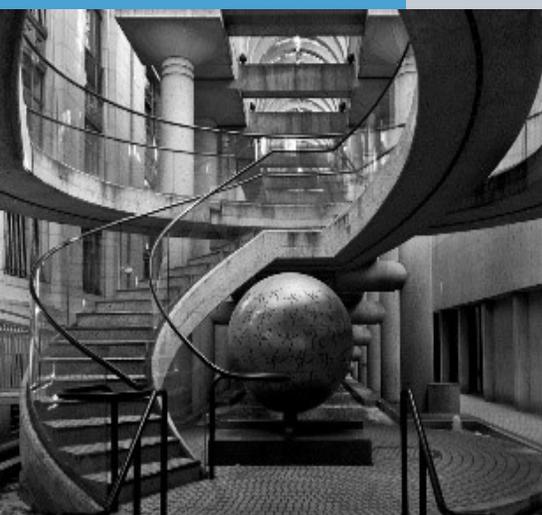


Summer 2016

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ata

Newsletter of the German Language Division of
the American Translators Association

Editorial

Dear Readers,

Did you know that ATA has something in common with Microsoft Office? It comes with many more features than you are probably aware of.

I recently had a conversation with a former ATA Board member about communicating with the membership. She told me: "It's frustrating when you hear, 'I wish ATA was on Twitter.' When ATA is on Twitter."

It's an ongoing discussion within ATA. How can we communicate better and reach more members? ATA communicates via many channels: *The ATA Chronicle*, ATA Newsbriefs, the ATA website and social media. We know we can't reach everyone, but that doesn't mean we shouldn't try.

That conversation sparked the idea for this Summer 2016 issue of *interaktiv* – the "Did You Know" issue. Though the GLD newsletter has always been a communications medium, this is the first issue to feature a number of ATA member benefits. So don't miss a page – you might learn something new!

As always, our faithful leader, GLD Administrator Michael Engley, gets the ball rolling with his regular column. Find out about the amazing speaker the GLD has invited to ATA's 57th Annual Conference as well as plans for this year's networking event. Then get primed for another awesome event by checking out the list of German sessions and those being presented by GLD members. As always, the GLD is well represented among the speakers at ATA's biggest event of the year.

Back here in the old country, Brexit has caused a Brexplosion of Branger and Bregret – or should we say Regrexit? GLD European Coordinator, Karen Leube, shares what translators are talking about and what GLD members in Europe have been up to.

Now you may think you know everything about being a GLD member. Think again. In our first "Did You Know" feature, GLD Assistant Administrator, Melissa Fields, provides a bit of history and explains why membership really does have its privileges. Next up is newcomers. Did you know about the special section at atanet.org dedicated especially to you? Carlie Sitzman, GLD New Member Coordinator, invites you to check it out. And now that we've reached you, maybe you'd like to do some outreach of your own – and ATA can help you do it. Find two insightful article reprints about the ATA School Outreach program and ATA Client Outreach Kit. Learn how to use these comprehensive tools to share the world of translation with young people, educate clients and promote your business.

Do you (really) know what transcreation is? If not, you should check out Nina Sattler-Hovdar's new book on the subject. Read the review on [page 18](#). Roland Grefer wants you to know all about the *Ingenieurtechnisches Wörterbuch*. Read his review beginning on [page 21](#). And, of course, we keep you 'in the know' when it comes to events that might be of interest to GLD members. Don't miss the calendar at the very end of this issue.

Here's something else you might not know. Lea Rennert has joined the *interaktiv* editorial team as an editor. We'll tell you more about the Austrian-born German->English translator in a future issue. Welcome Lea!

You could say that the old adage 'you learn something new every day' is also a translation mantra. It's something we love about our jobs. Hopefully you'll be repeating it today after reading this edition of *interaktiv*.

Happy reading!

Mit besten Grüßen aus Niederkassel

Matt Baird



Matt Baird

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Credit cover photo: [Jameson Savage](#)
San Francisco's Embarcadero Plaza

A Word From the Administrator

Dear GLD Members,

Summer is well underway by now as I gather my thoughts to address you, my fellow GLD members, in these pages one final time before passing the torch. I have put off writing this issue's "Word" because I have been busy, among other things, searching for a venue for the GLD's offsite event in San Francisco. I'm happy to announce that we've secured a fabulous location and I'm confident it will be another banner year for networking outside the confines of the conference hotel. See [page 6](#) for more details.

I am also pleased to announce that our guest speaker this year will be the award-winning translator, theater director, and distinguished playwright Philip Boehm. He will conduct a 3-hr-course on AST Day and present two conference sessions. There are currently seven sessions scheduled in the German language track as well as sessions presented by GLD members in other subject areas. Throw in the Golden Gate Bridge, Fisherman's Wharf, the Embarcadero, Union Square, Chinatown, Alcatraz, and so much more ... there is plenty to look forward to during ATA's 57th Annual Conference in San Francisco. So I hope to see you in the City by the Bay.

In other news, our Webmaster Jessica Lucio is hard at work modernizing the GLD's website after much ado and a planning process that has spanned several years. We hope to launch the new website this fall.

Shifting gears this past winter, GLD members in Europe held a one-day workshop in March that was by all accounts a smashing success. The group now aims to make it an annual event, with next year's workshop

planned for Karlsruhe. But you don't have to reside in Europe to attend. Consider combining it with a trip to Germany to celebrate Fasnacht in Baden-Württemberg: Narri-Narro!

As I mentioned above in passing, it's that time again: the GLD has elected by acclamation a new Administrator and Assistant Administrator: Ruth Boggs and Melissa Field. ATA notified GLD members of the election results recently via email. Our new officers will begin their terms at the GLD annual meeting scheduled to be held on Friday, November 4, 4:45–5:45pm during ATA's 57th Annual Conference. Please add the meeting to your conference calendar and make sure to read the candidates' statements on [pages 7–8](#) of this issue. The nominating committee chosen by acclamation at last year's meeting comprised Rainer Klett, Jill Sommer, and Marita Marcano. I would like to thank them for their efforts and believe that they have selected two excellent candidates to lead the division over the coming two years. The annual meeting will mark the end of my two-year term as Administrator, after having served the division as Assistant Administrator before that. I would like to thank you for placing your trust in me these past four years. It has been my pleasure to work with the Leadership Committee and other members involved in conducting the division's affairs and I am confident that the GLD will continue to prosper under its new leadership. The future looks bright ahead!

Michael Engley
GLD Administrator



Michael Engley

"The GLD has elected by acclamation a new Administrator and Assistant Administrator: Ruth Boggs and Melissa Field."

ATA 57TH ANNUAL CONFERENCE

NOV 2-5 2016 SAN FRANCISCO

ata American Translators Association
The Voice of Interpreters and Translators

GLD Conference Primer

Every year many GLD members present at the ATA Annual Conference and this year is no exception. Here's the list of sessions in the German track as well as a (probably not exhaustive) list of GLD member sessions. Check out the [Preliminary Program](#) for the complete listing of seminars and sessions. Click [this link](#) to find all sessions listed under German.

GERMAN SESSIONS

G-1 German Orthography: The Good, the Bad, and the Ugly

Dagmar Jenner, Judy Jenner

G-2 Much Ado about Gluten: Celiac Disease, Gluten Sensitivity, and the Gluten-Free Diet Explained

Ulrike Walter-Lipow, CT

G-3 Bottom, Bless Thee! Thou Art Translated (Translating for the Stage)

Philip Boehm

G-4 Die Fremde hier (Preserving Foreignness in Translation)

Philip Boehm

G-5 Next Level Editing: Strategies for Creating Successful German>English Translations

Geoffrey Cox

G-6 German Immersion Strategies for Expatriates and Other Deutsch-Fans

Marion Rhodes

G-7 Alle Menschen werden Brüder? The Challenges of Gender Neutrality in German Translations

Silvia Fosslie, CT, Margot Lück-Zastoupil

Roommate Finder

Use the [ATA Roommate Blog](#) to locate a potential roommate during your stay in San Francisco. You may also consider contacting a local group or your fellow ATA Division members to find a roommate.

