



REPUBLIC OF SLOVENIA  
MINISTRY OF FOREIGN AFFAIRS

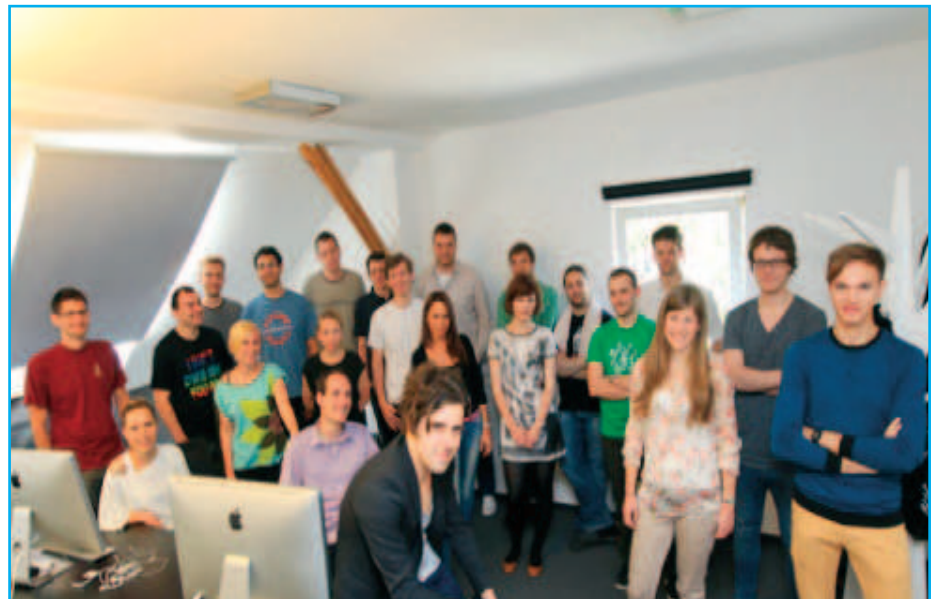
# NEWSLETTER

SEPTEMBER 21, 2012, VOLUME 8, NUMBER 35

## CELTRA Mobile Technology the best in MA

**Celtra, a mobile technology advertising company, headquartered in Cambridge, MA, with branch offices in New York, NY, and Los Angeles, CA, and its main research and development department in Ljubljana, Slovenia, on September 14, 2012, received the award for best mobile technology.**

The prize – MassTLC -- is awarded by the Massachusetts Technology Leadership Council. This year, a record number of competitors



Celtra team.

applied. The council consists of 55 directors, investors, analysts and media representatives.

Celtra has developed a platform or application AdCreator, which is a kind of self-service platform for advertising agencies and advertisers. It helps its users to create, as well as to analyze, distribute and manage mobile advertisements. Users do not pay royalties or user fees, but they pay for every thousand accessed advertisements or clicks. Celtra was established in 2006 by Miha Mikec

and Matevž Klajnšek; key people in the company are also Rod Petrović, Jaka Jančar and Aleš Gabrovec. In 2012, Celtra is planning to at least triple its total income and about double the number of its employees.

In early summer, Celtra's team in Ljubljana had 25 employees. At its Cambridge headquarters, there are seven, and together with those in New York, London, and Los Angeles there are about 40. The Los Angeles office is being considered for moving to San Francisco, where there is more room for growth.



## 45th International Trade Fair

The 45th International Trade Fair MOS opened its doors in Celje on Wednesday, September 12, bringing over 1,600 exhibitors from 34 countries. Foreign Minister Karl Erjavec took part in the round table 'Economic Diplomacy Activities for Enterprises' and toured the exhibition area of companies and foreign embassies in Slovenia, at the Economic Diplomacy Day, organized by the Ministry of Foreign Affairs at the 45th International Trade Fair.

The round table provided an opportunity to present the activities of Slovenian economic diplomacy to Slovenian companies, and exchange ideas on how to improve existing cooperation. Minister Erjavec is convinced that seeking fresh opportunities is crucial when economic activity and exports are declining. He underlined the need for more intensive and diversified exports and the need to seek business opportunities in distant markets which have not been severely affected by the crisis.



