Editorial

Dear Colleagues,

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

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

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

After you’ve absorbed all the official stuff, translator and career coach Jeannette Bauroth will get you excited for San Diego by taking a look back at last year’s conference in Boston in “Speed-Dating für Übersetzer.” ATA newcomer Nicole Y. Adams, based in Australia, shares her insights in “Networking to Boost Your Business” – a great read with some good advice for all of us freelancers. And San Francisco based translator and writer Heidi Holzer is our Translator in Profile, telling her story in “One Translator’s Journey.”

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

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

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

Surf’s up, dude!

Mit besten Grüßen aus Bonn

Matt Baird

Please note:
The ATA has discontinued mailing hard copies of division newsletters. The Board has approved this change effective April 19, 2012. For more information, visit the GLD website.
A Word From the Administrator

Liebe Mitglieder,

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

**Distinguished speaker**
Thanks to a few GLD members with great connections, Eva and I have managed to land **two excellent distinguished speakers** for the ATA Annual Conference in San Diego. **Sally Chope** from Siemens will speak on “green” sector logistics, particularly in wind energy in two sessions: *Wind Transportation & Logistics Terminology, Parts I + II*. Our second speaker is **Edgar Schreiber**, a product manager for genomic applications at Life Technologies in the San Francisco Bay area. His session is entitled *Meilensteine der DNA Sequenzierungs-Technologien und Genom-Analytik*.

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

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

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

**Election time!**
It’s a GLD election year so we will be holding our biannual election at the annual meeting in San Diego. Please read the **candidate statements** on page 4. The nomination committee, chosen at last year’s meeting, consisted of Ted Wozniak, Susanne Van Eyl and Linda Marianiello. I would like to thank them for their fine work and I believe we have two excellent candidates to lead us in the coming two years.

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

*Herzliche Grüße*

Ruth Gentes Krawczyk
GLD Administrator
2012 Election: Candidate Statements

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

Administrator: Eva Stabenow
Assistant Administrator: Michael Engley

Candidate for Administrator: Ms. Eva Stabenow

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

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

♦ Exploring how to make the most of the new Leadership Council structure.
♦ Reaching out to translators and translator organizations in German-speaking countries with a view to establishing better relations and a livelier exchange on a formal and/or informal level.
♦ Actively listening for input from members about possible events, topics of interest and new developments.
♦ Building on what has been accomplished this past term to enhance existing and potentially add new channels of communication.

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

michael@mengley.com

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

My first job as a translator was an opportunity given to me by a fellow student who had graduated and no longer had time to translate for a local research institute. Eventually, I was also translating for first one and then another of my professors. But I did not begin translating in earnest until I returned to the United States to study accounting at the University of Louisville – although at the time I only regarded translation as a way to support myself financially during my studies. Despite this short-term perspective, my list of clients grew along with my level of job satisfaction after I joined the ATA and became increasingly active on the German Language Division’s e-mail list. My level of commitment to the profession grew as well and I became a regular attendee at the Annual ATA Conference.

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

Have you checked out the GLD website and blog?
The GLD entered the world of social media some time ago – now it’s time for our members to join in! Future news and articles will be posted on the blog throughout the year. That way you receive timely division news. Click below to go to the website or subscribe to the RSS feed today!
ATA Annual Conference Primer –
GLD Sessions at the 2012 ATA 53rd Annual Conference in San Diego, CA

Thursday

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

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

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


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

Abstract: In this workshop-style session, a panel of experts will discuss some of their favorite "thorny enemies," that is, German terms that are difficult to pin down and frequently mistranslated. Participants will be invited to contribute their own "thorny enemies," and everybody will work together to try and find the best translations for these.
10:00-11:00  G-4: Developments in German Accounting Standards 2012: Principles, Terminology, and Translation, chaired by Robin Bonthrone (intermediate level/in English)

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

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

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

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

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

Abstract: This session will offer everything you ever wanted to know about common terminology used in wind transportation and logistics. Using visual aids to assist in the audience's understanding, the speaker will discuss all of the common modes of truck, vessel, air, and rail transport terms. A reference handout will be provided.
The German Language Division
of the American Translators Association
cordially invites you to join us for a social networking event
at
the Beach Loft at Buster’s Beach House Seaport Village San Diego

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

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

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

To Register:

1. To pay by PayPal (bank transfer or debit/credit card): Go to https://www.paypal.com/webapps/mpp/send-money-online to use PayPal’s new friend/family transfer method. In the box on the left-hand side of the screen enter your email address in the “From” field, Ruth’s address (ruth@krawczyktranslations.com) in the “To” field, United States as the country, $37.00 in the “Amount” field and finally USD as the currency. Then click “Continue.” You will be asked to review your payment before sending. At the bottom of this page you have the opportunity to send Ruth an email. Please add your name and the names of anyone you are paying for in this field so Ruth knows who the money is from and for how many people. Once your money arrives in her account, she will send you a confirmation.

