



Newsletter

Danish-American Chamber of Commerce

JANUARY 2021



Festivus Came Late This Season!

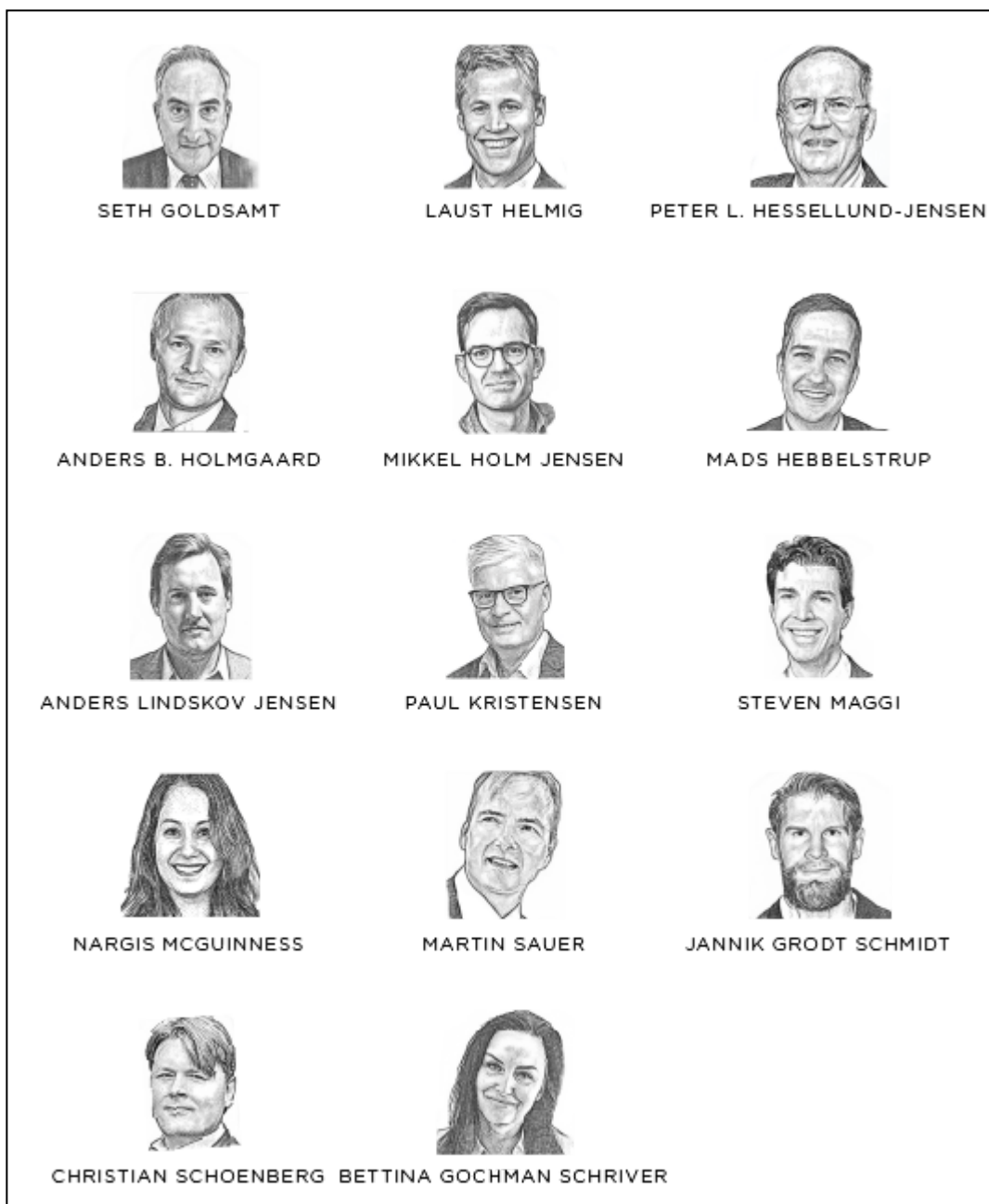
We finally made it to 2021 only to realize that a bunch of conspiracy, insurrectionist wingnuts were still staging “the feats of strength” and “airing of grievances” portions of [Festivus](#). Let’s be honest: we didn’t need an attempted coup almost a year into a pandemic. The last four years were enough of a tough slog with police violence, overt racism, self-entitled Karenism, public corruption, purging the government of civil servants, the Administration’s complete abdication from international climate action, withdrawal from international treaties, etc. etc. Let’s hope that this is indeed the end of this absurd spectacle.

Madding Crowd’s Ignoble Strife

Talking about organizational change, far from the madding crowd of DC, I

more practically involved, especially in helping our members weather the pandemic. I will be lifting that task as board member and co-president with Anders Jensen, who will organize DACC's activities in Denmark and I will be active in the United States. [Seth Goldsamt](#) of McGuireWoods has graciously agreed to become our new chairman. I am incredibly grateful to the entire board and [Kristina Hilton](#) for a very productive and fun couple of years, but especially to Anders and Seth for their willingness to be as actively involved as they are.

