American Translators Association

58th Annual Conference

Oct 25-28 2017 ★ Washington DC

FINAL PROGRAM
SDL* Trados Studio
Designed to make the difference

Translate your way
SDL Trados Studio is part of the unique SDL Language Platform, offering an enhanced translation experience for freelance translators and localization teams.

SDL Trados Studio enables you to work the way you want to.

sdl.com/trados2017
sdltrados.com/translator/trados2017
sdltrados.com/lsp/trados2017

Come and meet SDL at ATA58 Conference in Washington DC - October 25-28 2017
You belong where over 1,800 dedicated translation and interpreting professionals connect globally.

You belong where you can tackle current challenges, collaborate with industry leaders, and help shape the future of your profession.

“Being together with kindred spirits is refreshing and uplifting. I feel very proud to be a member of our profession.”

“I loved every minute of the conference. It truly is a worthwhile experience.”
Don’t let languages tie you down

When it comes to expanding your business, don’t be stuck with the languages you speak. MateCat empowers you to sell translations in any language pairs.

Discover the evolution of CAT tools at ATA58.

www.matecat.com

NATIONAL LANGUAGE SERVICE CORPS

Your language skills are valuable.

I am bilingual. I am the bridge to my community.

You can help your language community by volunteering with the National Language Service Corps (NLSC).

Are you fluent in English and another language? If so, the NLSC is looking for individuals like you.

The NLSC is a national initiative, bringing together people who speak more than one language for the greater good of our country. This is your opportunity to help your language community while supporting government efforts in times of need.

To find out more, visit NLSCORPS.ORG/NCOLCTL or call 1-888-SAY-NLSC (729-6572).

Join today and share this opportunity with your family and friends. You can be the bridge to your community.

NLSCORPS.ORG/NCOLCTL

PROGRAM ADVERTISERS

Alliant INSIDE BACK COVER
Certification Commission for Healthcare Interpreters 4
DS-Interpretation, Inc. 2
International Medical Interpreters Association 4
Judicial Council of California 4
Lango Inc. BACK COVER
MateCat 2
National Language Service Corps 2
SDL PLC INSIDE FRONT COVER

Contact lauren@atanet.org to advertise next year!

The following is not an ATA event, but it is open to all ATA conference attendees:

ASTM MEETING

WEDNESDAY ★ 9:00AM - 6:00PM ★ CARDOZO

ASTM is a recognized leader in the development and delivery of international voluntary consensus standards. Come help shape language services standards.
Network beyond the sessions and events with the ATA58 app

Connect with attendees like never before. ★ Market your services to future clients and employers. ★ Put your résumé in the hands of 1,800 attendees. ★ Click to call, email, or add attendees to your contacts. ★ Search for attendees by any and all languages.

APP HOW-TOs: Learn how to set up your MyProfile, use Matchmaking, upload your résumé, and more! Visit the ATA Help Desk in the International Terrace or www.atanet.org/conf/2017/apphowtos.

See photos get updates post comments, and more at bit.ly/ata58.

Follow us on Twitter. Use #ata58 to join the conversation.

Discover all there is to see and do in DC at bit.ly/ata58pin.

Snap event pics and share them on Instagram using #ata58.

Get the app to connect with attendees like never before at bit.ly/ata58app.

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★ Program Subject to Change ★

Program Design: Teresa Kelly
Photos: Jeff Sanfacon

Final Program: www.atanet.org/conf/2017
BECOME A CALIFORNIA COURT INTERPRETER

It’s a great opportunity—in any language!

✓ Provide a valuable community service
✓ Have a rewarding career that’s stable yet flexible
✓ Earn a minimum full-time starting salary of $71,000
✓ Earn a comprehensive benefits and retirement package

www.courts.ca.gov/interpreters
Welcome Celebration
ATA welcomes you to Washington DC!

Everyone you hope to see and meet will be here. Reunite with friends and colleagues, and mingle with this year’s speakers, exhibitors, and sponsors. Get to know ATA’s Divisions that provide specialty- and language-specific networking. Connect with fellow Division members and newcomers.

New this year: Meet the Candidates! Engage with this year’s candidates before you vote on Thursday. Take a turn in the photo booth to receive your commemorative photos. Share them using #ata58.

Don’t forget your complimentary drink ticket!

WEDNESDAY ★ 5:30PM - 7:00PM ★ IBR CENTER

Buddies Welcome Newbies
New to the conference?

Wouldn’t it be nice to see a familiar face when you’re attending the conference for the first time? This mutually rewarding opportunity pairs “Newbies” (first-time attendees) with “Buddies” (seasoned attendees) to get the most from their experience.

INTRODUCTION
At this event, Newbies and Buddies are paired up with each other and will take part in some getting-to-know-you activities and networking role-playing.

WEDNESDAY ★ 4:45PM - 5:30PM ★ IBR WEST

DEBRIEFING
This event will help participants process everything they have taken in and then learn what to do next.

SATURDAY ★ 12:30PM - 1:30PM ★ IBR WEST

Leadership Training
Key ATA volunteers are invited!

Members of ATA Division Leadership Councils and ATA Chapter/Affiliate Boards are invited to attend this roundtable discussion of ongoing issues and new topics recommended from last year’s training, followed by the annual meetings of both Division Administrators and Chapter Leaders.

WEDNESDAY ★ 1:30PM - 4:30PM ★ IBR EAST

Attendance Policy

Badges are required at all times
For safety and security reasons, all participants must display a badge to access the ATA Conference.

3-Day Attendees
You may attend all ATA Conference Sessions and Events listed in this program, except AST Day, T&I Advocacy Day, and the Certification Exam. Additional registration is required for those events.

Saturday-Only Attendees
You may attend ATA Conference Sessions and Events listed in this program that take place on Saturday, October 28 only, except the Certification Exam. Additional registration is required for the exam.

Welcome Celebration Guest Pass
This pass allows admittance to the Welcome Celebration on Wednesday, October 25 only. Anyone wishing to attend other ATA Conference Sessions and Events must register for the conference.
BREAKFAST WITH THE BOARD
Get to know ATA leadership!
Members of the ATA Board of Directors and this year’s candidates will be available for informal discussions. Introduce yourself, ask questions, or convey your ideas.
THURSDAY ★ 7:30AM - 8:15AM ★ INTERNATIONAL TERRACE

OPENING SESSION
Start the conference off right!
President David Rumsey and President-Elect Corinne McKay provide an overview of conference highlights, introduce the new events for this year, offer tips about the hotel and city, and discuss general agenda items that all attendees need to know.
THURSDAY ★ 8:30AM - 9:00AM ★ IBR CENTER

ANNUAL MEETING OF VOTING MEMBERS & ELECTION
Meet the candidates then cast your vote!
Hear this year’s candidates voice their opinions and then let them hear yours by voting for the Board members of your association. You must be a Voting Member of ATA to vote.
Find your Voting Ticket printed with your badge!
THURSDAY ★ 9:30AM - 11:00AM ★ IBR CENTER

MENTEE/MENTOR MEETING
Current mentees and mentors are welcome!
If you are currently participating in the ATA Mentoring Program, please join us to discuss and connect.
THURSDAY ★ 4:45PM – 5:45PM ★ FAIRCHILD

ATA wishes to recognize the following sponsors for their invaluable support of the translation and interpreting fields.
Each sponsor provided its own description.