ATA57

OTHER GLD MEMBER SESSIONS

***AST-3 Mastering PDFs using OCR and Advanced Formatting Features in Word**

Allison Bryant, Jill R. Sommer

***AST-4 Seven Ways to Actively Market to Direct Clients**

Judy Jenner

***AST-11 Finding the Voice in Literary Translation**

Philip Boehm

***AST-13 IFRS Masterclass for Translators and Interpreters**

Robin Bonthron

ATA-1 ATA Code of Ethics and Professional Practice Workshop

Milena Calderari-Waldron, Caitilin Walsh, CT

ATA-2 ATA Mentoring Program: Working with Project Managers

Susanne van Eyl, CT, Cathi Witkowski, Lori Colman, Lindeman Kyle Vraa, CT

ATA-3 ATA's Certification Exam: Questions and Answers

David Stephenson, CT, Caron Mason

ATA-4 Volunteers Turn "They Should" into "We Can"

Dorothee Racette, CT

ATA-5 ATA Public Relations and You!

Matt Baird, Madalena Sánchez Zampaulo

IC-3 Ensuring Payment Before, During, and After the Project

Ted Wozniak

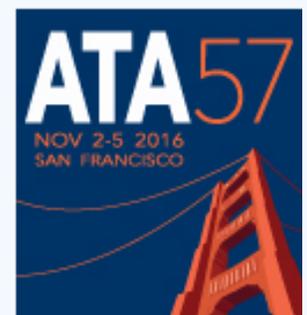
ST-2 Beyond Navigation: Established and Emerging Satellite Applications

Karl Pfeiffer, CT

ST-7 What Goes There? The Inception and Development of Chemical Regulatory Legislation

Matthew Schlecht

*Advanced Skills & Training (AST) Day takes place Wednesday, November 2. A separate fee and registrations are required for each session.



View complete [Preliminary Program](#), now available on the conference website.

Town Hall



German Language Division: Annual Networking Event

Join us in the private dining room of this bustling American tavern for our annual networking event! Mix, mingle and enjoy updated Southern fare in an intimate and historic space at the heart of the financial district. Town Hall is well known for its top notch service, ambience and famed cuisine, so you won't want to miss out on this year's gathering. You can sample from their tray-passed hors d'oeuvres that put a modern twist on some traditional southern favorites, and there will be a cash bar for beverages.

Please note, however, that due to size restrictions, this year's event will be limited to the first 80 registrants.

When:

Thursday, November 3, 2016, from 7–9 pm

Registration fee: \$50

Where:

Town Hall
342 Howard Street
San Francisco, CA 94105
www.townhallsf.com

All the details about the event will be emailed to all GLD members from ATA Headquarters. Make sure your email address is up to date in the ATA database!



German Language Division (GLD) 2016 Election Candidates

The election of GLD officers is held every two years in accordance with the ATA Governing Policy for Divisions.

Earlier this year the GLD Nominating Committee announced the 2016 GLD candidates in the slate broadcast to the GLD membership.

GLD members were given 45 days after the slate broadcast to object to the slate and/or add candidates to the slate. There were no objections and no further candidates were received. The newly elected GLD officers are:

Administrator: Ruth Boggs

Assistant Administrator: Melissa Ann Field

Their term will begin at the GLD Annual Meeting, scheduled to be held on Friday, November 4, 4:45–5:45pm during ATA's 57th Annual Conference (November 2–5, 2016) at the Hyatt Regency San Francisco in San Francisco, California.

Candidate for Administrator: Ruth Boggs

It is a – quite unexpected – honor to be nominated to serve as Administrator of the German Language Division. It's also a bit of déjà vu for me. In the late Nineties, I played an – admittedly small – role in launching the GLD, and from 1999 to 2000, I served as Assistant Administrator.

I joined the American Translators Association in 1991. After attending my first ATA Conference in San Francisco in 1997 and experiencing firsthand the benefits of networking, continuing education, and strong ties to a professional organization, I've not missed a single conference since then.

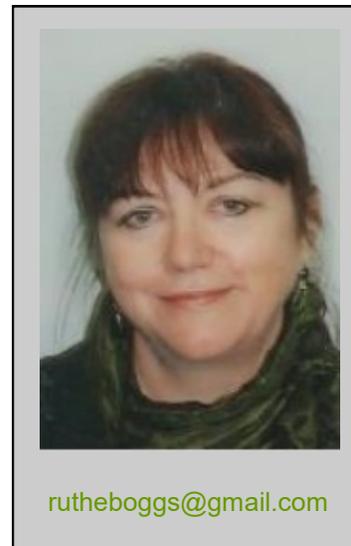
In the past 25 years, I've benefitted immensely from both the ATA and the GLD. The contacts I've made, the conferences I attended, and the networking within the GLD were instrumental to a successful career.

Since it was founded, the GLD has benefitted from the hard work and leadership of dedicated Administrators and Assistant

Administrators. If elected, I want to build on their achievements and continue to further the stated goals of the GLD, including

- Promoting close contact between members and German-speaking translators and interpreters and their professional organizations in the U.S. and abroad,
- Promoting quality standards and professional ethics,
- Promoting the exchange of information regarding technical and linguistic developments,
- Offering continuing education opportunities and social activities for GLD members at the annual ATA Conference, and
- Cooperating with ATA and supporting ATA goals.

I'm excited to have this opportunity to give back and work with GLD members over the next two years to further our common goals.



ruthboggs@gmail.com

Candidate for Assistant Administrator: Melissa Ann Field



mfield@g2etranslation.com

It is a pleasure and an honor to be nominated once again as candidate for Assistant Administrator of the German Language Division.

I have been a freelance translator of German to English specializing in financial and accounting material for the past 14 years. It is primarily thanks to the American Translators Association and, more specifically, the German Language Division that I have gotten to where I am today in my career. From the earliest days spent building up reference material, working with translation software, finding clients and figuring out what to charge for my services, the ATA provided me with inspiration, motivation and solutions.

So, for all the benefits I have enjoyed through the ATA and GLD, I was more than happy to begin giving back to this organization. One of the people I have been privileged to meet and work with over the years is Michael Engley, the current Administrator, and I have been serving as Assistant Administrator to Michael since 2014. In addition to this role, for each of the past two

years I have sponsored a scholarship at the University of Tennessee Department of Modern Foreign Languages and Literature allowing one student to attend the annual conference. In this way, I hope to show students the huge variety of viable careers open to them in the language industry.

First and foremost, if elected to serve as Assistant Administrator, I will work to support the GLD Administrator in all tasks undertaken during the term. These tasks include selecting the division guest speaker and planning the GLD social event for upcoming conferences.

I will serve in the interest of the GLD members and work toward increasing our membership. In particular, I hope to see more young translators and interpreters join the ranks of our division and attend the conferences.

I look forward to working in this role for another two years.

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! Watch for future news and articles posted on the blog throughout the year. Click below to go to the website or [subscribe to the RSS feed today!](#)

(Translation) Notes from the Homeland

Karen Leube

As the deadline for submitting this column nears, my “notes” (read: keywords) from the homeland would have to be “**Brexit**,” “**EM**” and “**Starkregen**.” When it comes to the translation and interpreting scene, it’s Britain’s vote to leave that appears to be garnering the most attention. With 120 posts on the dedicated “Brexit” thread in BDÜ’s otherwise fairly underused “MeinBDÜ” platform, translators and interpreters based in Germany are contributing both their two (euro)cents and their speculations about the vote’s implications. UK citizens residing in Germany are sharing tips for ensuring their future stays, with their German counterparts in the UK similarly exploring their options. While German and French speakers dream of the prospects of a stepped-up use of their languages for EU negotiations (“CSU-Politiker nach Brexit gegen Englisch als ‘Quasi-Einheitsamtssprache’ in EU”, Die Welt, June 29, 2016), Forbes counters, “EU To Try To Stop Using English, But It Doesn’t Work That Way” (June 28, 2016). Other issues affecting translators and interpreters include the future site of European Medicines Agency and the European financial center, to name just a few.