Minister of Foreign Affairs Karl Erjavec took part in the round table at the 45th International Trade Fair in Celje.

According to the minister, small and medium-sized companies entering foreign markets should act jointly in facing international competition. He stated that the Foreign Ministry offers support to companies seeking fresh opportunities by forming economic delegations and mixed economic commissions, while 'plug-in' offices are available to business persons at certain

diplomatic missions or consular posts. He also said that supporting and assisting the Slovenian economy in foreign markets are key tasks of Slovenian embassies.

Representatives of foreign embassies were presented with development projects in the Celje Municipality and its wider region, while representatives of Slovenian companies met with diplomats and economic advisors of foreign embassies.

## TRADITIONS

### Bill Ažman Meat Market Takes Two Titles

The Bill Ažman Meat Market scored a twin win at the ninth annual Slovenian Sausage Festival on Wednesday, September 12, hosted by the National Cleveland-Style Polka Hall of Fame and Museum, the world's only museum devoted to Slovenian music.

More than 1,000 hungry music-lovers enjoyed a picture-perfect day of polka dancing and savory Slovenian sausages at the

SNPJ Farm in Kirtland, Ohio. Sixty accordionists and other musicians, including Canada's Polka King Walter Ostanek, volunteered to perform seven hours of music at the annual fund-raiser for the Polka Hall of Fame.

Between dances, visitors sampled Slovenian sausages from vendors and voted their favorite. Both the People's Choice Award

and the Best of Sausage Fest jury prize went to the Bill Ažman Meat Market of Euclid, Ohio.

Slovenian sausages (kranjske klobase) are regional American specialties prepared from recipes brought to the United States by immigrants from Slovenia. They are made from pork, seasoned with garlic and herbs, and then cured and smoked.

## Postojna

Postojna lies at the north end of the Pivka River valley and, because of its location between Ljubljana, Trieste, Gorizia, and Rijeka and convenient transportation connections, has long been the administrative and economic center of the Notranjska region. Postojna and the surrounding area were settled in the oldest periods of human history. Archeological finds in Predjama, Postojna Cave, and Betalov spodmol bear witness to the earliest inhabitants of the region. The oldest objects found are from the paleolithic period, and others come from younger periods (neolithic, the Bronze Age, and Iron Age).

The city itself first developed along the foot of the Sovič hill and later – mainly after the construction of the Vienna-Trieste railway – spread around the edge of the basin. First mentioned in historic sources in 1226, Postojna was elevated to a borough in 1432.



Postojna cave with its stalactites and stalagmites.

With further development, again mainly after the construction of the railway and the discovery of the inner parts of the Postojna Cave, the town acquired city status in 1909. Today, Postojna is a modern, clean and friendly city. It acquired the stamp of a tourist city primarily from the world-famous Postojna Cave, as well as smaller caves in the area such as Otoška jama, Pivka

jama, and Črna jama.

Postojna Cave is the best-known cave in the world. It is also the greatest tourist attraction in Slovenia and one of the world's largest karst monuments. Many books and other contributions have been written about the Postojna Cave. For 140 years, the Postojna Cave, has been the only cave in the world to offer a unique and adventurous ride with a special train, which takes one into the cave, under spectacular underground arches, which are embellished with chandelier look-alike stalactites, through a beautiful subterranean world full of playful limestone sculptures. 21 kilometers (13 miles) of passages, galleries and magnificent halls offer a unique experience of the underground world.

The Postojna cave is definitely one of the most diverse cave systems in the world. In its 200 year-old history, the cave has impressed over 34 million visitors from all over the world.