Platinum Sponsor
SDL PLC
WWW.SDLTRADOS.COM
SDL Language Solutions offers innovative translation software, such as industry-renowned SDL Trados Studio, to the entire translation supply chain, including freelance translators, language service providers, corporate language departments, and academic institutions. SDL Language Solutions is dedicated to supporting and developing translation productivity software and services for the translation industry.

Bronze Sponsor
Alliant Insurance Services, Inc.
ATA.ALLIANT.COM

Supporting Sponsors
National Language Service Corps
WWW.NLSCORPS.ORG
SpeakEasy Services, Corp.
WWW.SPEAKEASYSERVICES.COM

Media Sponsor
MultiLingual
CHECKOUT.SUBSCRIPTIONGENIUS.COM/MULTILINGUAL.COM/?PROMOCODE=ATA

ATA SPONSORS CAN REACH THOUSANDS OF POTENTIAL CLIENTS!
Find out how you can connect with 1,800 conference attendees PLUS over 11,000 members. Contact Lauren Mendell at lauren@atanet.org.
JOB FAIR
Agencies are here to recruit you!
Agency reps host tables and post their current and ongoing needs at this two-hour recruitment event. The ATA58 App shows what agencies will be there and who they are hoping to recruit.

THURSDAY ★ 6:00PM - 8:00PM ★ IBR CENTER

DIVISION ANNUAL MEETINGS
Share your common interests!
ATA’s Divisions provide specific information and networking needed in today’s competitive marketplace. Division members, as well as nonmembers, are encouraged to attend.

THURSDAY ★ 12:30PM - 1:00PM
French Language Division, Georgetown West
Italian Language Division, Embassy
Nordic Division, Dupont
Science & Technology Division, Cabinet

THURSDAY ★ 4:45PM - 5:45PM
Dutch Language Division, Cardozo
Interpreters Division, Lincoln West
Korean Language Division, Dupont
Literary Division, Monroe
Slavic Languages Division, Lincoln East

FRIDAY ★ 12:30PM - 1:00PM
Arabic Language Division, Embassy
Chinese Language Division, Dupont
Educators Division, Monroe
Government Division, Lincoln East

FRIDAY ★ 4:45PM - 5:45PM
German Language Division, Georgetown East
Japanese Language Division, Fairchild
Medical Division, Jefferson East
Spanish Language Division, IBR West

SATURDAY ★ 12:30PM - 1:00PM
Language Technology Division, IBR East
Portuguese Language Division, Fairchild
Translation Company Division, Jefferson West

Zumba see page 8
6:15am - 7:15am, Jefferson West

Stretch, Breathe, & Move see page 8
6:30am - 7:15am, Heights Courtyard East

Registration / Help Desk
7:30am - 6:00pm, International Terrace

Continental Breakfast
7:30am - 8:15am, International Terrace
  • Breakfast with the Board & Candidates

Opening Session
8:30am - 9:00am, IBR Center

Coffee Breaks
9:00am - 9:30am & 3:00pm - 3:30pm, Columbia

Exhibit Hall see page 20
9:00am - 6:00pm, Columbia

Tool Support Stations see page 9
9:00am - 6:00pm, Columbia

Annual Meeting of Voting Members & Election
9:30am - 11:00am, IBR Center

Sessions see page 14
11:15am - 4:30pm

Division Annual Meetings
12:30pm - 1:00pm: FLD, ILD, ND, S&TD
4:45pm - 5:45pm: DLD, ID, KLD, LD, SLD

Mentee/Mentor Meeting
4:45pm - 5:45pm, Fairchild

Job Fair
6:00pm - 8:00pm, IBR Center

EVENTS ARE OPEN TO 3-DAY ATTENDEES ONLY, UNLESS OTHERWISE NOTED.
**Stretch, Breathe, & Move**
*Work out the kinks from tension and translation!*

Wake up your body and mind with gentle, low-impact movements incorporating elements of yoga and Pilates in a relaxed, zero-pressure environment. Clothing should allow freedom of movement, but also be appropriate for the outdoor space. Socks or flexible shoes are acceptable. A large towel or yoga mat is recommended. No experience required.

**Thursday - Saturday ★ 6:30AM - 7:15AM ★ Heights Courtyard East**

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**Tweetup**
*Meet up to tweet up!*

Join your fellow Twitter-lovers to turn this social medium into a social event. A table at the general continental breakfast will be reserved for this meeting.

**Friday ★ 7:30AM - 8:15AM ★ International Terrace**

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**Language Dots**
*Wear your color-coded dot so you can find others who speak your language!*

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**Zumba**
*Get ready to party yourself into shape!*

Zumba classes feature exotic rhythms set to high-energy Latin and international beats. Before you know it, you’ll be getting fit and your energy levels will be soaring! It’s easy to do, effective, and exhilarating.

**Thursday - Saturday ★ 6:15AM - 7:15AM ★ Heights Courtyard East**

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**Annual Meeting of ALL Members**
*Get involved in your association!*

Find out what your association has accomplished and plans for the future. Members of the audience are given an opportunity to ask questions and make comments to board members and committee chairs.

**Friday ★ 8:30AM - 9:30AM ★ IBR Center**

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**Hospitality**
The National Capital Area Translators Association is ready to be your resource for the DC area!

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**ATA in the News**
*Stop by to read article highlights and headlines where ATA has made an impact!*

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**ATAware Store**
>Show your pride in ATA with messenger totes, caps, shirts, travel mugs, pens, and more!*

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**CE Credit**
*Learn what continuing education is available and how to receive credit!*

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**Stay Connected at ATA58!**

Attendees enjoy free wifi throughout the conference space. Instructions for connecting are printed on your badge.
TOOL SUPPORT STATIONS
Techs are here to help!
Translation tool support stations will be available to provide one-on-one assistance for a variety of tools. Get answers to your questions in 15-minute sessions with true techs—not sales reps.
These Exhibitors are providing Tool Support Stations. Visit their booth to get the help you need!