In Germany and Austria, the influx of migrants and its impact on policy-making, politics and elections (Austria), as well as everyday life continue to dominate the day-to-day headlines. Our latest “ATA Members in Europe” workshop in Munich in early March also showcased members’ volunteer efforts both as German teachers and as “regular people” who have opened up their homes

“UK citizens residing in Germany are sharing tips for ensuring their future stays, with their German counterparts in the UK similarly exploring their options.”

to newcomers. But that was just one facet of the day-long workshop featuring presentations on the 2015 ATA Conference in Miami, ATA focuses such as PR and school outreach, as well as a variety of hands-on topics including tips for collaborating with other GLD members, working with self-published authors in the US, a comparison of the European Medicines Agency and the US Food and Drug Administration, payment modalities for working with US-based clients, and many more. The sold-out event attracted members from all over Germany, as well as Austria and the UK. Our GLD members on the ground, Barbara Tinschert and Lynn Lohmann did the heavy lifting, organizing the workshop venue, as well as dinners in Munich, an English movie (Zoomania!) and a “Kriminaltour” of Munich on Sunday morning. Thanks to Barbara and Lynn, the other event organizers (Birgit, Elke, Matt) and all of the presenters! Rumor has it that next year’s workshop may take place in Karlsruhe in early 2017. Stay tuned.

ATA GLD members in Europe are again well-represented among the roster of presenters at ATA’s annual conference, this year in San Francisco. For instance, Robin Bonthron will be presenting at the new “Advanced Skills and Training (AST) Day” on Wednesday, Ulrike Walter-Lipow will be speaking about celiac disease on Thursday, and Matt Baird will be talking about ATA public relations on Saturday. See the Conference Primer on [pages 4 and 5](#) for more. Hope to see you there!



Karen Leube grew up in Lancaster County, Pennsylvania. She earned Bachelor’s and Master’s degrees in German in the United States and obtained a Ph.D. 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.



Melissa Field grew up in rural Union County not far from Knoxville, Tennessee. She studied German at the University of Tennessee and then earned a Masters of International Business from the University of South Carolina. In her early career, Melissa held various managerial accounting positions in the automotive industry, first with Volkswagen at their corporate headquarters in Wolfsburg and later with Bosch at their North American headquarters in Farmington Hills, Michigan, and at their production plant in Charleston, South Carolina. She began working as a freelance translator almost fifteen years ago and has been a member of the ATA ever since.

Did you know: This is the GLD

What You Need to Know About the German Language Division

Melissa Field

Have you ever wondered just why we have a German Language Division? Isn't it enough, after all, to be a member of ATA, an association offering a professional home to both translators and interpreters alike? For some of us, attending the annual conferences gives us the opportunity to meet and mingle with people speaking and writing all kinds of languages and covering a multitude of subject areas. Even for those who choose not to attend the conference, ATA membership puts the clout of a huge organization right at our fingertips, a wealth of information on business practices and learning opportunities. Put simply, it puts us in touch with our industry, and along with that comes the potential to tap into the network of over 10,000 members ranging from freelancers to company owners, universities and government agencies.

Yet, there is beauty and benefit to **specialization**. The ATA's 20 divisions, whether language or content related, offer just that: the opportunity to specialize. To come together – physically or virtually – with others who share a common language and often a common cultural understanding. These people are, after all, our colleagues. By forming contacts within a division, we can help each other in very specific ways, learning from each other, and even collaborating with one another.

The German Language Division was first conceived by a group of German translators and interpreters twenty years ago at the

1996 Annual ATA Conference in Colorado Springs.

A kick-off meeting, chaired by Claudia Kellersch, was held in April 1997 in conjunction with the Southwest Regional Conference in Austin, Texas. Establishment of the division was officially approved by the ATA Board in November 1997, and the first Annual Meeting of the division was held at the 1997 Annual ATA Conference in San Francisco. This makes 2016 a combination of homecoming and twenty-ish year anniversary! Back

in 1997, the GLD consisted of 368 members. Our membership currently stands at 1543, ranking it the third largest language division after the Spanish and the French Language Divisions. That's a lot of collective wisdom and experience! Not only that, considering the fact that many freelancers operate from an "office for one," having access to

colleagues all over the world means a lot to many of us.

So, what is the official word on divisions, you ask? Well, according to the ATA bylaws (Article XIII, Section 1, to be precise), "A Division of the Association consists of members who share a common interest in a specific aspect of the profession." In our case, that aspect is language. The bylaws go on to state that a division "provides information and services to its members in their own specific field of interest, organizes meetings to further cooperation and information exchange among them, and supports and promotes the policies and objectives of the Association."

"The German Language Division was first conceived by a group of German translators and interpreters twenty years ago at the 1996 Annual ATA Conference in Colorado Springs."

In terms of the organization's focus, many of the early committees formed under the division have fallen by the wayside over the years as we have seen a shift away from content specialization media (literary and sci-tech) and print-based to greater connectivity with our members on virtual platforms (e.g. through the website, newsletter) and the conference events and speakers. In addition, many of the functions of these division committees seemed to overlap with other ATA committees.

And just what are we doing to achieve these goals? In the GLD, we foster that exchange of information primarily via the **GLD listserv**. (Note: if you are not already a member of that busy online community, see below for info on how to join!). Not a list kind of person? Check out the **GLD website**. There, you can also find a link to the biannual newsletter *interaktiv*, which offers a plethora of interesting articles, profiles, news items, a calendar of upcoming events, and much, much more. And in the digital age, we have a growing means to interact with one another, be that through LinkedIn, Facebook, Twitter or whatever comes next.

We also connect on a personal level by meeting each year at the **Annual ATA Conference**. Whether we take the opportunity to catch up over breakfast at the conference hotel, over a cup of coffee before attending the **guest speaker** session or during the **GLD's social networking event**, the conference provides many opportunities to match faces to names and to find

out more about the people we work alongside. Sometimes, these contacts flourish to become work collaborations or real life friendships.

Sounds great, right? But what makes all of this work? Well, first and foremost, you do! The members participate by voting to elect an Administrator and Assistant Administrator who then appoint a Leadership Council. The LC is responsible for ensuring that the division provides those core services to the members, and you – the members – are crucial for informing the LC about things that need to be done. It is your feedback (whether in person or via email/phone) that allows the LC to find our division guest speaker every year, for example. Your feedback also lets us know what kind of services you want and need. Your willingness to contribute to the listserv makes it a lively and useful venue. Your dedication and commitment to writing articles and conducting research for the newsletter, not to mention the editorial team's hard work, make *interaktiv* the benchmark ATA division newsletter. The list goes on and on.

Moving forward, I would like to encourage those of you with interest and ability to consider volunteering for the division. Just ask me or any other LC member to find out how. This is an election year, and we depend on our members to ensure the continuity of the activities we enjoy and have come to expect. We hope to see you in San Francisco this November!

“The members participate by voting to elect an Administrator and Assistant Administrator who then appoint a Leadership Council. The LC is responsible for ensuring that the division provides those core services to the members, and you – the members – are crucial for informing the LC about things that need to be done.”

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 mit-einander – 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: 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, ATA membership number



Carlie Sitzman grew up in the Western United States. After graduating from Weber State University with a BA in German and an AAS in Technical Drafting in 2009, it was clear that the best way to make her passion for language and fascination with technology into a career was to become a translator. In 2011 she moved to Germany, where she simultaneously freelanced and earned her MA in Intercultural German Studies from the Universität Bayreuth. Two years later Carlie returned to the United States with a master's degree and a German accent. She now translates from offices in Philadelphia and Wilmington, Delaware and will be celebrating her six-year anniversary in the industry this year.

Did you know: ATA Resources for Newcomers

Discovering Translation on the ATA Newcomers Website

Carlie Sitzman

The time has come. You have inspected assembly lines, interpreted blueprints, designed products, attended meetings, and alternately succumbed to riotous laughter or utter despair over every misspelled employee memo and fridge label in the office. After ten years as a mechanical engineer, it's time to embark on a bilingual campaign to obliterate misspelled and ungrammatical text of all kinds. Helping the world connect - one user's manual translation at a time. In your quest to reinvent yourself you may have searched for books or roved the internet for useful revelations. Wouldn't it be nice to have easy access to a collection of reliable information about translation?

The [ATA Newcomers Webpage](#) is just that. Open it up and you'll find a selection of articles, webinars, blogs, websites, and other tools. As is indicated by the organization of the webpage, translation professionals transitioning from another field as well as students, educators, and business owners can all benefit from this convenient resource. As someone who's been working in the industry for over six years now, even I have uncovered new and enlightening information in my travels there. Besides being organized according to newcomer type, information is also categorized under common business topics such as finding clients, staying competitive, learning the latest technology, and networking. Links to useful publications and services such as *The ATA Chronicle*, Business Practices Listserv, and Getting it Right Guides complete the offerings.