2. If you are located in Europe, it will be possible to wire transfer the money to Ruth’s Girokonto. Please contact Ruth at the address below to get that information. The euro price is currently € 33,00 but subject to change based on the exchange rate.

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

Directions: Walk outside the conference hotel to the boardwalk along the water, Marina Parkway. Follow the Parkway around to Buster’s Beach House near Seaport Village, about .7 mile or 10-15 minutes walk.
Speed-Dating für Übersetzer
Ein Rückblick auf die 52. Jahreskonferenz der ATA vom 26. bis 29.10.2011 in Boston

Jeannette Bauroth


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

Jeannette Bauroth
Nach mehreren Berufsjahren als Physiotherapeutin legte Jeannette Bauroth 2004 die staatliche Übersetzerprüfung für Englisch ab. Aufgrund ihrer früheren Tätigkeit lag die Spezialisierung auf Medizin und Pharmazie nahe; ein weiterer Arbeitsschwerpunkt ist die Erstellung englischsprachiger Bewerbungsunterlagen.

Sie gehört den Berufsverbänden BDÜ und ATA an und ist das einzige deutsche Mitglied der Professional Association of Résumé Writers & Career Coaches.
Bei Wein und Häppchen bot sich dort die ideale Gelegenheit, deutschsprachige Kollegen kennenzulernen und interessante Gespräche zu führen. Übrigens war ich natürlich nicht die einzige Deutsche, die an der Konferenz teilnahm – manchmal muss man offensichtlich erst viele tausend Kilometer fliegen, um Kollegen zu treffen, die hier nur ein paar Stunden entfernt wohnen.

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

Ja, da besteht definitiv eine Nachfrage nach unserer Arbeit.

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


Mein persönliches Fazit:

1. Wenn es aufgrund der eigenen Sprachkombinationen überschaubar bleibt, lohnt sich eine parallele Mitgliedschaft im ausländischen Berufsverband auf jeden Fall. Der Blick über den Tellerrand hinaus ist immer eine Bereicherung.
3. Mein Ehemann sollte ab jetzt immer ein paar meiner Visitenkarten bei sich tragen. Man weiß nie, auf wen man trifft.

One Translator's Journey

Heidi Holzer

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

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

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

Translation wasn’t my first choice of career. As a child, I was going to grow up to write novels like C.S. Lewis and his Narnia books or Kenneth Grahame, who wrote The Wind in the Willows. But later, practicality set in and I realized I’d need a way to pay the bills. Learning new languages had always fascinated me, and it was a good excuse to travel to new countries and learn new ways of living and thinking. A quick tour of the world’s museums and cultural sights was never enough for me; I like to unpack my bags and stay for a while.

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

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

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

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

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

Heidi Holzer

Born in Boston to German and Swiss parents, Heidi Holzer lives with her Iranian-born husband near San Francisco, where she works as a technical and literary translator, specializing in patents, electronics, IT, and crime fiction. She enjoys exploring the world, preferring to venture off the beaten track, and has lived in Germany (East and West), Austria, Switzerland, Mexico, and Iran. Her musings on culture, travel, and storytelling, written under the pen name, Heidi Noroozy, can be found at noveladventurers.blogspot.com. Heidi can be contacted at heidi@holzertranslations.com.
“After initial fears that I couldn’t make the transition, I practically felt my mind switching gears, retooling itself for an entirely different way of looking at the text.”

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

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

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

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

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

Networking to boost your business

Nicole Y. Adams

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

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

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

By the same token, qualifications and skills alone are not enough either. It's fantastic that you have a top university degree and deliver excellent translations. But what good does that do if nobody knows that you exist and clients can't find you? This is where a network comes in handy: its purpose is to get you in touch with potential clients, on the one hand, and to expand your own product and service portfolio on the other. You will meet colleagues with different skill sets and specialisations. That means once you have established solid relationships, you may be able to accept orders in areas you don't specialise in and subcontract them to someone you trust.