- memoQ, Booths 25-26, 40-41
- SDL PLC, Booths 1-4, 21-24
- STAR Group America, Booths 61-62
- TransPerfect, Inc., Booth 53

THURSDAY 9:00AM - 6:00PM ★ FRIDAY 8:30AM - 6:00PM ★ SATURDAY 8:30AM - 2:00PM ★ COLUMBIA

BRAINSTORM NETWORKING
Find solutions! Make connections!
Supercharge your networking skill set in this fast-paced, interactive, and collaborative event. Rotate through small teams to tackle common business-related challenges, while making new friends and creating new partnerships.
FRIDAY ★ 6:00PM - 7:00PM ★ IBR CENTER

BUSINESS PRACTICES HAPPY HOUR
Let’s get down to business!
Join colleagues of this discussion group to learn how this valuable online forum tackles issues associated with improving business practices.
Join the discussion now by visiting bit.ly/atabizlist.
FRIDAY ★ 7:00PM - 8:00PM ★ CONCOURSE FOYER

AFTER HOURS CAFÉ
Drink in poetry and prose!
ATA’s Literary Division hosts this coffeehouse “open mic” reading. Read your original or translated excerpt, listen to readings from your multitalented peers, or both. The last 30 minutes of this event will be open to non-English readings. Don’t forget to bring your works with you.
FRIDAY ★ 9:00PM - 11:00PM ★ JEFFERSON

EVENTS ARE OPEN TO 3-DAY ATTENDEES ONLY, UNLESS OTHERWISE NOTED.
Tell us what you think & WIN!

Complete the Overall Survey by December 1 and you could win a registration for next year’s conference in New Orleans!

One winner will be notified after December 1.

Find the Overall Survey in two places:

#1: Using your mobile device, open the ATA58 App and tap the Overall Survey icon.

#2: Using your laptop/desktop computer, visit bit.ly/ata58app and click the Overall Survey icon.

CONTINUING EDUCATION CREDIT

ATA-Certified Translators: Earn 1 CEP for each session attended (up to a maximum of 10 CEPs), plus 3 CEPs for each AST course attended. Your personalized Certificate of Attendance will be emailed to you after the conference.

Earn 2 CEPs by participating as a Buddy for Buddies Welcome Newbies. Participation will be verified before CEPs are awarded.

Court-Certified Interpreters: Sessions and AST courses have been submitted for CEs to several states and organizations. See the full list of states and organizations at the link provided below. To receive credit, you will need to contact the specific state or organization and follow the instructions they provide.

LEARN MORE AT WWW.ATANET.ORG/CONF/2017/CECREDIT

COAT CHECK

WEDNESDAY ★ 4:15PM – 8:00PM
THURSDAY ★ 7:30AM – 9:00PM
FRIDAY ★ 7:30AM – 8:30PM
SATURDAY ★ 7:30AM – 8:00PM

COATS ROOM, TERRACE LEVEL

$3 per item.
Coats and small bags are accepted, but luggage must be checked at the hotel bell stand.
BOARD MEETING

Observe the proceedings!

See your Board members in action as they discuss and deliberate. Board Meetings are open to the public. You are welcome to attend and observe the proceedings.

SATURDAY ★ 1:00PM – 4:30PM ★ KALORAMA
SUNDAY ★ 8:30AM – 10:30AM ★ KALORAMA

Keynote & Closing Session

Inspiration to last until next year!

Invited by the American Foundation for Translation and Interpretation, Mohamed Abdel-Kader shares inspiring stories about the importance of language professionals, at home and around the world. Executive director of the Stevens Initiative, Mohamed leads an international effort to build global competence skills for young people in the U.S., the Middle East, and North Africa.

Look back on three days of networking, learning, and fun with photos and videos. Get a preview of what’s in store for ATA59 in New Orleans! Winners of the Stay & Win drawing will be announced.

SATURDAY ★ 5:00PM – 6:00PM ★ IBR CENTER

Closing Reception

Share one last goodbye … until next year!

Here’s your chance to slow down, unwind, and make time for all those missed connections during the past four days. Raise your glass and share a toast with friends, colleagues, speakers, and more. A cash bar will be available.

SATURDAY ★ 6:00PM – 7:00PM ★ CONCOURSE FOYER

Conference Dance Party

Put on your dancing shoes!

Join us for entertainment that promises to get you on your feet. Mingle, laugh, and dance the night away as the DJ spins a mix of Brazilian, salsa, disco, pop, funk, and global dance music.

SATURDAY ★ 9:00PM – 12:00AM ★ IBR CENTER

EVENTS ARE OPEN TO 3-DAY AND SATURDAY-ONLY ATTENDEES, UNLESS OTHERWISE NOTED.
The Digital Interpreter™: Tablets and Pens

- Esther M. Navarro-Hall

Improve your interpreting skills and performance with the wealth of digital technologies now available. From apps for smartphones to smartpens for hybrid simultaneous-consecutive interpreting (SimConsec™), you will learn how to make the best use of these technologies and find out about their practical implications for conference, court, medical, and community settings. Smartpens will be available for use.

Limited to 24 participants ★ Language-Neutral ★ Intermediate/Advanced ★ To be submitted for Certified Interpreter CEs ★ Course fee: $150 ★ Cabinet

Long Consecutive Bootcamp: An Applied Skills Workshop for Interpreters - Laura Buran and Jacelyn Harmer

Get the skills you need to competently and comfortably provide consecutive interpreting of longer segments. This intensive workshop—for interpreters of all levels—explores the challenges and strategies for providing “long consec” with confidence. Take part in guided exercises to improve your active listening, visualization, memory and recall, integrated note-taking, public speaking, self-monitoring, and more.

Limited to 25 participants ★ Language-Neutral ★ All levels ★ To be submitted for Certified Interpreter CEs ★ Course fee: $150 ★ Georgetown East

“Offered a wealth of important information and lots of great ways to practice with my fellow interpreters at home.”

AI, NMT, and Me: Thriving in the Age of Artificial Intelligence and Neural Machine Translation - Jay Marciano

Artificial Intelligence and Neural Networks are beginning to have a profound effect on our industry. Do you have the skills that will soon be in demand? Through hands-on activities and guided discussions, you will learn what these technologies are and how they will likely continue to change our industry. You will gain strategies to develop the skills you’ll need to thrive in our rapidly changing world.

Limited to 30 participants ★ Language-Neutral ★ All levels ★ Laptop with Internet browser required ★ Course fee: $150 ★ Georgetown West

“Jay delivers an intellectually stimulating and insightful foray into the impact of AI and what to expect in the future.”

Translation Magician Tips and Tricks Workshop

- Sameh Ragab

This high-powered workshop is for translators who want to make their lives easier and dare to diversify the scope of their services. Using practical examples from real-world scenarios, the instructor offers selective tips and tricks that will open new horizons and make tedious tasks easy to handle. Topics include increasing productivity, innovative approaches for handling PDFs, using regex, termbase automation, and much more.

Limited to 30 participants ★ Language-Neutral ★ Intermediate/Advanced ★ Course fee: $150 ★ Jefferson East

Build a WordPress Website for Your Translation Business - Mery Molenaar

In this hands-on workshop, the instructor will walk you step-by-step through the process of how to select a theme, build pages, set up a navigation menu, add images, and include really cool features using free plugins. You will leave with a basic, but fully functioning website. You will receive instructions for installing WordPress and creating a domain name. No programming or website experience is required.

Limited to 25 participants ★ Language-Neutral ★ Beginner ★ Laptop required ★ Course fee: $150 ★ Jefferson West

“I found Mery’s WordPress training useful and practical. She clearly knows what she’s talking about.”