"My favorite new discovery was the 'Earnings Calculator,' which allows you to enter the price charged per word, number of words translated per day, and days worked per month to calculate how much you will earn each month."

A curious translator could spend hours lost in this labyrinth of fascinating and helpful information, as I did one afternoon. In order to save space, however, I would like to share just a few interesting tidbits from my journey through the ether. First on my list is a link to the "Savvy Newcomer Blog." This is a blog, curated by Helen Eby, featuring content from a number of contributors - newcomers and experienced translators alike. It contains insightful and interesting articles on networking, marketing, and translation that are sure to give you some great ideas on how to jumpstart or even enhance your translating career.

My favorite new discovery was the "Earnings Calculator," which allows you to enter the price charged per word, number of words translated per day, and days worked per month to calculate how much you will earn each month. Not only was I completely unaware that such a thing existed, it was also fun and in-

formative using it to test different scenarios. Newcomers to the industry, who may feel they are operating in a vacuum and are unsure of what to charge, might find this tool helpful in ensuring that they earn enough to cover costs and establish a viable freelance practice.

Now you are probably eager to explore this new realm of translation knowledge right away, but unsure where to find it. The site can be located in three steps by (1) going to www.atanet.org, (2) clicking on the "Resources" section, and (3) selecting "Newcomers" from the dropdown menu.

Did you know: ATA School Outreach Program

Why You Should Participate in the ATA School Outreach Program

Molly Yurick

As a new ATA member in 2015, I received my first edition of *The Chronicle* and was intrigued by the article about Jenny Stillo, the winner of the 2013–2014 School Outreach Contest. At the time, I was in my sixth year working for the Spanish Ministry of Education as a cultural ambassador, which involved visiting students of English in public schools across Spain. The combination of the chance to win a free registration to the conference in Miami and the opportunity to teach students about my passion and (at the time) part-time job was what inspired me to participate in the program.

My Preparation Process and Presentation

I started by checking out the resources provided on the School Outreach Program's website (www.atanet.org/ata_school) to see the content of past participants' presentations and how they made themselves stand out with their winning pictures.

I then decided to make my own presentation from scratch. I started by introducing what interpretation and translation are, who linguists work for (agencies, direct clients, the UN), and what they specialize in. I also touched on life-changing "translation fails," for example a boy who tragically became a paraplegic due to the misinterpretation of a medical term and an international bank that lost millions. I ended the session with two interactive activities. (You can check out my presentation on the

School Outreach website: www.atanet.org/ata_school/level_middle.php.)

The first activity was based on a very real-life situation for these kids. Language students all over the world love to use Google Translate to do their homework, and I wanted to show them that they could do a better job than their computers could. I started by showing them a picture of a mistranslation, a sign that said "Exit Only" in English and "Éxito Aquí" in Spanish ("Success Here" in English) — they all laughed and wondered how anyone could ever translate so poorly. I then asked them if they thought Google Translate could do a better job... and the majority of them thought it could. I showed them that Google's translation of "Exit Only" was "Única Salida" ("Only Exit" in English), and they decided that although it is not perfect, it worked better than the original translation. I followed this same process with a number of funny photos. The last step of this activity was asking them to come up with their own, correct translation for each less-than-perfect one. I have to say that they did a fabulous job. At first they made the common mistake of translating too literally, but they quickly got the hang of it. I think they were pleasantly surprised that they, 13-year-old English-language learners, could write better in English than the all-powerful Google.

The second activity was what brought about the winning photo. This class had a particularly large number of immigrant students from around the world and I had each of them translate "My name is..." into their native language on a colorful, comic-book-style speech bubble. In the photo you can see Russian, Arabic, French, Romanian, Spanish, Asturian (the local dialect), and English (that would be me). I had all the kids



Molly Yurick is a Spanish to English translator specialized in the tourism, hospitality and airline industries. In the past she has worked as a medical interpreter in Minnesota and as a cultural ambassador for the Ministry of Education in Spain. She has a B.A. in Spanish and Global Studies and a Certificate in Medical Interpreting from the University of Minnesota. She is currently living in northern Spain. You can visit her website at: yuricktranslations.com



“You should have seen their faces! I think that for many immigrants and refugees, a ‘real job’ seems out of reach. They looked so entirely hopeful that they could make a career for themselves in this field while helping their fellow community members at the same time.”

pose and hold their speech bubble up to their mouth, making for a happy and bright picture.

The most rewarding part was that there were three students who didn’t know how to write in their mother tongue. That night, they asked their parents how to write out the sentence and were excited to show off their native languages in class the next day. One boy even brought in the entire Arabic alphabet copied by hand and spent the next school day writing all his friend’s names from right to left. Everyone was impressed, he was proud, and I was so happy to see it.

The culmination of it all happened right as I was walking out the door. One student came up to me, tapped me on the shoulder, and confessed: “Molly, I’m definitely going to think about becoming a translator.” Success!

Why participate in the School Outreach Program and Contest?

Let’s be honest: lots of kids dislike their language classes, and I think it’s because they think they’re useless. Kids don’t see or hear much about other languages in their daily lives, especially in America. Making an entertaining, interactive presentation where they can see the consequences of mistranslations, a possible career for their future, and the fun in it all, is extremely rewarding. Through this program, we can change the way they think about language and make them see that it isn’t just another subject in school — that language is a powerful tool that is becoming more and more important every day.

The other benefit to participating is monetary. If you win the photography contest, you get a free registration to next year’s conference! Not only that, but it really gets your name out there and you get to meet a lot of great people along the way. From my point of view, it’s all benefits. I even had the nice surprise of having my photo on the cover of *The Chronicle*.

Recycling my Presentation

I had such a great experience that I decided to repeat my presentation when I was home in Minnesota for a visit this winter. I talked with a classroom of adult ESL students in the Adult Academic Program in my local school district.

The experience was an absolute blast! The classroom was filled with immigrants and refugees from all over the world and they were so interactive and excited to have me there. They were mostly surprised to learn the difference between translation/interpreting and asked tons of questions (How much can you make? What if you make a big mistake? How can we study? Who can we work for?). At the end, I opened it up for discussion and many of the students told me stories about their bad experiences with interpreters. One man shared that he volunteered when he was at the doctor’s office and could see there were Spanish-speaking patients waiting for their interpreter, who never showed up. He said he volunteered for five hours to help people communicate with their doctor.

Throughout the presentation, I encouraged all of them to continue with their English studies to work towards a career in interpreting. You should have seen their faces! I think that for many immigrants and refugees, a ‘real job’ seems out of reach. They looked so entirely hopeful that they could make a career for themselves in this field while helping their fellow community members at the same time.

I encourage you to educate others about our great field by participating in the School Outreach Program. Whether you visit a classroom of children or adults, you will quickly see how rewarding the experience can be.

This article was reprinted from the Savvy Newcomer with permission from the author.

Did you know: ATA Client Outreach Kit

Presenting to Potential Clients: You and ATA's Client Outreach Kit

Stephanie Tramdack Cash and Madalena Sánchez Zampaulo

Perhaps you've worked with direct clients and would like to improve your approach to them. Or maybe you're thinking about the rewards of working directly with buyers of translation or interpreting services, but you'd like some pointers on how to wade in. Either way, ATA's Client Outreach Kit is for you.

What Is the Client Outreach Kit?

ATA's Client Outreach Kit will give you the tools you need to attract direct clients by positioning yourself as a resource for translation and interpreting buyers and users. The core of the kit is a fully customizable PowerPoint presentation that you can use when speaking to potential clients – at chamber of commerce meetings, trade association events, professional seminars, brownbag lunches at local law firms, or any other venue that would draw the kind of client for which you are looking.

The kit also includes a set of practical, stand-alone Skills Modules to help you make the most of the core PowerPoint presentation. Topics include writing and delivering an elevator speech, developing effective public speaking habits, getting invited to speak, writing your own introduction, and handling question-and-answer sessions effectively. Modules are available as PDF files.

The kit was developed several years ago by a team of volunteers, including Chris Durban,

Lillian Clementi, Dorothee Racette, and Ellen Banker.

In 2014, we refreshed the kit, making small updates that allow you to use it more easily in your own presentations to clients. In November, we presented the updated version to a lively crowd of attendees at ATA's Annual Conference in Chicago.

Tips for Increasing the Effectiveness of Your Client Outreach Presentation

The kit (currently only available in English) is designed so that you can use the PowerPoint as is, or extract from it and tailor it to your audience. Here are some highlights from the kit, plus some suggestions we've added.