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

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

The good news is that networking is usually free and can be initiated anywhere and at any time. When you go to your next barbecue, make sure you take along some business cards, strike up a conversation at your next workshop, attend a conference, etc. You just need to be open and enjoy interacting...
with others. How you approach the development of your network is mainly down to your own interests. You could perhaps join a professional association (e.g. ATA, IAPTI, etc.) or join open networks with access for all professions. Or you may be interested in women’s networks or regional networks. And don’t forget the wealth of professional networks on the Internet such as LinkedIn and Proz.com. Whichever option you choose, you should ensure that you participate regularly and contribute something to the network. You cannot establish any solid relationships if you only pop in here and there every once in a while. Take part in online forum discussions, attend a workshop, go to regular coffee mornings to get chatting to colleagues, pass on your experience if someone needs help.

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

Follow Mox’s freelance-translator life at Mox’s Blog
Sample threads from the GLD list

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

Thread 1:
Terminology Request: ein Puff in der Organisation (June 2012)

Member A:
Hello Listmates,
I’m translating an interview where the questioner and the respondent both use a certain amount of idioms. This is a Swiss text to boot! Well, this time I’ve come across a word that even after looking it up makes little sense to me. Can anyone help me out?
Von mehreren Quellen wird kolportiert, die XXX habe -- ich zitiere -- ”ein Puff in der IT-Organisation”.
What is the bit in quotes supposed to mean? They go on to say "Sehr viele Reorganisationen, sehr viele verschiedene Zulieferer. Haben Sie ein Puff?"
The person being asked laughs in response, but then answers, no. But he can understand that it might appear that way to certain people.
Can anyone help me out?

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

Member C:
Hallo [A],
Das italienische Wort "casino" bedeutet "Bordell", auf Deutsch Puff, und "Durcheinander".
Schweizer sprechen Deutsch, Französisch und Italienisch.
A mess in the IT organization would make sense in your context.
Es könnte aber auch sein, dass ich auf dem Holzweg bin.

Member D:
Hi [A],
I think I recall a Swiss person using Bordell in the sense of Chaos, Durcheinander (she was showing me their junk room). I think "bordel" is used in that context in French, and maybe it made it into Swiss German.
This was a long time ago, so I may be wrong. But since Puff is another word for Bordell, Chaos/disorganized would be a good match for the context.
Member E:
Hi [A],
"Puff" is a brothel. It's sometimes used to simply denote a mess (for instance, in Austrian parlance, "Die haben einen Puff beieinander").

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

Member A:
Thank you, [B, C, and D]!
The idea of a disorganized mess certainly works in this context, and it is amazing to see the derivation! Thanks again for helping me see the correlation!

Member G:
Hi [A],
I am not sure as there is not too much context but I would say it is rather used as the word "Puff" as "Bordell". But when used it is not used literally [...]. It is used to give the picture that there is a constant coming and going, everything is very unorganized, chaotic and unprofessional.
But grammatically correct it would be "einen Puff" [...]. I don't know if it is the Swiss way of saying it or just the transcription of the interview... or because my interpretation is incorrect.

Member D:

Thread 2:
Terminology Request: Executive Dining (May 2012)

Member A:
Das Einzige, was mir bisher einfällt ist
Für unsere Premium-Gäste (oder Gäste der First Class)
Habe auch schon intensiv nach Executive Dining gegoogelt, und das ist vielleicht eine Möglichkeit. Hab's beispielsweise hier gefunden:
http://www.lamm-heidelberg.de/de/culinarium_executive_dining.html
Allerdings beziehen sich die allermeisten Treffer auf "Executive Dining Room". Hat jemand eine zündende Idee? Danke.
Member B:
Hi [A],
FWIW, I think that not all first-class passengers are necessarily corporate types. And to me, at least, Executive Dining is more something that happens at corporate headquarters. However, I am not an expert on this. It’s just that my gut response was that this would exclude other wealthy, exclusive folks who also purchase first-class tickets.

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

Member A:
Habe gerade gefunden, dass Lufthansa seinen First-Class-Gästen Individuelle Essenszeiten anbietet. Aber so richtig zündend finde ich das auch nicht. Vielleicht Essen, wann Sie wollen (???) Essen auf Wunsch (???) Es soll übersetzt werden. Seufz.