Putting the Zing Back into Marketing Materials - Grant Hamilton

When translating marketing materials, you’ve got to be both translator and copywriter in order to deliver compelling and persuasive content. Using English translations from various languages that sound stilted and awkward, we’ll work together to identify what doesn’t work and how to transform it to create effective copy. Along the way, you’ll pick up tips and strategies for putting the zing back into your marketing translations.

Limited to 25 participants ★ Language-Neutral ★ All levels ★ Course fee: $150 ★ Lincoln West

“He made this session dynamic and interactive! I got a lot of valuable information from it! More please!”

Preparing for the ATA English→Spanish Certification Exam - Rudy Heller, Izaskun Orkwis, and Diego Mansilla

ATA-certified translators stand out in their profession. With a 20% pass rate, the ATA Certification Exam can be challenging even for those with experience. This workshop will prepare you for that challenge! Once registered, you will receive an ATA Practice Test ($80-$120 value) to translate and return by September 15. If your translation is received by the deadline, the speakers will review it so they may target the errors to analyze during this workshop. Errors used will remain anonymous.

Limited to 20 participants ★ Spanish Required ★ All levels ★ Course fee: $200 ★ Monroe

“The course gave excellent insight into what is required to pass the exam. Very informative and truly useful.”

LEARN MORE ABOUT AST DAY

For full course descriptions, speaker bios, up-to-date details, requirements, and cancellation policies, visit WWW.ATANET.ORG/CONF/2017/AST.

PROGRAM SUBJECT TO CHANGE

8:30AM-12:00PM: Each of the following AST Courses include a Networking Break from 10:00AM-10:30AM.

"The most rewarding three hours I have ever spent. This workshop was full of discovery, challenge, and excitement."
will analyze your specific needs to offer targeted strategies for doing research, finding and increasing productivity, and keeping clients happy. In this hands-on workshop, the instructor will lead you through exercises to grasp the fundamentals of terminology research, including keyword research, market research, competitor analysis, and social listening. The instructor will demonstrate how to work with search engines and APIs to enhance your research capabilities.

To boost your client's digital presence, you now need to provide "linguistic" services: keyword research, market research, competitor analysis, and social listening. The instructor will lead you through exercises to grasp the fundamentals of terminology research, including keyword research, market research, competitor analysis, and social listening. The instructor will demonstrate how to work with search engines and APIs to enhance your research capabilities.

AST-8  Rethinking Your Simultaneous Interpreting Delivery 2.0  
-Barry Olsen

Simultaneous interpreting is a challenging skill. Even after we master listening, processing, speaking, and monitoring output, we often neglect one of the most important skills—our delivery. While you may be 100% accurate, your listeners are driven crazy by your monotone and choppy delivery. Join us for this practice-intensive workshop full of practical tips and eye-opening exercises. Portable FM equipment will be used.

Limited to 20 participants  ★ Language-Neutral  ★ All levels  ★ To be submitted for Certified Interpreter CEs  ★ Course fee: $150  ★ Cabinet

“Exactly what I was needing at this time. I feel more confident and competent with the tool. Well worth the money.”

AST-9  Improve Your Consecutive Note-taking for Dialog Interpreting  
-Katharine Allen

To fully master consecutive interpreting, consecutive note-taking is essential. This high-energy workshop adapts Rozan’s classic note-taking method for long consecutive meetings. This workshop will meet the needs of dialog interpreting required in legal, medical, and other settings. Improve your note-taking and symbols development skills, and have fun doing it! You will also learn straightforward, concrete strategies for continuing to improve your skills.

Limited to 25 participants  ★ Language-Neutral  ★ All levels  ★ To be submitted for Certified Interpreter CEs  ★ Course fee: $150  ★ Georgetown East

“She opened my mind up to some important facets that will facilitate my skills and will help me relax when negotiating.”

AST-10  Beyond Translation: Lingua-Aware Services in the Age of New Media  
-Jon Ritzdorf

Traditional translation is only one part of what a client needs to launch their content in new markets. To boost your client’s digital presence, you must now find the "linguistic" services: keyword research, market research, competitor analysis, and social listening. The instructor will lead you through exercises to grasp the fundamentals of search engine marketing and the mindset required to have these valuable services.

Limited to 25 participants  ★ Language-Neutral  ★ All levels  ★ Laptop and Google account required  ★ Course fee: $150  ★ Georgetown West

“This will certainly add to my skill set and produce better work for my client and me.”

AST-11  Tips and Tricks to Boost Your Terminology Work  
-Laura Ramirez

Terminology research can be cumbersome, but it is essential to ensure consistency, increase productivity, and keep clients happy. In this hands-on workshop, the instructor will analyze your specific needs to offer targeted strategies for doing research, finding equivalents, and evaluating sources. You will learn how to best manage terminological assets and will explore techniques for automation, leveraging, and conversion.

Limited to 25 participants  ★ Language-Neutral  ★ All levels  ★ Laptop required  ★ Course fee: $150  ★ Jefferson East

“Laura provided practical examples for working with terminology more efficiently. She knows her subject matter!”

AST-12  Trados Studio Workshop  
-Tuomas Kostiainen

Intended for intermediate/advanced Trados Studio users who fully grasp the basics, this workshop will provide hands-on exercises for advanced features so you can work smarter and faster. Topics include translation memory management, quality assurance, advanced editor features, and more. You will be invited to send questions to the speaker by October 6 so he may tailor this workshop to your needs.

Limited to 20 participants  ★ Language-Neutral  ★ Intermediate/Advanced  ★ Laptop with Trados Studio required (version 2017 preferred)  ★ Course fee: $150  ★ Jefferson West

“This is one of the best trainings I have had this year. Barry is definitely the walking Wikipedia for interpreters!”

“Can’t wait to practice these skills! Katharine knows her stuff. Time flew by in this course!”

“Jon is an amazing instructor. This course was extremely engaging and was worth every penny and then some.”