Buy into your own product/service and your own presentation.

As obvious as this may sound, you need to internalize the values you're presenting. This takes time. Perusing ATA's Client Outreach Kit will help you do this. You might simply read through the kit a number of times, at brief intervals, and jot down your thoughts as you go along. This will help you "inhabit" the text and make it your own. Expand on the points that have the most to do with your audience. They will feel you are speaking straight to them on behalf of yourself and your profession, not mouthing a canned speech.

"We could all go on talking forever about our profession, but your professional image suffers if you don't keep within the time allotted for your presentation."



Stephanie Tramdack Cash has a background in investment management and strategy and translates French into English in related fields. She has an MBA in finance from the Wharton School of the University of Pennsylvania, an undergraduate degree in English from Bryn Mawr College, a certificate in French translation from the University of Illinois-Urbana-Champaign, and a Diplôme de Français des Affaires 1 from the Paris Chamber of Commerce. She is a Chartered Financial Analyst. Contact: cashrs@comcast.net.



Madalena Sánchez Zampaulo is an ATA director and the chair of ATA's Public Relations Committee. She is the owner and chief executive officer of Accessible Translation Solutions. She is a member of Women for Economic Leadership & Development, and has served as a mentor for the Latina Mentoring Program in Columbus, Ohio. A graduate of the University of Southern Mississippi, she has a master's degree in Spanish from the University of Louisville. Contact: madalena@accessibletranslations.com.

Practice your talk, ideally with a patient friend who will give you feedback.

If you plan to use the PowerPoint, ask if you can meet with a tech support professional at the place where you're speaking ahead of time. Arrive well in advance of the start time, allowing plenty of time for setup and troubleshooting. This will make a big difference in your appearance of confidence and control. Bring a printout of your presentation just in case, so you can sail along even if there is a last-minute glitch.

Keep your posture loose, not rigid.

Practice this ahead of time, as often as you can think of it, whether you're around people or not.

Try to start out with a humorous translation anecdote – they abound in our profession!

But keep in mind that the idea is to create something positive out of the funny-yet-scary thing that could happen in translation (or when interpreting) if not carried out professionally. Shift the potential client from fearing how a translation or interpretation could go wrong to looking forward to capturing a vast landscape of opportunity by hiring a professional interpreter or translator. This will involve discussing reasons to translate/interpret in the first place, with a focus on the audience's industry.

From that setup, move to the all-important reasons for using a professional translator or interpreter, as opposed to using cheap or free in-house solutions.

This is also the time to expand on the need to work closely in a true team effort with translators or interpreters – to make the result context-appropriate and to ensure that it serves the intended purpose.

Point out that the buyer of a text translated (or interpreted) into a foreign language really has no way to judge the quality.

This is an opportunity to refer translation buyers to ATA's client education publications *Translation: Getting it Right*, *Interpreting: Getting it Right*, and *Translation: Buying a Non-commodity*, all found on ATA's website.

Discuss the need to plan ahead.

Points you should include are the importance of assessing specific needs for a translator or an interpreter, considering the intended use of the translated text, the source and target languages, and the need to review the final translated text. Emphasize the need to hire a professional – not just any bilingual – and to spend wisely (e.g., perhaps not

translating as much as originally intended). It is also crucial to tell your audience to listen to the translator's or interpreter's advice. This would also be a good place to provide helpful information on how to evaluate vendors' claims. For example, you can point out the need for experience and that professional translators should always work into their native languages.

Be very careful about keeping your talk to the time allotted.

We could all go on talking forever about our profession, but your professional image suffers if you don't keep within the time allotted for your presentation. This is where your practice session(s) with a friend will help. Time yourself.

Another point you might want to consider is to think about all that goes on when you're not at the podium. Be aware that you do your best marketing when you are completely

“Be aware that you do your best marketing when you are completely relaxed and not even thinking about ‘pitching.’ It's who you are, personally and professionally, that will attract people to you.”

relaxed and not even thinking about “pitching.” It’s who you are, personally and professionally, that will attract people to you. Put your best foot forward and let the real you shine through. And remember: a formal presentation may lead to good business, but your sincere interest in others is the best, most natural form of marketing. Practice listening to the needs and concerns of others. Learn to draw people out on the real business problems they face. You’ll be surprised by what happens when you go to a business, professional, or community event with the mindset of taking part and learning about other people. This is real marketing, in

the best sense of the word. The actions that result from this mindset will also help you get invited to speak in the first place.

We Want to Hear from You!

Send us your stories! We’re interested in hearing about your own marketing experiences with the Client Outreach Kit, including what works and what might need rethinking. ATA’s Public Relations Committee would like to save such anecdotes for use in our PR efforts. Please send them to us at www.atanet.org/client_outreach/feedback.php. We wish you much success as you reach out!

Related Links

Client Outreach Kit:

www.atanet.org/client_outreach

Client Outreach Kit Feedback Form:

www.atanet.org/client_outreach/feedback.php

Interpreting: Getting it Right:

www.atanet.org/publications/getting_it_right_int.php

Translation: Getting it Right:

www.atanet.org/publications/getting_it_right_tran.php

Translation: Buying a Non-commodity:

www.atanet.org/docs/translation_buying_guide.pdf

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](#).



New! Listen to the ATA Podcast

Tune in on iTunes: itunes.apple.com/us/podcast/the-ata-podcast/id1113686549?mt=2

Recent Episode

The Computerized ATA Certification Exam with David Stephenson and Michèle Hansen



Translation – Transkreation. Vom Über-Setzen zum Über-Texten.

Autorin:
Nina Sattler-Hovdar.
ISBN: 9783938430736.
BDÜ Weiterbildungs-
und Fachverlagsgesell-
schaft mbH

Buch und Workshop „Translation – Transkreation. Vom Über-Setzen zum Über-Texten“

Guter Stil braucht Zeit

Katja Althoff

Transkreation liegt im Trend, und trotzdem scheinen sich um den Begriff „Transkreation“ weiterhin viele Mythen zu ranken. Weder unsere Auftraggeber noch Auftragnehmer – also die Übersetzerzunft selbst – können genau erklären, was Transkreation eigentlich ist. Das Fachbuch „Translation – Transkreation. Vom Über-Setzen zum Über-Texten“ von Nina Sattler-Hovdar, das vor einigen Wochen im BDÜ Fachverlag erschienen ist, bringt endlich Licht ins Dunkel. Im Mai fand ergänzend ein Workshop unter demselben Titel mit Frau Sattler-Hovdar statt. Eine Rezension und ein Erfahrungsbericht.

Ich habe mich bis vor kurzem als reine Technikübersetzerin gesehen. Allerdings bediene ich immer mehr anspruchsvolle Direktkunden, die sich flüssige Übersetzungen ins Deutsche wünschen, die nicht am Original „kleben“. Mitunter wünschen sich meine Kunden den Mut, den Ausgangstext in der Zielsprache neu zu formulieren als ihn einfach zu übersetzen. Diese Art von Übersetzung macht viel Spaß, ist aber zeitaufwendig und nicht ganz so einfach. Daher kam dieser Ratgeber wie gerufen. Als dann auch noch ein 2-tägiger Workshop zu diesem Thema vom BDÜ Fachverlag angeboten wurde, habe ich Himmel und Hölle in Bewegung gesetzt, um in Hamburg dabei zu sein.

Übersetzerin, Texterin, Kommunikations-expertin

Dass der Begriff „Transkreation“ nicht richtig greifbar ist, liegt wahrscheinlich daran, dass es sich hierbei um einen Kunstbegriff aus

„Translation“ (Übersetzen) und „Kreation“ (Texten) handelt. Frau Sattler-Hovdar ermuntert uns deshalb, gegenüber Kunden lieber von interkultureller, kreativer oder textlicher Adaption zu sprechen. Was ich schon immer gehaut hatte, wurde mir also im Workshop bestätigt: Bieten wir unseren Kunden eine kreative Adaption in die Zielsprache an, sollten wir diese Dienstleistung nicht als Übersetzung verkaufen. Warum? Wir übertragen einen bereits kreierte Text in eine andere Sprache und „übertexten“ anschließend diese Übersetzung. Ohne dabei die Botschaft des Textes, die enthaltenen Emotionen usw. außer Acht zu lassen. Und

„Dass der Begriff ‚Transkreation‘ nicht richtig greifbar ist, liegt wahrscheinlich daran, dass es sich hierbei um einen Kunstbegriff aus ‚Translation‘ (Übersetzen) und ‚Kreation‘ (Texten) handelt. Frau Sattler-Hovdar ermuntert uns deshalb, gegenüber Kunden lieber von interkultureller, kreativer oder textlicher Adaption zu sprechen.“

das ist doppelt so schwierig wie das Schreiben des Ausgangstexts, denn es fallen zwei Aufgaben an: Übersetzen und Texten.