Member D:
Vielleicht Mahlzeiten nach Belieben?

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

Member A:

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**Why should I sign up for the GLD email list?**

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

**Subscribing is as easy as 1, 2, 3:**
1. Send an email to: gldlist-owner@yahoogroups.com
2. In the subject line, enter: subscribe gldlist
3. In the body of your email, write your:
   - email address
   - full name
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Dictionary Review
Zahn,
Wörterbuch für das Bank- und Börsenwesen, Teil 1 / Dictionary of Banking and Stock Trading, Part 1

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

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

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

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

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

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

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

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

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

Not surprisingly, new entries due to the recent economic and financial turmoil include such terms as "prognostizierte Ausfallwahrscheinlichkeit" – forecast PD (probability of default) "Risikoaufklärung" – risk disclosure (disclosure statement), "Risikobegrenzungsgesetz" – German Risk Limitation Act" and "Bankenstresstests" (with an explanation of their purpose) as well as numerous entries related to financial market stabilization, liquidity, and banking capital requirements.

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

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

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

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

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

An example of an entry about which I am of two minds is Gewerbesteuer, which Zahn renders simply as "local business tax." Those of us who have dealt with this term in the past are probably used to seeing it rendered as (municipal/local) "trade tax," which has long been the "standard" translation used by German auditors and tax attorneys and which was the translation provided in the fifth edition. While I applaud the more precise rendering – the Gewerbesteuer is after all levied by local tax authorities – I have my doubts about our ability to push through this new term with German clients, even citing Zahn as an authoritative reference. One can hope though.

Another issue, one which I seem to have with almost all specialized dictionaries, is the inclusion of numerous terms that are either "common" or unrelated to the specific topic. Is it really necessary to include terms such as Eid, erhoffen, teilweise or distanzieren, especially if no idiomatic uses of such terms in a banking or financial context are given? A minor gripe, I grant you, but how many additional terms or examples could have been included if such terms were omitted?

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

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<tr>
<td>6-8 Sep 2012</td>
<td>Southampton, England, UK</td>
<td>British Association for Applied Linguistics 45th Annual Conference</td>
<td><a href="http://www.llas.ac.uk/baal2012">www.llas.ac.uk/baal2012</a></td>
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<td>6-8 Sep 2012</td>
<td>Hildesheim, Germany</td>
<td>Technikseminar Hildesheim: Kommunikationstechnologie, Telekommunikation und Informationstechnik (BDÜ)</td>
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<td>8-10 Sep 2012</td>
<td>Nashville, TN</td>
<td>Tennessee Association of Professional Interpreters &amp; Translators Annual Conference</td>
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<td>15-16 Sep 2012</td>
<td>Stuttgart, Germany</td>
<td>Journalistisches Schreiben BDÜ seminar</td>
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<td>4-5 Oct 2012</td>
<td>Warsaw, Poland</td>
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<td>4-6 Oct 2012</td>
<td>Budapest, Hungary</td>
<td>European Language Industry Association (ELIA) ELIA Networking Days Budapest</td>
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<td>5-7 Oct 2012</td>
<td>Los Angeles, CA</td>
<td>California Federation of Interpreters 10th Annual CFI Continuing Education Conference</td>
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<td>18-19 Oct 2012</td>
<td>Madrid, Spain</td>
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<td>23-25 Oct 2012</td>
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<td>tcworld conference 2012 Language technology, content and terminology management</td>
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<td>24-27 Oct 2012</td>
<td>San Diego, CA</td>
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<td>21-23 Nov 2012</td>
<td>Berlin, Germany</td>
<td>Languages &amp; the Media 9th International Conference on Language Transfer in Audiovisual Media</td>
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<td>7-9 Dec 2012</td>
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<td>4-6 Apr 2013</td>
<td>Norwich, UK</td>
<td>Nordic Translation Conference 2013</td>
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<td>31 Jan – 1 Feb 2013</td>
<td>San Antonio, TX</td>
<td>MemoQ Fest North America</td>
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<td>8-10 May 2013</td>
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<td>15-18 May 2013</td>
<td>Boston, MA</td>
<td>Association of Language Companies (ALC) 2013 ALC Annual Conference</td>
<td><a href="http://www.alcus.org/education/conference.cfm">www.alcus.org/education/conference.cfm</a></td>
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**ATA Certification Exams**

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**Questions or comments?**

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