“Laura provided practical examples for working with terminology more efficiently. She knows her subject matter!”
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<tr>
<th>TERRACE/LEVEL</th>
<th>Thursday, 11:15AM - 12:15PM</th>
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<td>Cardozo</td>
<td>Undocumented Immigrants or Illegal Immigrants? How Do Political Preferences Influence Your Translations? Neil Gouw (Presented in English and Dutch, ALL) Related Topic(s): GOV</td>
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<tr>
<td>Dupont</td>
<td>The Swedish School: Extracurricular Language Schools in the U.S. Petra Glimåker-Socolovsky GS (ALL) Related Topic(s): SL</td>
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<tr>
<td>Embassy</td>
<td>Degrees of Freedom in Arabic Translation: Does Garbage Have the Right to Remain Garbage? Louay Abdulla, CT (ALL)</td>
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<tr>
<td>Fairchild</td>
<td>How to Specialize and Expand Your Business into New Technical Markets Lesby Gonzalez, Nicholas Hartmann, CT, and Karen Tkaczyk, CT (ALL) Related Topic(s): K</td>
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<tr>
<td>Georgetown East</td>
<td>Translating Premodifying Attributes from English→German Karin Königs GS (Presented in German, ALL)</td>
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<tr>
<td>Georgetown West</td>
<td>The Russian Revolution in Spanish Translation: The Forgotten Revolution of the Ukrainian Anarchist Benjamin Abramson in Argentina Adel Fauzetdinova (ALL) Related Topic(s): SL</td>
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<td>IBR Center</td>
<td>The Language Industry in the Trump Administration Bill Rivers (ADV) Related Topic(s): GOV</td>
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<td>IBR East</td>
<td>Top Tips From My First Two Years as a Freelance Translator Meghan McCallum (BEG)</td>
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<tr>
<td>IBR West</td>
<td>Class Action Lawsuits: Terminology and Translation Pitfalls Lorena Pike (Presented in English and Spanish, ADV) Related Topic(s): ALL</td>
</tr>
<tr>
<td>Jefferson West</td>
<td>Finders Keepers: A Language Services Provider’s Approach to Sustainable Vendor Management Michael Bearden (ALL)</td>
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<td>Lincoln East</td>
<td>Preparing Interpreters for Asylum Interviews: A Full Cycle Approach Jonathan Levy (ALL)</td>
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<td>Lincoln West</td>
<td>Interpreting in Education: Out of the Shadows and into the Spotlight Giovanna Carriero-Contreras (ALL)</td>
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<td>Monroe</td>
<td>Confidentiality in Translation: Legal and Ethical Requirements and Pitfalls Emanuel Weisgraz (ALL)</td>
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<tr>
<th>TERRACE/LEVEL</th>
<th>Thursday, 2:00PM - 3:00PM</th>
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<tr>
<td>J</td>
<td>Achieving Equivalent Meaning and Equivalent Impact in Japanese→English Translation James Davis, CT (ADV)</td>
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<td>N</td>
<td>Cursing and Anachronisms: Swedish Culture Clash Petra Glimåker-Socolovsky GS (ALL) Related Topic(s): ST</td>
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<tr>
<td>IT</td>
<td>Beyond and Around Pure Words (Attorno e oltre le parole): Part I Annamaria Testa GS (Presented in Italian, ALL)</td>
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<td>P</td>
<td>Yes, You Can! Even Better Portuguese→English Translations for Native Portuguese Speakers Lynnea Hansen (Presented in English and Portuguese, ADV)</td>
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<tr>
<td>G</td>
<td>A Systematic Presentation of English Nonfinite Constructions and Their Translation into German Karin Königs GS (Presented in German, ALL) Related Topic(s): ST</td>
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<tr>
<td>L</td>
<td>How to Mix Business with Poetry Shelley Fairweather-Vega, CT, and Katherine Young (Presented in English with Russian examples, ALL) Related Topic(s): SL</td>
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<tr>
<td>IC</td>
<td>Contingency Planning and Crisis Management 101 Jill Sommer (ALL)</td>
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<td>S</td>
<td>Honoring Diversity: Working in Minority Languages Steve Lank (ALL)</td>
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<td>MED</td>
<td>The English→Spanish Translation of Clinical Trial Protocols: Part I Pablo Mugüerza (Presented in English and Spanish, ADV) Related Topic(s): MED</td>
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<td>ST</td>
<td>You are Only as Good as Your Gut Noemy Cochran (INT)</td>
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<td>L</td>
<td>Using Better Data to Run a Better Translation Company Peter Reynolds (ALL)</td>
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<tr>
<td>GOV</td>
<td>Interpreting and Translating for Senior Policymakers and Ministers Bob Feron (ALL)</td>
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<td>T</td>
<td>Self-Study: Deliberate Practice for Improving Interpreting Laura Burian and Jacolyn Harmer (ALL)</td>
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<td>T</td>
<td>Translating between the Lines: Enhancing Translation Quality Sabine Seiler (ADV)</td>
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<td>Friday, 3:30PM - 4:30PM</td>
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| **SL** | Russian → English Translation Slam  
Shelley Fairweather-Vega, CT, Jennifer Guernsey, and Lydia Stone, CT (Presented in English and Russian, ALL) |
| **C** | Tighten It Up: How to Tame a Loose Text  
Evelyn Garland, CT (Presented in English and Chinese, ALL) |
| **T** | Localizing Middle-Eastern Languages: Is this Right (or is it Left)?  
Jonathan Golan (ALL)  
Related Topic(s): GS ET |
| **P** | The Challenges of Translating a Holocaust Survivor’s Memoir  
Rafaela Lombardino, CT (ALL)  
Related Topic(s): IC |
| **ST** | An Introduction to Artificial Intelligence, Machine Learning, and Neural Networks  
Carola Berger, CT (ALL) |
| **G** | Passives, Punctuation, Particles, and Other Potential Pitfalls in German → English Translation  
Geoffrey Cox (ALL) |
| **ET** | Translation Project Management in the Virtual Classroom: Enhancement of Student Engagement through Task-Based Learning  
Monica Rodriguez-Castro (ADV) |
| **IC** | Working with Direct Clients. For Real.  
Chris Durban (ALL) |
| **LSC** | How to Work with Translators: Best Practices for Producing the Best Technical Translations  
Linda Gaus (BEG)  
Related Topic(s): IC ST |
| **S** | Translating HTML and XML: The Logical and Methodical Way  
Salvador Virgen, CT (Presented in Spanish, ADV) |
| **MED** | Translating Diagnostic Imaging: Is It Hyperechoic or Hyperintense?  
Erm Lyons, CT, and Lori Newman (INT)  
Related Topic(s): I |
| **LAW** | Deciphering Spanish-language Bylaws: A Structural Approach  
Robert Sette, CT (INT)  
Related Topic(s): I |
| **GOV** | Unraveling the Mysterious Path to Translating for the National Virtual Translation Center  
Michael Gallagher and Michael Snyder (BEG)  
Related Topic(s): I |
| **I** | Cultural Competence - When Your Language Skills Are Not Enough: Part II  
Cheri Wilson GS (ALL) |
| **ATA** | ATA’s Certification Exam: Questions and Answers  
Caron Mason and David Stephenson, CT (ALL) |