As the risk of appearing organizationally self-indulgent, let me present our [newly constituted board](#):



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coalesce the vapor of human experience into a viable comprehension, we have a number of announcements this month to cheer you up regarding travel updates, new events, and a spanking new language column. A bunch of new [corporate members](#) joined in the waning days of 2020 and we will introduce them gradually over the next many months. In this issue, let's welcome our newest Corporate Member 21-5 and its very successful vacation-house concept.

Stay safe and in the meantime don't forget to check out our [events page](#) at our [website](#) for updates.

All best wishes for a happy, healthy, and prosperous New Year,



Christian

Christian Schoenberg, President | U.S.
Danish-American Chamber of Commerce

P.S.: If you're a newsletter subscriber but not yet a member, please join the Chamber. Members are given event admissions preference and discounts, promotional opportunities, and are eligible for [a number of other benefits](#).



Immigration to the United States has remained frozen since President Trump's June 22, 2020 [“Proclamation Suspending Entry of Aliens Who Present a Risk to the U.S. Labor Market Following the Coronavirus Outbreak.”](#) Our new President Joe Biden will be inaugurated in about a week, and we have therefore invited back our old friend and immigration law expert Steve Maggi of the New York firm SMA Immigration and Consular Law Attorneys for an outlook on what to expect:

Post-Inauguration Perspectives on U.S. Immigration for Danish Companies and Individuals

Wednesday, February 17, 2021

at 10:00 a.m. (EST - U.S. East Coast) | 4:00 p.m. (CET - Denmark)

Admission: Free

SMA was founded by Steve Maggi, Esq. a Georgetown University Law Center graduate and former associate at the international law firm of Morgan, Lewis & Bockius. Steve has a long and successful track record of helping Danish companies navigate the choppy waters of U.S. immigration law and is a board member of the Danish-American Chamber of Commerce. He can be reached at smaggi@smalawyers.com.

The event will be a virtual, combined presentation and Q&A event conducted on Zoom. We encourage you to pre-submit any questions you might have, but you will also have the opportunity ask questions "live."



Danish-American Chamber of Commerce Event

 **RAVINES**
WINE CELLARS

**VIRTUAL WINE TASTING
WITH RAVINES WINE CELLARS**

Presentation and Chat with Morten Hallgren

We're excited to host a virtual tasting of wines from the phenomenal winery Ravines Wine Cellars. It is an artisanal winery in the flourishing, world-class wine region of the Finger Lakes, located in upstate New York and their wines truly reflect the passion of Morten Hallgren, a European winemaker/oenologist, and his chef wife Lisa Hallgren. Together, they have created a small, distinctive winery, that is crafting elegant and expressive wines with Old World winemaking practices.

Enjoy three of Ravines' flagship, cool-climate, expressive wines, along with three sample bottles to enjoy during the event.

You will receive three 750ml bottles and 50ml matching sample bottles. The names and vintages to be determined.

Virtual Wine Tasting with Ravines Wine Cellars

Thursday, March 18, 2021
at 5:00 p.m. (EST - U.S. East Coast)
DACC Members Only
Admission: To be determined.

The event will be a virtual, combined presentation and Q&A glass-in-hand event conducted on Zoom. Included in the package is a recipe booklet and tasting

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Registration will open February 1 and continue until March 4, 2021. More details to come.

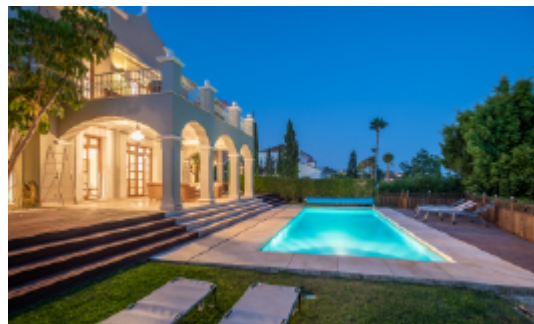


Member Spotlight: 21-5

We'll train this month's member spotlight on 21-5. Headquartered in Copenhagen, they are our newest Corporate Member and a relative newcomer to North America with offices in Boston and Vancouver. If you're not already familiar with them, their concept can be summed up as follows.

Instead of being "locked into" a single vacation home that you manage yourself in a single location, 21-5 organizes—as its name suggests—21 families to buy five high-end vacation homes at comparably modest prices and with a great degree of flexibility.

Once you join and the properties are acquired, your five vacation homes are managed via an easy-to-use online booking system that accommodates both long-term vacation planning but also spontaneous get-aways.



21-5 makes the whole vacation home experience stress-free, since they literally take care of everything. They find, negotiate and acquire the vacation properties in North America

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don't have to worry about dealing with the local authorities, maintenance, cleaning, landscaping, your pool, and your owners association administration, etc.

All you need to do is to arrive, kick back, and enjoy your vacation!