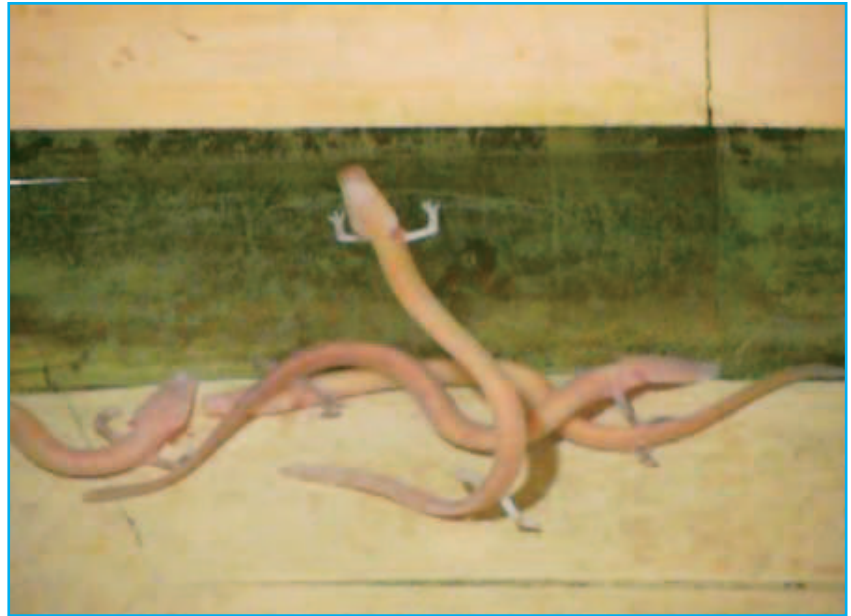


Predjama Castle.

Only ten kilometers (6.2 miles) from Postojna, the astonishing Predjama Castle perches in a cave in the middle of a high cliff, exciting the imagination with well-known stories about its owner, the medieval robber baron Erazem Predjamski and the siege of the castle that ended with his gruesome death as a result of a servant's treachery.

Postojna and its surroundings offer visitors many points of interest to enjoy, particularly their unique natural phenomena and cultural and historical monuments. The undulating terrain of the area is ideal for jogging, hiking, horseback riding, bicycling, and collecting wild mushrooms and other fruits of the forest. The nearby peaks of Nanos, Št. Lovrenc, Javornik, and other mountains invite also the more experienced climbers to test their skills.

Numerous events also give the city a tourist pulse. The two largest events are certainly



Human fish (*proteus anguinus*) an endemic species that lives in Postojnska jama.

Furmanski praznik ("Wagoners' holiday") and the Tournament of Knights, held at Predjama Castle. On the road to Predjama Castle, a collection of old tools that farmers and foresters once used is exhibited in a "toplar", a double version of the "kozolec", the traditional Slovene hayrack. There are also other well-known local traditional events

in the surrounding area such as Krompirjeva noč ("Potato Night"), Jakobov dan ("Jakob's Day"), Gozdar in kmet nekoč in danes ("Foresters and farmers then and now"), and many others. Along with other events, Postojna hosts a summer festival called "Zmaj `ma mlade" ("The Dragon Has Young") – in August.

## CULTURE

# "A Trip" Vying for Foreign-Language Oscar Nomination

"Izlet" (A Trip), a feature film by Nejc Gazvoda, has been proposed by the Slovenian Film Makers' Association for foreign-language Academy Award nomination. The film received awards in as many as five categories at last year's Festival of Slovenian Film and received several awards at festivals in Arras, Belgium; Skopje, Macedonia; and Nashville, TN. "Izlet" follows a young soldier,

Gregor, who has recently returned from a mission abroad, and his high-school friends Andrej and Živa, on a few-day trip to the seaside, which reveals their deepest thoughts, fears, passions, and differences. The low-budget film, shot completely with a Canon D7 camera over a 14-day period in 2010, competed for the opportunity against eight other films.



Director Nejc Gazvoda.

## Ljubljana Hosting World Engineering Forum

The Slovenian Chamber of Engineers hosted on September 17 - 21, 2012, in Ljubljana the World Engineering Forum 2012 (WEF2012), an international event bringing together some 500 engineers as well as politicians, researchers, scientists and entrepreneurs from more than 70 countries. The event highlighted the advantages of sustainable construction and explored ways in which construction might help re-launch an environment-friendly economy.

Keynote lectures were given by highly respected speakers from across the world who presented and exchanged their opinions about major challenges of



Opening address by Dr. Danilo Türk, President of the Republic of Slovenia, at the World Engineering Forum entitled "Sustainable Construction for People".

the 21st century: environmentally friendly construction, energy efficient buildings, renewable energy systems, disaster/risk

management and sustainable architecture inspired by nature. More about the event: <http://www.wef2012.si/>.