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<th>Saturday, 8:30AM - 9:30AM</th>
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| **Cardozo** | Comparison of Scandinavian and U.S. Legal Systems  
Alisa Hamilton and Thor Towlson (Presented in English, Danish, and Swedish, INT)  
Related Topic(s): INT |
| **Embassy** | Get Up, Stand Up... for Your Health!  
Eva Stabenow, CT (ALL) |
| **Fairchild** | The Terminology Initiative: A Systemic Approach to Process Improvement  
Serena Williams (INT) |
| **Georgetown East** | Never a Dull Day? The Nitty Gritty of French → English Technical Translation  
Karen Tkacz, CT (ALL)  
Related Topic(s): IC |
| **Georgetown West** | Forms of Faithfulness in Literary Translation  
Kathryn Dodson (BEG)  
Related Topic(s): IC |
| **IBR Center** | Beating the Digital Competition: How to Boost Your Website’s Organic Search Traffic  
Matthew Kushinka (INT) |
| **IBR East** | Launching and Managing a Custom Machine Translation Program in Three Countries, Four Languages, and Multiple Domains  
Rihards Kalnins and Didzis Kļavins (ALL)  
Related Topic(s): IC |
| **IBR West** | Translating Surveys for Hispanics in the U.S.  
Kathy Byrd and Cristina Golab (Presented in English and Spanish, ALL) |
| **Jefferson East** | Where Is the Line and How Do I Draw It? A Deep Dive into Impartiality and Role Boundaries for Health Care Interpreters  
Elena Langevin, CT (INT) |
| **Jefferson West** | Maintaining Your Professional Language Skills  
Eva Lindemuth Bodeux (ALL) |
| **Lincoln East** | Building Linguistic Bridges to Language Access  
Sandra Acevedo, Omkar Kalaskar, and Jennifer Love (ALL) |
| **Lincoln West** | Private Equity or Price-to-Earnings? Finance and Ambiguity in Conference Interpreting  
Jonathan Rechtman (INT)  
Related Topic(s): IC |
| **Monroe** | Endangered Languages: Challenges and Sustainability of Rare Language Interpreting  
David Melo (ALL) |
Get “Gung Ho!”: Japanese Interpreting and Translating in the North America Automotive Sector
Denise Fisher, Mary Goudreau, Paul Koehler, Shizuka Matsuura, and James Patrick
(Presented in English and Japanese, INT)

Self-Recording, Transcribing, Language Analysis, and Self-Enhancement: Painstaking, but Rewarding
David Coles (ADV)
Related Topic(s): ET

German Corporate Governance Texts: A Translator’s Guide
Deborah Fry (ADV)
Related Topic(s): FIN

The Nuts and Bolts of Remote Interpreting and Training: The Tech You Need and Why You Need It
Katharine Allen and Bunny Olsen (ALL)
Related Topic(s): T

Translating Your Way to Financial Independence
Susan Adams and Allison Wollenberger (ALL)

The Final Touch: Desktop Publishing and InDesign Basics
Ray Valido (ALL)

Interpreting and Translating for Farmers and Migrant Workers
Michelle Pinal (Presented in English and Spanish, ALL)
Related Topic(s): IC

The Importance of Translating Punctuation and Typographic Conventions
Silvia D’Amico (Presented in English and Italian, ALL)

The Project Life Cycle for Project Managers
Alaina Brantner (ALL)

What It Takes to Become a Certified Court Interpreter
Victoria Dopazo (BEG)

Working Successfully with Written Texts in the Simultaneous Mode
Leine Carbonell-Agüero and Cas Shulman-Mora (ALL)

Outside the Box: Everyday Continuing Professional Development for Translators
Jeanette Brickner (ALL)

“Bye, Felicia.” Tackling Allusions, Slang, and Pop Culture References
Yoshinori Mochizuki, CT, and Noko Oshino Matthews
(Presented in English and Japanese, ADV)

Doing More with Less: Taking Your Note-taking Skills to the Next Level
Seun Lee (Presented in Korean, INT)
Related Topic(s): S

Change of Venue: Language Professionals Working and Living Abroad
Chris Blakeslee, Eva Lindemuth Bodeux, Tass Whitly, and Karen Williams (ALL)

German Orthography: The Good, the Bad, and the Ugly
Dagmar Jenner and Judy Jenner
(Presented in German, INT)

Benefits of Engaging Translation Students with Refugee Communities
Laurence Jay-Rayon Ibrahim Aibo (ALL)

Work Smarter, Not Harder
Silvia D’Amico (INT)
Related Topic(s): IC

Subtitling Cultural References
Juan Baquero, CT (Presented in English and Spanish, INT)

Fine-tuning Investor Relations
Mason Colby (INT)

LSC-10 Data Security for Project Managers
Alaina Brantner and Joseph Wojowski (ALL)

On/Off the Record: Anatomy of a Deposition and How to Master This Niche
Elena Langdon, CT (Presented in English with Portuguese examples, INT)

Interpreting Meets Transcreation in the Portuguese Version of Interpreting: Getting It Right
Giovana Boselli, CT, Marcel de Souza, CT, and Cristina Silva, CT (ALL)
Related Topic(s): T

To “thē” or Not to “thē”: An Article on Articles
Paul Gallagher, CT (ALL)
GlobaLexicon Americas LLC. 51
www.globalexicon.com

GlobaLexicon is a leading language and translation services company which provides comprehensive and high-quality language services in core market sectors such as market research, healthcare, consumer goods, and training and learning. The company is ISO 9001:2008 certified and is a member of the ATC (Association of Translation Companies) and ATA.

EXHIBITS

RRACE LEVEL

30AM - 6:00PM  SATURDAY  8:30AM - 2:00PM

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40  25  20  5
41  24  21  4
42  23  22  3
43  22  21  2
44  20  20  1

Final Program ★ www.atanet.org/conf/2017  21

ICA Language Services 36
www.icalanguages.com

ICA Language Services, in business since 1978, provides language training, testing, curriculum development, interpretation, and translating services. Additionally we provide translation and interpretation classes and offer testing in a multitude of languages. Today we offer language lessons and customized materials development in more than 115 distinct languages and dialects.

International Monetary Fund 66
www.imf.org/external/index.htm

The International Monetary Fund is an organization of 189 countries, working to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world.

Interpreter Education Online 18
www.interpretereducationonline.com

IEO is a leading provider of quality online training programs for healthcare and legal interpreters, which range from preparation for certification examinations and continuing education, to webinars and performance assessments. In addition to individual interpreters, we also provide training and testing to the bilingual staff of various organizations.

InTrans Book Service 46
InTrans Book Service represents authors and translators who have published works related to the profession. InTrans Book Service will organize what used to be the “Book Splash” in previous years. In addition we will have a display of material from publishers in the field of translation and interpretation studies.

Kent State University 52
www.kent.edu/appling

The Institute of Applied Linguistics is a leading university-based translator training program and the only comprehensive BS to PhD program. Programs in Arabic, French, German, Japanese, Russian, and Spanish focus on research skills, computer-assisted terminology and translation, specialized translation, software localization, and project management for the language industry.

Kiva.org 42
www.kiva.org

Kiva is an international nonprofit, founded in 2005 and based in San Francisco, with a mission to connect people through lending to alleviate poverty. We celebrate and support people looking to create a better future for themselves, their families, and their communities.

Language On Demand, Inc. 50
www.visitldo.com

Language On Demand offers translations, interpretations, bilingual staffing, transcriptions, and language and cultural training both domestically and internationally. We also provide Communication Access Real-time Translation and American Sign Language services. LOD retains a team of highly-trained and professional translators and interpreters who are experienced masters in their fields.