Learn more about 21-5 and their company by contacting [Tomas Bruun](#), visit 21-5's [website](#), and/or register for their newsletter. You can also attend one of [their 1-hour webinars](#), which will give you an overview of the 21-5 concept. The next one is scheduled to take place on January 19, 2021 at 8 a.m. (EST). Register [here](#).



Sample 21-5 properties in Southern Europe.

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and aspirational Danes (*viz.* Swedes and Norwegians), who write emails, press releases, articles for trade magazines, briefs, and marketing copy in American English. And its purpose is to provide quick, painless language tips for professionals.

(And it serves as a psychological safety valve for a soul overtaken by darkness, reprimanded and presumably now black-listed, for correcting instructional posters at the local DMV last year. Hit me up for the story at our next event.)

But, wait, there's more... it also serves as an adjunct to our new membership language offer, details of which will be announced soon.

Prepositional Chloroform

The inaugural topic is “prepositional chloroform” or “how not to anesthetize readers” by overusing prepositions.

There are two main issues with how many Danes use prepositions in English. One is translating prepositions straight from Danish, as in "[The Crown Princess' program on \[read "for"\] the festival...](#)" That is easily cured. Simply look it up in, e.g., [BBI Dictionary of English Word Combinations](#).

The other is Danes' over-reliance on prepositional phrases, which—while technically not ungrammatical—tends to exhaust readers' patience.

Danish government agencies, academics, lawyers, management consultants, and some types of engineers are particularly naughty in this regard. These are professions that are fond of the passive voice, zombie nouns (of which there are many in Danish), and that seem to have an aversion to possessives..

Take, for instance, this sentence:

- Original: "The top diplomat **of** Denmark proceeded **by** focusing **on** an approach that was more friendly **to** the wetlands **as a way of** limiting the environmental impact **of** the Nordics." (Ratio: 1:4.5)

Or, and no judgment here, this monstrosity of a [press release](#):

- Original: "Based **on** judgment **of** 12 March 2019 **of** the Court **of** Justice **of** the European Union, Case C-221/17 (Tjebbes), the Ministry **of**

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citizenship, which have been filed **prior to** the applicant's 22nd birthday, the Ministry must take **into** consideration a number **of** additional elements **in order to** perform an individual examination **of** the consequences **of** the loss **of** Danish citizenship and, as a result, the loss **of** citizenship **of** the European Union **from** the point **of** view **of** EU law." (Ratio 1:4.3)

They should be made infinitely better (and less confusing) by eliminating as many prepositions as one possibly can as suggested here:

- Better: "Denmark's top diplomat then focused **on** a more wetland-friendly approach **to** limit the Nordic countries' environmental impact." (Ratio 1.8.5)
- Better: "The CJEU 12 March 2019 decision **in** Case C-221/17 (Tjebbes) provides that, when the Danish Immigration and Integration Ministry examines proof-**of**-citizenship retention applications filed **before** a filer's 22nd birthday, they must now also consider, **on** a case-by-case basis, how losing one's Danish—and thereby also one's EU—citizenship will affect the applicant **under** EU law." (Ratio: 1:7.7)

So, what are the "rules"? In short, use as few prepositions as you can get away with. Believe it or not, there is actually such a thing as a "preposition quotient." Lean writing, which is what we should all aspire to, has a 1:10 (or even better, the holy grail of a 1:15 ratio, i.e., one preposition for every 10 or 15 words.)

What happened in the examples above?

As mentioned, Danish is particularly rich in phrases that become "zombie nouns" when transposed into English. Such phrases can tend to sound educated in Danish but sound almost unbearably pretentious in English. (I should hasten to note that I'm referring to American English here; the English don't mind the pretense). These nouns can often be simplified. Thus, "*bevis for bevarelse for dansk statsborgerskab*" becomes "proof of retention of Danish citizenship" but could, perhaps a bit clumsily, be collapsed into "proof-of-citizenship retention". Or "*konsekvenserne for tabet af*" becomes "consequences of the loss of", which can be shortened to "how losing ... will affect".

And then there are the officialese-sounding "in connection with," "prior to," "take

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always be either rephrased into something much lighter or eliminated altogether.

Other tips: Compound nouns where possible; avoid spelling out institutions and documents cited if the context is clear or they have already been mentioned ("Court of Justice of the European Union" becomes "CJEU"); simplify wordy constructions ("must take into consideration" can become "must consider", "a number of additional elements" (unnecessary); "the loss of citizenship of the European Union", and "from the point of view of EU law" (an almost meaningless phrase, but we'll assume it is synonymous with "under").

The briefer the better. Long, convoluted sentences will impress no one.

Future Topics

In our next columns, we'll take a look "dangling participles," "peculiarities of U.S. press releases," "when to use that/which (restrictive/non-restrictive clauses) and attendant punctuation," "finding the right register," "using British English in the United States," "headline capitalization," and "consistency." The well is deep and the water is clear.

If you have any particular linguistic Danish-related concern you want us to address, feel free to let us know at daccny@daccny.com

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