## CALL FOR APPLICATIONS

## Josef Princ Memorial Scholarship

Slovenian Women's Union Scholarship Foundation announces the Josef Princ Memorial Scholarship for a Graduate Student for the academic year 2013-2014 in the amount of \$4,000.00. The scholarship for a Graduate Student will be available to a full-time graduate student majoring exclusively in science, mathematics, or engineering during the 2013-2014 school year. The scholarship will be awarded in April 2013.

This scholarship is open to full-time graduate students who have one parent, grandparent, or great grandparent of Slovenian ancestry, and will be offered on alternate years. The next award will be offered during the 2016-2017 academic year, April 2016 being the award date.

Josef Princ, a native of Velika

Bukovica, Ilirska Bistrica, Slovenia, graduated with an engineering degree from the University of Ljubljana and continued his studies in Germany. After immigrating to the United States in 1957, he continued his studies and worked for Nichols Home Shield as their chief designer and acquired a number of patents. He also was a designer for Anderson Window Company. Josef and his wife Rose Marie were married for 36 years, before he died in 1999. Josef loved being an American although he was also very proud of his heritage.

The Rose Marie Princ Scholarship for a Graduate Student will be available in alternate years to a graduate student majoring exclusively in the field of education. The next award will be offered in April 2014 for the 2014-2015 academic year.

The SWU Scholarship Foundation is also offering \$1,000 and \$2,000 college student scholarships for the 2013-2014 academic year. Applicants for these awards must have been members of the Slovenian Union of America for three years prior to application, and must be attending an accredited college or university full time.

Application forms can be found at [www.slovenianunion.org](http://www.slovenianunion.org). For further information on either the Josef Princ Memorial Scholarship for a Graduate Student, or the SWU Scholarship Foundation College Student Scholarships, please contact: Mary Turvey at [mturvey@aol.com](mailto:mturvey@aol.com), 4 Lawrence Drive, Marquette, Michigan 49855, or Marge Church at [yemec1@windstream.net](mailto:yemec1@windstream.net) 1028 Skyland Drive, Macedonia, Ohio 44056.

## Slovenian Presidential Elections

Presidential elections will be held on **November 11, 2012**, at the Embassy of the Republic of Slovenia in Washington D.C. and the Consulate General of the Republic of Slovenia in Cleveland. If required, the second election round will be held on December 2, 2012.

Slovenian citizens with registered residence (»stalno prebivališče«) in the United States can vote in person at the above listed representations or by mail. Instructions and voting material, which will include two official blank ballots for the first and possible second round of elections, will be sent to the voter's permanent residence address abroad.

Slovenian citizens with registered residence in the United

States may check whether they are listed in the electoral register and if their information (name, address) in the register is correct. Voters can call the Consular office at the Embassy of Slovenia in Washington D.C. at 202-386-6613 or 202-386-6614. Calls will be accepted until October 26, 2012, Monday through Friday, 9:30 a.m. – 12:00 noon.

Slovenian citizens with registered residence in Slovenia and visiting or temporarily residing (»začasno prebivališče«) in the United States can vote in person at the listed representations or by mail. In either case, voters need to register with the National Electoral Commission by **October 11, 2012**.

In order to register, a completed and signed registration form, which can be found on [www.dvk.gov.si](http://www.dvk.gov.si) must be sent directly to the National Electoral Commission. All registration forms must be received by October 11, 2012, and can be sent to the National Electoral Commission: by mail to Državna volilna komisija, Slovenska cesta 54, 1000 Ljubljana, Slovenia, by fax at (011)(386)(1)433-1269, or by e-mail (scanned for the signature) at [gp.dvk@dvk-rs.si](mailto:gp.dvk@dvk-rs.si)

Detailed information on elections and nomination/support of presidential candidates is available on the website of the National Electoral Commission [www.dvk.gov.si](http://www.dvk.gov.si).

## TO DO LIST

### Mak Grgic's concert at the National Gallery of Art

Mak Grgic, a young Slovenian guitarist, and Stephen Ackert, an organist, will perform music by Isaac, Kohaut, Weiss, and Hagen, performed in honor of Imperial Augsburg: Renaissance Prints and Drawings, 1475–1540.