Liberty Language Services 73
www.libertylanguageservices.com

Providing quality language services to hospitals, medical offices, universities, schools, courts, legal services, state government agencies, and private companies specializing in on-site interpretation, on-demand telephonic interpretation services, as well as translation services. We provide interpreter education and are a licensed provider of CCHP’s Bridging the Gap medical interpreter certificate course.

Lilt 65
www.lilt.com

Lilt is helping people transcend barriers to information access by making translation faster and more accessible. Our intelligent, breakthrough tools for forward-thinking businesses and translators make this possible. Finally, a translation tool for the internet age.

Lingualinx, Inc. 68
www.lingualinx.com

Translation services are at the heart of what Lingualinx does. Take your organization to the global level with our outstanding multilingual solutions. Reach people in their own language in ways that suit them best. Lingualinx is an all-inclusive language services provider for all of your multilingual needs in 200+ languages.

Localize Africa 33
www.localizeafrica.com

Localize Africa, located in Johannesburg, South Africa, offers translation and localization of African languages across the continent. Services include not only translation, but also bilingual and monolingual transcription, subtitling, e-learning, DTP, and media. Rare languages are a specialty in a region, which encompasses a multitude of tongues.

Magna Legal Services 31
www.magnails.com

Magna Legal Services is a global provider of translation and interpretation services. With language services from Magna, you can communicate confidently with international or LEP clients, partners, staff, and other parties to ensure the success of your event, negotiations, or business deals anywhere in the world, in any language.

Maier German Legal & Financial Interpretation & Translation 20
www.atanet.org/onlinedirectories/tsd_view.php?id=5512

With 30+ successful years in the business, Beate Maier understands the value of personal contact. That’s why she wants to meet you! If you’re looking for an expert English to/from German legal or financial linguist, one who puts quality first and has a team ready to serve you, stop by booth 20.

MateCat 44-45
www.matecat.com

Join the Evolution! Translate from anywhere in the world, anytime. Go to www.matecat.com, upload your files, and start translating. You don’t need to download or install anything. Just go and translate. Try it now. It’s free!

MCIS Language Solutions 55
www.mcislanguages.com

MCIS Language Solutions offers over 50 professional language services, including interpreting, translation, transcription, training, language testing, and consulting. We work with clients in the business, technology, insurance, banking, legal, medical, and pharmaceutical fields. As a non-profit social enterprise, our mission is to facilitate access to critical information and services for vulnerable persons.

memoQ 25-26, 40-41
www.memoq.com

memoQ translator pro, memoQ server, QTerm, and Language Terminal are designed to facilitate, speed-up, and optimize the entire translation process. The networked translation solutions of memoQ are team-oriented and scalabe for use by small translation teams as well as large enterprises.

Memsouce 63
www.memsource.com

Memsouce is a leading cloud-based translation platform that enables global companies, agencies, and translators to work together in one secure online location. Founded in 2010, Memsouce is recognized for its intuitive, yet powerful online and offline CAT tool used by over 200,000 translators and professionals around the world.

GLOBO 35
www.helloglobo.com

GLOBO, a leading language technology and services provider, delivers a suite of 24/7 on-demand translation, interpretation, and transcription services through a single, easy-to-use web application. We combine best-in-class linguists with cutting-edge technology to deliver immediate communication in any language.

Graduate Studies in Interpreting and Translation, University of Maryland 77
www.gisit.umd.edu

University of Maryland’s Department of Communication houses the only university-based program on the east coast offering graduate certificates and master’s degrees in Interpreting and Translation. Degree tracks include Consecutive Interpreting, Public Service Interpreting, Conference Interpreting, Translation, and Localization Project Management Track.

Memsource 63
www.memsouce.com

Memsource is a leading cloud-based translation platform that enables global companies, agencies, and translators to work together in one secure online location. Founded in 2010, Memsource is recognized for its intuitive, yet powerful online and offline CAT tool used by over 200,000 translators and professionals around the world.

MCIS Language Solutions 55
www.mcislanguages.com

MCIS Language Solutions offers over 50 professional language services, including interpreting, translation, transcription, training, language testing, and consulting. We work with clients in the business, technology, insurance, banking, legal, medical, and pharmaceutical fields. As a non-profit social enterprise, our mission is to facilitate access to critical information and services for vulnerable persons.

mateoq 25-26, 40-41
www.memoq.com

memoQ translator pro, memoQ server, QTerm, and Language Terminal are designed to facilitate, speed-up, and optimize the entire translation process. The networked translation solutions of memoQ are team-oriented and scalable for use by small translation teams as well as large enterprises.

Memsouce 63
www.memsouce.com

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Middlebury Institute of International Studies 39
www.miis.edu
MIIS’s Translation, Interpretation, and Localization Management program is the world’s foremost training ground for translators, interpreters, and localization experts. Graduates work in high-profile assignments around the globe, from UN Security Council debates to the Olympic Games. Others translate technical, scientific, and literary works and do software and website localization.

Mission Essential 82-83
www.missionessential.com
Mission Essential is the preeminent provider of language services to the Defense, Intelligence, and Law Enforcement communities. We bring peerless talent, the most advanced technology, and innovative solutions to provide each warfighter and agent with clarity, certainty, urgency, and efficiency.

Moravia 47
www.moravia.com
We translate and localize content and products into over 170 languages using processes and technologies that are fit for the digital age. We work with global companies to help them serve new markets with sharp, accurate, and compelling content that understands local needs.

MVM, Inc. 12
www.mvminc.com
MVM, Inc. is a professional services firm with 2,500 employees across the United States. We have nearly forty years of experience providing professional, technical, administrative, and program management support services to our Government customers, and have extensive domain expertise in counter-narcotics, criminal and civil investigations, public safety, and national security.

NAJIT 28
www.najit.org
NAJIT empowers interpreters and translators, worldwide, to promote the highest professional standards in translation and interpreting. We also provide continuing education for professionals to expand their knowledge and stay current on innovations within the profession. NAJIT also seeks to identify and define issues surrounding the profession to help shape its future.

National Language Service Corps 5
http://www.nlscorps.org
The National Language Service Corps is a federal government organization consisting of multilingual volunteers who are willing to use their language skills and cultural knowledge to help communities and government agencies in times of need. Become a member and join us to achieve a greater good.

National Security Agency 14
www.intelligencecareers.gov
The National Security Agency/Central Security Service leads the U.S. Government in cryptology that encompasses both Signals Intelligence and Information Assurance products and services, and enables Computer Network Operations in order to gain a decision advantage for the Nation and our allies under all circumstances.

NYU School of Professional Studies 64
www.sps.nyu.edu
NYU’s School of Professional Studies offers a variety of 15 master’s degree programs in some of today’s most exciting and versatile industries. Each of our degree programs reflects emerging trends and innovative business strategies, and are taught by faculty members who are experts in their field.

Oyra 49
www.oyraa.com
Oyra is the global online platform of interpreters, aiming to become the largest marketplace connecting interpreters with clients. Interpreters have exposure to the world’s millions of clients, selection of various jobs (from on-call interpretation to conferences or business meetings), flexibility in time and pricing, and payment guarantee!

