a dense work, and reading it took significantly more time than I had anticipated. No matter: between Ostler’s excellent writing and his sometimes surprising conclusions, it was time well spent.

Empires of the Word offers a fascinating combination of detailed research and daring insights. The paired analysis of Egyptian and Chinese was fascinating, as was the description of Sanskrit and its astounding dedication to punning. So intricately can one pun in Sanskrit that an author wrote an epic simultaneously telling two different stories! I was also both stunned and convinced by Ostler’s argumentation leading up to the conclusion that religious missionaries in South America were a force for preserving indigenous languages, not one that degraded them. In contrast, I am still poring over Ostler’s claim that English, as a language, is most similar to Malay and Chinese. I wouldn’t say I agree, but I liked following his argument.

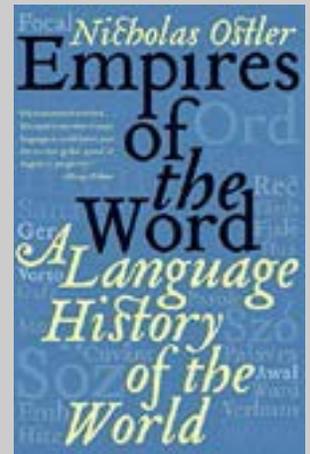
As ever in ambitious works on language and translation, keeping up a mental argument with the author is half the fun. I found that my most serious disagreements stemmed

from Ostler’s views on American English, which could be summarized as “it’s overrated.” In a work that largely succeeds in maintaining a broad, almost objective perspective, it was a surprisingly weak element. At one point, Ostler summarizes American cultural influence as “Microsoft, Michael Jackson, [and] Mickey Mouse.” The phrase, like much of his commentary on the United States of America and its influence, feels more like an attempt to dismiss than a balanced consideration of American contributions.

One of my favorite elements of *Empires of the Word* was Ostler’s elegant and downright amusing turn of phrase. While wading through eons of history and seas of words, I found myself chuckling at pronouncements like “even love poetry can sound rather hectoring in Latin ...” A particular favorite of mine was “And so Ludwig was offered the ninth-century equivalent of a teleprompter.” Proof positive that prose about linguistics doesn’t have to be dry!

For both its insights and its poetry, I found *Empires of the Word* well worth my time. However, a quick warning: the Kindle edition of the book doesn’t do it justice. There are many severe formatting errors, non-Latin characters sometimes show up as dollar signs, and the page numbers of the index match the print volume instead of the e-book and don’t contain live links.

It’s a shame, because Nicholas Ostler’s witty, ambitious, and fascinating work deserves better. Buy it and read it, but not in e-book form.



Author: Nicholas Ostler
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“Empires of the Word offers a fascinating combination of detailed research and daring insights. The paired analysis of Egyptian and Chinese was fascinating, as was the description of Sanskrit and its astounding dedication to punning.”

Calendar of Events 2020

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

Date	Location	Organization/Event	More Information
Mar 12 – 15	Cologne (D)	RECHTSREIHE: BLOCK I Zivilrecht	seminare.bdue.de
Mar 15 - 18	San Diego, CA (USA)	GALA 2020	www.gala-global.org/conference/
Apr 17 – 18	Hildesheim (D)	Leichte Sprache für Übersetzer. Modul 1: Grundlagen leichter Sprache	seminare.bdue.de
Apr 22 – 23	Würzburg (D)	Tekom Frühjahrstagung	fruehjahrstagung.tekom.de
Apr 22 – 25	Bad Kreuznach (D)	Academic Translation Workshop at Ebernburg Castle	seminare.bdue.de
Apr 23 – 25	Nuremberg (D)	BP20 Translation Conference	bpconf.com
May 08 – 09	Speyer (D)	Patentschriften verstehen und übersetzen. Praktische Anleitungen und Übersetzungshilfen für technische Übersetzer/-innen (EN > DE)	seminare.bdue.de
May 14 – 17	Cologne (D)	RECHTSREIHE: BLOCK II Zivil- und Strafrecht	seminare.bdue.de
May 15 – 18	Bellevue, WA (USA)	STC Technical Communication Summit & Expo 2020	www.tomedes.com/translation-conference/
May 16 – 17	Heidelberg (D)	Kombiseminar: Einführung in die Rechnungslegung nach IFRS + Finanzberichte mal anders	seminare.bdue.de
May 28 – 29	Galway (IR)	Translating the Neighbourhood: Migration, dialogue and spaces of translation in the 21st century	lincsproject.wordpress.com
May 29 – 30	Hameln (D)	Mentoringtag: Aller Anfang ist schwer, Übersetzermentoring	seminare.bdue.de
Jun 05 – 06	Erfurt (D)	Technische Zeichnungen lesen und verstehen – Ein Intensivkurs für ÜbersetzerInnen	seminare.bdue.de
Jun 08 – 10	Berlin (D)	Languages & the Media 2020	www.languages-media.com/
Jun 12 – 13	Hildesheim (D)	Leichte Sprache für Übersetzer. Modul 2: Intralinguale Übersetzung als Dienstleistung	seminare.bdue.de

Date	Location	Organization/Event	More Information
Jun 19 – 21	Wolfenbüttel (D)	17. Wolfenbütteler Gespräch	www.literaturuebersetzer.de
Jul 01 – 04	Budapest (H)	Terminology Summer School	termnet.eu/
Jul 03 – 04	Karlsruhe (D)	Kombiseminar: Translating in Style + Stilfragen	seminare.bdue.de
Jul 19 – 25	Norwich (UK)	International Literary Translation & Creative Writing Summer School	www.bclt.org.uk/
Aug 28 – 29	Cologne (D)	Kombiseminar: Gefahrenabwehr und Datenschutz + Datensicherung und Zuverlässigkeit der IT-Systeme	seminare.bdue.de
Sep 10	Vienna (AUSTRIA)	Translating in Style I	www.camels.at/seminare/
Sept 11	Vienna (AUSTRIA)	Translating in Style II	www.camels.at/seminare/
Sep 22 – 23	Lodz (PO)	Spotlight on courts: Judges and their discourse from a multidisciplinary perspective	www.illa.online/
Oct 17 – 20	Ohio (USA)	Translation In Transition 2020	www.tomedes.com/
Oct 21 – 24	Boston, MA (USA)	ATA 61st Annual Conference	www.atanet.org/events/annual_conference.php



What's all the talk about?

Join ataTalk and find out! ataTalk is a forum for discussions of ATA policy, activities, and governance issues. It's a place where members can voice opinions and discuss issues. Note that questions and problems that need to be addressed right away should continue to be directed to president@atanet.org.

ATA Certification Exams

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

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