Mehr Transpiration als Inspiration
Technische Anleitungen, Geschäftsberichte oder Produktlisten lassen sich recht zügig übersetzen: Das Fachgebiet ist bekannt, die

Fachterminologie sitzt oder wird recherchiert. Durch den Einsatz von Übersetzungswerkzeugen ist es sogar möglich, immer effizienter zu übersetzen. Dieses „Höher, schneller, weiter“ lässt sich bei kreativen Adaptionen allerdings nicht umsetzen.

Der kreative Prozess – Briefing durch den Kunden, die erste Rohfassung, Recherchen, Brainstorming, weitere Recherchen, Rücksprache mit dem Kunden, kreative Pausen, mehrfaches Bearbeiten und Adaptieren des Textes, der letzte Feinschliff – muss immer wieder von Neuem durchlaufen werden. Und zwar bei jedem einzelnen Auftrag.

Kreative Adaptionen sind also harte, schweißtreibende Arbeit, die viel Disziplin erfordert. Frau Sattler-Hovdar bringt dies mit ihrer Formel „Mixtur aus 20 % Inspiration und 80 % Transpiration“ gekonnt auf den Punkt. Und da gute Ideen nicht vom Himmel fallen, geht die Autorin darauf ein, wie im Arbeitsalltag kreative Denkprozesse angestoßen werden können. Auch das Spiel mit der Sprache kommt nicht zu kurz. Die Autorin beschreibt anhand vieler Beispiele

sehr anschaulich, wie Formulierungen adaptiert und poliert werden können.

Guter Stil braucht Zeit – berechnen Sie diese Zeit!

Die Workshop-Teilnehmer waren einer Meinung: Ein solches Handbuch war längst überfällig. Nicht wenige brachten ihr Exemplar mit nach Hamburg – gespickt mit Klebezetteln und vielen farbigen Markierungen versehen. Seine hohe Praxistauglichkeit beweist der Ratgeber mit vielen Tipps, Beispielen sowie den zahlreichen Checklisten zur Abwicklung von Transkreatationsarbeiten oder zum stilistischen Feinschliff. Ein Muster-Briefing, Hinweise zum Abschätzen des Arbeitsaufwands und Tipps zur Kostenberechnung runden den Ratgeber ab. Denn Transkreation ist zeitaufwendig und diese Zeit sollte man sich auch bezahlen lassen. Dies erfordert demnach eine differenzierte Herangehensweise, wie Auftraggeber über kreative Adaptionen aufgeklärt, angemessene Kostenvoranschläge erstellt und Preisverhandlungen auf Augenhöhe mit dem Kunden geführt werden.

„Kreative Adaptionen sind also harte, schweißtreibende Arbeit, die viel Disziplin erfordert. Frau Sattler-Hovdar bringt dies mit ihrer Formel ‚Mixtur aus 20 % Inspiration und 80 % Transpiration‘ gekonnt auf den Punkt.“

New! Join ataTalk

ATA has launched ataTalk, a forum for discussions of ATA policy, activities, and governance issues. It's a place where members can voice opinions and be heard by the association at large. Questions and problems that need to be addressed right away should continue to be directed to president@atanet.org.




“Like” GLD – The German Language Division of the ATA on [Facebook](#)



Translation – Transkreation

Vom Über-Setzen zum Über-Texten

Author: Nina Sattler-Hovdar

Marketing-Übersetzung, adaptive Übersetzung, „freie“ Übersetzung, kreative Adaption, Copy-Editing, druckreifes Übersetzen, oder auch einfach nur „eine Übersetzung, die sich irgendwie griffiger liest“ – kommt Ihnen das bekannt vor? Gemeinsam ist ihnen allen, dass sie eine Dienstleistung erfordern, die unter der Bezeichnung „Transkreation“ anschaulich zusammengefasst werden kann. Bücher über Kreativitätstechniken und professionelles Texten gibt es viele und immer mehr. Auch die Tätigkeit des Übersetzens findet in einem zusehends breiteren Publikum (etwas mehr) Beachtung. Wenig praxisbezogene Literatur hingegen existiert bislang zum Thema Transkreation – einem Markt, der stark unterschätzt wird, dabei ein hohes Zukunftspotenzial besitzt. Transkreation ist eine Form des übersetzenden Textens, einer Kombination aus Übersetzen und Texten. Dies ist

besonders bei Marketing-, PR- und Werbetexten gefragt, generell jedoch bei jeder Art von Texten, die direkt oder indirekt das Image und den Umsatz eines Unternehmens steigern sollen. Viel zu wenigen Auftraggebern und auch Auftragnehmern ist bislang klar, worin der Unterschied liegt und welcher Aufwand dahinter steckt. Dieses Buch bietet nun endlich Abhilfe. Auftragnehmer erhalten zahlreiche Tipps, wie sie effizienter und effektiver an die Arbeit herangehen und nachhaltigen Erfolg erzielen können. Auftraggeber erfahren, wie sie ein optimales Ergebnis zum bestmöglichen Preis-Leistungs-Verhältnis erhalten. Die Lektüreempfehlung für Übersetzer aller Genres und Auftraggeber aller Branchen.

http://www.bdue-fachverlag.de/onlineshop/publikationen/detail_book/103

Nina Sattler-Hovdar ist auf die Übertragung von PR- und Werbetexten aus dem Englischen, Norwegischen, Dänischen und Spanischen spezialisiert. Zudem fertigt sie Übersetzungen in wirtschaftlichen Fachbereichen an. Nach Abschluss ihres Diplomstudiums in Österreich war sie zunächst als Konferenzdolmetscherin und Übersetzerin tätig. Von 1993 bis 1998 arbeitete sie als Marktforscherin und strategische Planerin in Lateinamerika und der US-Karibik, gefolgt von vier Jahren in Frankfurt am Main als freiberufliche Übersetzerin vor allem für Werbeagenturen und Banken. Sie hat bereits zahlreiche Vorträge zum Thema Transkreation für verschiedene internationale Verbände gehalten (FIT, BDÜ, ADÜ, ATA) sowie Artikel in einschlägigen Medien der Branche veröffentlicht. Seit 2003 lebt die gebürtige Norwegerin mit ihrer Familie in Salzburg.

Workshops „Translation – Transkreation“

Nach dem großen Erfolg des im Februar 2016 im BDÜ Fachverlag erschienenen Buches (www.bdue-fachverlag.de) und dem Workshop im Mai 2016 in Hamburg bietet Nina nun noch weitere Workshops an.

Infos unter: www.sattler-hovdar.com/index.php/en/news-tips

Dictionary Review / Wörterbuch-Rezension

Technisches Wörterbuch retroDic 6 Ingenieurtechnik

mit umfangreichen allgemeinsprachlichen Begriffen

Roland Grefer

Roundabout 9 years after my review of retroDic 4 for the Spring 2007 edition of *interaktiv*, I took a look at the just published, updated and expanded retroDic 6, available either as a download or on CD. The dictionary now features approx. 965,000 entries, including approx. 140,000 general entries.

While the net price is covered on the sleeve of retroDic 6 (and/or in its PDF), the site itself does not seem to provide a link for purchase without VAT (e.g. based on the shipping or billing address). Similarly, the site only seems to have an ordering page that features a shipping fee. Hopefully, for the download version – currently only available under the “test versions” menu selection of the site – billing will be integrated more closely in the near future.

To the best of my knowledge, though, the above figures are based on the combined count of the German > English and English > German entries, meaning we’d be looking at roundabout 480,000 entries, including approx. 70,000 general entries, in each direction, resulting in an approx. net count of 410,000 entries per direction.

For comparison, the 2015 Schmitt features a combined count of 486,000 entries, meaning about 243,000 entries per direction, and the 2015 edition of Ernst has 238,000 German > English entries as well as 248,000 English > German entries.