When: Sunday, October 7, 2012 at 6:30pm

Where: National Gallery of Art, 4th and Constitution Avenue NW, Washington, DC 20565

West Building Main Floor, West Garden Court

More information: [www.nga.gov](http://www.nga.gov)

### EURO Night

For the fifth year in a row, the European embassies in Washington, D.C., are proud to present the "Euro Night!" The 2012 version will present embassies of more than 20 E.U. members each showcasing its respective culture, traditions and culinary specialties.

When: Friday, September 28 from 6:30 p.m. until 11:30 p.m.

Where: La Maison Française at the Embassy of France, 4101 Reservoir Rd, NW, Washington, D.C. 20007. Parking is available on Reservoir Rd and across the street from the Embassy of France at the Georgetown University Hospital's pay lot.

Tickets: <http://euronight2012.eventbrite.com/>

More information: <http://www.euronightdc.org/>

### Grape Festival

Club Slovenia hosts its 88th annual Grape Festival. If you like great food, music and dancing, plan to attend the afternoon festivities

When: Sunday, September 30, 2012.

Where: Slovenian Hall in San Francisco, 2101 Mariposa Street, San Francisco, CA 94107

More information: <http://www.clubslowenia.com/>

**Embassy Series: Andrej Goričar, piano**

The Embassy Series and the Embassy of Slovenia present the pianist and composer Andrej Goričar, who will accompany a silent classic Sunrise: A Song of Two Humans (director F. W. Murnau, U.S., 1927, 95 min) with his unique music.

When: Wednesday, October 31, 2012 at 7:30 pm

Where: Embassy of Slovenia, 2410 California Street, NW, Washington, D.C. 20008

Admission: \$55/buffet reception

**Embassy Series: Caroline Calleja, piano**

In cooperation with the Embassy of Malta and the Embassy of Slovenia, the Embassy Series presents pianist Caroline Calleja from Malta. Program: Beethoven: "Waldstein;" Chopin: "24 Preludes."

When: Friday, November 2, 2012 at 7:30 PM

Where: Embassy of Slovenia, 2410 California Street, NW, Washington, D.C. 20008

More information: [www.embassyseries.org](http://www.embassyseries.org)

Admission: \$75/including reception. Order online or call (202) 625-2361

**Slovenia - a Photographic Journey 2013**

Live life to the fullest and explore the most beautiful and secret places of Slovenia, the hidden gem of Central Europe. From the spectacular rocky limestone peaks to the medieval towns, this ancient country includes castles, vineyards, glistening lakes, and offers amazing photo sessions. Assistance by professional photographer Hank Miller.

For more information and to receive your sign-up forms, please contact  
Cosmopolitan Adventure Tours

Tel: 415-924.4627 / 800-569.6228

[info@cosmopolitanadventuretours.com](mailto:info@cosmopolitanadventuretours.com) or [www.cosmopolitanadventuretours.com](http://www.cosmopolitanadventuretours.com)

**Discover Enchanting Slovenia**

Zoya D. Pinto, a native of this little known and enchanting scenic part of Europe, will take you on an extended video tour of Slovenia, a country rich in beautiful art, architecture and a long history influenced by the Roman Empire, the Republic of Venice, and the Austro-Hungarian Empire.

This video by Zoya D. Pinto, will introduce you to Ljubljana (the vibrant political and cultural capital of Slovenia), Ptuj (a town dating back to the Stone Age), the dramatic Julian Alps, the year-round resorts of Bled and Bohinj lakes, the mysterious caves of Postojna, and the charming Adriatic Sea resorts of Koper, Piran, and Portorož. You will also learn about some traditional festivals and much more.

This DVD is a perfect gift for anyone wanting to learn about the country of his ancestors. It is also a nice gift for American or Canadian friends who like to enrich their lives through the experiences of other travelers.

For a one-minute trailer click on <http://svn.amebylon.net/blog>

For any additional info or for the order form sent email to either [zdproduction@hotmail.com](mailto:zdproduction@hotmail.com) or to [zdpinto@yahoo.com](mailto:zdpinto@yahoo.com).

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