Something to also bear in mind is the frequency at which new editions are released. Even though the Ernst is at its 8th edition by now, this is over the course of close to 7 decades, whereas retroDic was first published less than 2 decades ago but is already available in its 6th edition.

While my understanding is that the author has parted ways with the company that was previously responsible for the program implementation, ELIAS GmbH, the overall look and feel remains the same, with only minute changes to the way the entries are structured.

Even though there are several advantages to the multi-colored approach, as well as the use of icons or abbreviations to properly indicate industries etc. in which differing translations of one and the same term are common, several of the concerns voiced in the aforementioned review remain.

You can only search in one language direction, whereas the old PC-Bibliothek interface of Langenscheidt’s e-Dictionaries affords the option to search for entries

from both directions.

Also still missing seems to be an option for fuzzy matches, which can be quite helpful when dealing with both typographical errors and different spelling of certain words in British and American English. That said, in the area of British and American English

“The dictionary now features approx. 965,000 entries, including approx. 140,000 general entries.”



Technisches Wörterbuch retroDic 6 Ingenieurtechnik
mit umfangreichen allgemeinsprachlichen Begriffen
(German-English)

Download

Author:

Dr.-Ing. Ekkehard Richter

www.retroDic.de

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EUR 189.00 plus VAT and/or EUR 225.00 incl. VAT

Shipping:

EUR 4.90 within

Germany, EUR 9.60 internationally

(does not apply to download version)

Roland Grefer began his career as an IT specialist, eventually branching out into information security. He provides German to English and English to German translation, reviewing, editing, proofreading, and ghostwriting services in a variety of fields to direct clients, translation agencies, and fellow translators. In addition, Roland provides computer support, computer security, and web support services to the same clientele. He can be reached at r.grefer@gmx.net.

spelling and terms is where this dictionary really shines since the author went the extra mile to clearly indicate the respective differences.

As indicated in material posted at the retroDic.de website, the focus of this technical dictionary is on “Allgemeine Technik,” “Anlagenbau,” “Energie-/Umwelttechnik,” and “Maschinenbau,” while also listing Arbeitsschutz, Bautechnik, Elektrotechnik, Fahrzeugbau, Fertigung, Medizintechnik, Mess- und Regelungstechnik, Qualitätssicherung, Verkehrstechnik, and Werkstofftechnik.

As is common amongst most electronic dictionaries, it is possible to add

one’s own entries. Also, both the new and old German orthography are provided. Among the tool’s better features is its color-coding of responses, wherein (italicized) green indicates explanations, blue is used for translations, red to identify gender or if this is a verb or a plural, and icons/symbols (or a short string in hard brackets, if the icons/symbols are turned off) to identify from which specific specialty the term might be derived.

If a translator using this dictionary does not have a general language dictionary such as Muret-Sanders, the 140,000 general language terms included with this dictionary might be of some help, too. For everybody else, I recommend to keep them hidden, which can be easily achieved under the “Dictionary” menu entry or via “Ctrl-F1” (retroDic). To include the general language dictionary entries, hit “Ctrl-F2”.

Each headword is listed on a separate line, with differing subject areas each listed on the same line, but separated by symbols or

abbreviations in hard brackets identifying the subject area and, where applicable, an explanation in the source language.

When searching for words that you might think are missing from these retroDic dictionaries, bear in mind that umlauts are sorted like ae, oe and ue, and ß is sorted like ss. Depending on the criteria used by your other dictionaries, this might take some getting used to. A nice feature is that the tool also displays in grey additional terms containing the search expression:

Faden m	fiber <A>	<i>Faser</i> [met];	fibre 	<i>Faser</i> [met];	filament	<i>Glühfaden</i> [elt]
filum	<i>Anatomie</i> [hum];	thread	<i>Garn</i> [met]			
<i>Abblendfaden Baumwollfaden Beifaden Bindfaden Doppelvorgarnfaden Einzelfaden Elastomerfaden Elementarfaden Endlosfaden Fehlfaden Florfaden gezogener Faden Glanzfaden Glasfaden Glühfaden Glühlampenfaden Goldfaden Greiferfaden Gummifaden heften mit Faden Heftfaden Heizfaden Kathodenfaden Katodenfaden Kennfaden Kettfaden Kohlefaden Kohlenfaden Latexfaden Leistenfaden Leuchtfaden Markierfaden Markierungsfaden Metallfaden Nadelfaden Oberfaden Pilzfaden Polfaden Profildfaden Quarzfaden Randfaden Restfaden Riechfäden Schussfaden Silberfaden Staubfaden Stromfaden Unterfaden Wirbelfaden Wolframfaden Zwirnfaden</i>						

Given that, for all practical purposes, the terms used for review in 2007 (c.f. http://www.ata-divisions.org/GLD/docs/inter_archive/2007_03.pdf#page=18) still yield virtually identical results when plugged into retroDic 6, I decided to use a different set of terms from recent projects this time around.

But before doing so, let me also briefly touch on some of the terms previously found missing in retroDic 4:

- “Class A” is now included with an explanation of “*Klassifizierung von Bränden: Brände mit festen Stoffen* [asi]”
- While “radio frequency interference” is now included, it would be nice if the entry would also include a reference to its acronym, RFI, or – preferably – an entry for the acronym as well.
- “impact protection” and “RDS” (radio data system) as well as “RTM” (resin transfer molding) and “reverse engineering” are still missing.

	retroDic 6 / Richter (2016)	Schmitt (2015)	Ernst (2015)
Abreinigung	cleansing dislodging	cleaning reconditioning	dedusting
Abstich	notch tapping	tap tapping drawing	racking drawing off tap tapping (of a furnace) spout tapping spout (of furnace) tap hole notch
Betriebsbedingt(er) Verschleiß	due to operation operational operationally induced operations-related service-induced	N/A	N/A
Einbauten (in einem Leer- zug)	built-in components built-in installation fixtures fixtures and fittings installations installed components internal fittings internals	internals installations internal attachments internals inserts internal parts	things built in baffles
EMR	N/A	<i>elektromagnetische Strah- lung</i>	electromechanical relay
Fehlbedienung	incorrect operation malattendance maloperation misoperation operating error	misuse	maloperation incorrect operation operator error operating error
Konstruktionszeichnung	design drawing engineering drawing shop drawing workshop drawing	engineering structural draw- ing engineering construction drawing	constructional drawing structural drawing construction drawing
Leerzug (im Hochofen)	blank pass open pass	empty coaching stock train train of empties	train of empty passenger cars
Lieferbereitschaft	readiness to deliver	N/A	N/A
Preisstellung	quotation of prices	N/A	N/A
Rauchgasreinigung	cleaning of flue gas flue gas purification flue gas treatment	flue-gas cleanup (FGC) waste gas cleaning waste gas purification flue gas cleaning flue-gas cleaning	flue gas cleaning
Schottwand	N/A	bulkhead dividing wall	N/A
SNCR	N/A	selective non-catalytic re- duction (SNCR) selective noncatalytic NOx reduction	selective non-catalytic re- duction
Speisewassereintritt	feedwater inlet	N/A	N/A
vorgesaltet	upstream	front-end first upstream	ahead of preceding upstream (in a process or system)
Werkstattfertigung	job shop production shop fabrication	N/A	N/A

“Among the tool’s better features is its color-coding of responses, where- in (italicized) green indicates explana- tions, blue is used for translations, red to identify gender or if this is a verb or a plural, and icons/symbols (or a short string in hard brackets, if the icons/symbols are turned off) to identify from which specific spe- cialty the term might be derived.”

Among the areas that still provide potential for improvement are:

- Lack of a fuzzy search feature
 - Limited to one language direction at a time
 - Incomplete localization of help; e.g. screenshots for English help on “Extras” left in German.
 - Incomplete update of HTML Help to retroDic 6, featuring both text references and screenshots that still refer to retroDic 5
 - Even though specific fields/disciplines are included, the dictionary cannot be restricted to covering just a few of them
 - If you switch between regular and plus mode, you lose the content of the search box, even though you simply wanted to expand or narrow down your search’s focus
 - The content of the search box changes when using the up and down arrow keys, or the single/double arrow up or down icons, or the scroll wheel of the mouse; other dictionaries continue to list the search term in the search box while you are scrolling through available and/or surrounding entries
 - There is no apparent update mechanism; for the first 2 years after purchase, Langenscheidt previously provided regular updates for their e-dictionaries, including Schmitt, readily available through their user interface. However, the Langenscheidt dictionaries have now been incorporated into the Acolada/Unilex online subscription offerings, which afford continuous access to the most current versions at any time, under which Ernst is also available.
- During my evaluation, retroDic 6 repeatedly encountered a couple of errors, namely “retroDic 6 ING.exe has stopped working” and “Zwischenablage kann nicht geöffnet werden.” I provided Dr.-Ing. Richter and the programmer with the pertinent information so that they will hopefully be able to troubleshoot and eventually fix them. Apparently, I am the first one ever in more than 10 years to contact them regarding a technical problem such as the “stopped working” error I encountered on my Windows 7 computer and reported to them. The “Zwischenablage” error, on the other hand, is an issue they have encountered themselves as well; it primarily occurs when the computer (or application) is not shut down regularly but rather kept running for several days.
 - It would be great if retroDic 6 were to allow for a configurable key combination that could be used for searching.
 - Also helpful would be an optional integration with other dictionaries under a unified interface such as the aforementioned Acolada/Unilex offerings. That way, a large number of sources could be queried at the same time, eliminating the need to switch between different user interfaces to access a variety of dictionaries.

In summary, Dr.-Ing. Ekkehard Richter has updated a major work that can be quite useful to the professional translator. Given its broad scope and multitude of entries, as well as its embedded general language dictionary, it can serve both as a starting point for translators just starting out in technical translation, but also as a useful and comprehensive addition to an experienced technical translator’s arsenal of dictionaries, and certainly as a helpful companion for experienced translators who only occasionally have to deal with portions of technical translation within larger corpora they are working on.

“Given its broad scope and multitude of entries, as well as its embedded general language dictionary, it can serve both as a starting point for translators just starting out in technical translation, but also as a useful and comprehensive addition to an experienced technical translator’s arsenal of dictionaries, [...]”

Just like with most other technical dictionaries, there are going to be some entries missing here and there. But based on the cursory spot checks I performed and – in part – documented above, retroDic 6 fares better than Schmitt and Ernst in this regard, at least with respect to the limited number of terms I checked for this review.

One of the reasons for this might be found in information published by Kater-Verlag:

retroDic 6 Ingenieurtechnik is a superset of the other technical dictionaries available from Dr.-Ing. Ekkehard Richter and as such includes their respective entries. These sub-dictionaries (Bautechnik/Architektur, Energietechnik, Umwelttechnik, Verfahrenstechnik/Techn. Chemie) are currently in the process of being updated to the retroDic 6 version and, just like the retroDic 6 Ingenieurtechnik reviewed, will all work under Windows 7 to Windows 10.

Nevertheless, it would not hurt to supplement this comprehensive technical dictionary with one or more of the following:

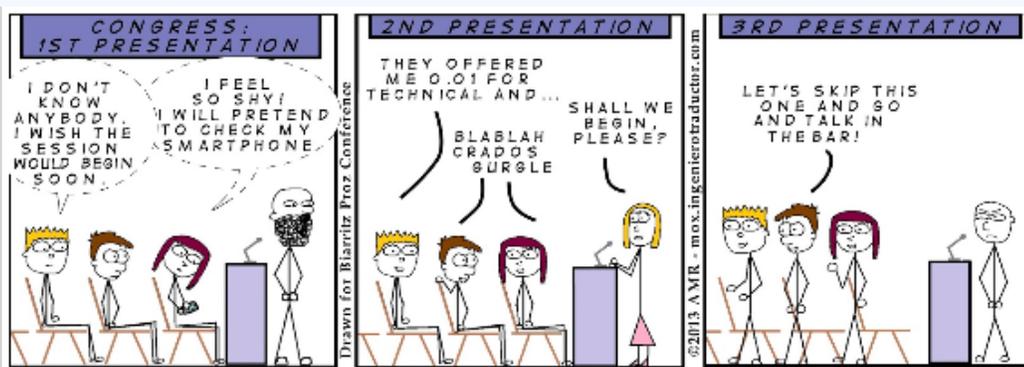
- Ernst *Wörterbuch der industriellen Technik*; and/or
- Schmitt *e-Fachwörterbuch Technik und angewandte Wissenschaften*;

as well as other, more specialized dictionaries, such as

- Ferretti, *Wörterbuch der Datentechnik*;
- Budig, *e-Fachwörterbuch Elektrotechnik und Elektronik*;
- Gelbrich, *e-Fachwörterbuch Architektur und Bauwesen*;
- TU Dresden, *e-Fachwörterbuch Chemie und chemische Technik*;
- Graham, *e-Fachwörterbuch Maschinen- und Anlagenbau*;

and other dictionaries for related fields. Thus, a translator with some technical knowledge and understanding should be well equipped to tackle many technical translations.

Ambience of translation conferences



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Calendar of Events

Date	Location	Organization/Event	More Information
1-3 Sep	Cambridge UK	49th Annual Meeting of the British Association for Applied Linguistics <i>Taking stock of Applied Linguistics – Where are we now?</i>	www.baal.org.uk/
3-4 Sep	Stockholm, Sweden	Proz International Conference <i>"A noble profession: The human face of translation"</i>	www.proz.com/conference/
10-11 Sep	Nashville, TN	Tennessee Association of Professional Interpreters & Translators <i>2016 TAPIT/TAMIT Joint Annual Conference</i>	www.tapit.org/
22-23 Sep	London UK	Association of Translation Companies <i>2016 Language Industry Summit: Celebrating ATC's 40th Birthday</i>	atc.org.uk/conference/
30 Sep	Everywhere!	International Translation Day	www.fit-ift.org/
1 Oct	Karlsruhe, Germany	German & International Tax Law with Robin Bonthron <i>BDÜ Seminar</i>	seminare.bdue.de/
1 Oct	Novi, MI	Michigan Translators/Interpreters Network (MiTiN) <i>2016 Regional Conference on Interpreting and Translation</i>	www.mitin.org/
7-9 Oct	Los Angeles, CA	California Federation of Interpreters (CFI) <i>14th Annual Continuing Education Conference</i>	www.calinterpreters.org/conference
13-14 Oct	Brussels, Belgium	European Language Industry Association <i>Elia Networking Days</i>	www.elia-association.org/
13-15 Oct	Tarragona, Spain	Mediterranean Editors & Translators Meeting 2016 <i>Raising standards through knowledge sharing and peer training</i>	www.metmeetings.org/
20-21 Oct	Portorož, Slovenia	Translation, Technology, Terminology (TTT) <i>4th International TTT Conference: One Step Ahead – Translating the Future</i>	www.ttt-conference.com/
24-25 Oct	Portland, OR	TAUS <i>Annual Conference 2016</i>	events.taus.net/
26-28 Oct	Montreal, Quebec	LocWorld Montreal: Engaging Global Customers <i>Translation & localization industry conference</i>	locworld.com/
27-28 Oct	Brussels, Belgium	European Commission DG Translation <i>Translating Europe – Forums and Workshops</i>	ec.europa.eu/

Date	Location	Organization/Event	More Information
2-5 Nov	San Francisco, CA	ATA 57th Annual Conference	www.atanet.org/conf/2016/
8-10 Nov	Stuttgart, Germany	tekomp tcworld conference 2016	conferences.tekom.de/
18-20 Nov	Boston, MA	American Council on the Teaching of Foreign Languages (ACTFL) 2016 Annual Convention and World Languages Expo	www.actfl.org/convention-expo
23-24 Feb 2017	Berlin, Germany	European Language Industry Association (ELIA) Together 2017: ELIA's freelancer and language company event	elia-together.org/
22-23 Apr 2017	Buenos Aires, Argentina	International Association of Professional Translators & Interpreters (IAPTI) Fourth International Conference	www.iapti.org (conference info not yet published)
18-20 May 2017	Cardiff, UK	Institution of Translation & Interpreting ITI Conference 2017	www.iti-conference.org.uk/
16-17 Jun 2017	Cologne, Germany	Deutscher Verband der freien Übersetzer und Dolmetscher (DVÜD) BusinessDialogKonferenz 2017: Sprachdienstleister als kompetente Partner	www.dvud.de (conference info not yet published)
3-5 Aug 2017	Brisbane, Australia	International Federation of Translators (FIT) World Congress 2017: Disruption and Diversification	www.fit-ift.org/brisbane-2017/

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

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.