Plunet Inc. 60
www.plunet.com
Plunet markets the translation management system Plunet BusinessManager for LSPs and translation departments. Plunet BusinessManager provides a high degree of automation and flexibility, and integrates with market-leading translation software and financial accounting. Basic functions include quote, order/invoice management, financial reports, job and workflow management, as well as contact management.

EXHIBITORS
AS OF OCTOBER 1

The ATA Exhibit Hall brings everything together in one place to fit your unique needs. Visit the exhibits!

COLUMBIA
THURSDAY ♦ 9:00AM - 6:00PM
FRIDAY ♦ 8:30AM - 6:00PM
SATURDAY ♦ 8:30AM - 2:00PM

ATA EXHIBITORS CAN REACH THOUSANDS OF POTENTIAL CLIENTS!
Find out how you can connect with 5,000 conference attendees PLUS over 17,000 members. Contact Lauren Mandell at lauren@atanet.org.

RWS Life Sciences 32
www.rws.com/services/life-sciences-translations
Introducing RWS Life Sciences, a new name for two of the industry’s top language service providers, Corporate Translations and LUZ. The two companies create a globalized life sciences organization offering additional lines of service, comprehensive regulatory translation capabilities, broader global coverage, and new opportunities for highly skilled linguists.

Schreiber Translations, Inc. 15
www.schreibernet.com
Schreiber Translations, Inc., in business for more than 35 years in the Washington, DC Metro Area, provides translation, interpretation, multilingual desktop publishing, bilingual staffing, and localization services to the federal government and private industry in more than 120 languages.

SDL PLC 1-4, 21-24
www.sdltrados.com
SDL Language Solutions offers innovative translation software, such as SDL Trados Studio, to the entire translation supply chain, including freelance translators, language service providers, corporate language departments, and academic institutions. We are dedicated to supporting and developing market-leading translation productivity software and services for the translation industry.

Shenzhen Cloud Translation Technology Co., Ltd 8
Established in July of 2017, we provide translation-related cloud services for freelancers and translation industries. We are committed to creating a collaborative translation platform with multi-language support. We offer natural language processing, machine translation, data mining, big data processing and analysis, as well as other advanced technologies.

STAR Group America, LLC 61-62
www.stargroupamerica.net
STAR, with 50 offices in 32 countries, is a leader in multilingual publishing including translation services, terminology management, software localization/internationalization, software development, multimedia systems engineering, information management, and publishing. STAR is a premier developer of language technology tools such as Transit/TermStar, WebTerm, CLM Workflow Automation, and GRIPS.

The Language Doctors, Inc. 9
www.tldinc.org
The Language Doctors, Inc. has provided the highest quality language translation, interpretation, transcription, and linguistic services since 1994. Over the years we have completed thousands of projects, employing hundreds of contractors, and generated millions of dollars of revenue for our clients.

Translate.com 29
www.translate.com
Translate.com helps retailers drive global business growth. We leverage our proprietary technology to connect our global network of over 25,000 professional translators, offering 90+ language pairs for business translation needs.

TransPerfect, Inc. 53
www.transperfect.com
With annual revenues of $560+ million, TransPerfect is the world’s largest privately held provider of language and technology solutions. From offices in 90 cities, TransPerfect offers a full range of services in 170+ languages. With an unparalleled commitment to quality and client service, TransPerfect is fully ISO 9001/17100 certified.

UC San Diego Extension 48
extension.ucsd.edu/translation
UC San Diego Extension offers accredited certificates in Spanish/English Translation and Interpretation. Our certificates offer the high-level instruction, quality course content, and professional training you need for career advancement at an affordable price. All required courses are available in an online format. ATA and CMCCE CEUs also available.

University of Illinois/Center for Translation Studies 34
www.translation.illinois.edu
The Center for Translation Studies, situated within the School of Literatures, Cultures, and Linguistics, draws upon the world-class resources of its language and literature departments, faculty, and the university libraries to educate translators and interpreters and prepare them for the exciting opportunities available in today’s global economy.

US Department of State, Office of Language Services 59
www.state.gov/m/a/ois/index.htm
The interpreters and translators of the State Department’s Office of Language Services maintain a 236-year tradition of high-quality diplomatic language support to the nation’s leaders and to the American people, in over 100 language combinations.

Widener University Delaware Law School 71
delawarelaw.widener.edu/legalstudies
The Widener University Delaware Law School Court Interpreter Program is designed for bilingual professionals who are able to fluently speak, read, and write in both English and a second language. Delaware Law seeks to prepare graduates for court interpreter state certification exams and for a variety of legal, healthcare, corporate and other professional settings.

Wordfast LLC 37-38
www.wordfast.com
Wordfast is the world’s leading provider of platform-independent translation memory software. We offer powerful desktop, server, and web-based solutions designed to meet the needs of individual translators, LSPs, corporations, and educational institutions worldwide. Our solutions enable users to reduce the time, effort, and costs associated with the translation process.
ATA Activities

ATA-1 The ATA Code of Ethics and Professional Practice: What Does It Mean to Me?
Mike Collins, CT, Jutta Diel-Dominique, CT, Odile Legaye, Jill Sommer, and Ted Wozniak, CT
ALL (Friday, 11:15am-12:15pm, Room: Embassy)
ATA members are required to comply with the Association’s code of ethics. Historically, failure to comply had no consequence, as complaints were routinely dismissed. Following revision of the ethics procedures in 2014, this is no longer true. Ethical violations now have consequences. So how do you ensure compliance? What should you do if an ethics violation occurs? How will complaints be handled? Members of ATA’s Ethics Committee will discuss the code, the related commentary, and the ethics policy, highlighting recent changes. The speakers will then take questions from attendees, providing their opinions or interpretation in a particular scenario.

ATA-2 A Step-by-Step Manual: How to Give a School Outreach Presentation and Tips for Capturing a Winning Photo
Meghan McCallum and Molly Yurick
ALL (Friday, 2:00-3:00pm, Room: Embassy)
School by school, class by class, ATA members have shared their careers in ways that have captured the imagination of students everywhere, from elementary schools to universities. Telling the real-world stories of translators and interpreters is as exciting as it is important. Attend this session for a step-by-step guide to making a School Outreach presentation. We’ll include presentation content, pointers for overcoming nerves, and tips on how to capture a winning photo for the annual School Outreach Contest. Remember, the photography contest winner gets a free registration to next year’s ATA Annual Conference!

ATA-3 ATA’s Certification Exam: Questions and Answers
Caron Mason and David Stephenson, CT
ALL (Friday, 3:30-4:30pm, Room: Monroe)
This session will be of interest to attendees seeking a better understanding of ATA’s certification exam and program. The speakers will discuss the nature of the exam, assessment criteria, and upcoming changes in the program. They will answer questions about certification policies and procedures and give tips on how to prepare for the exam.

Chinese

C-1 Lessons Learned from Grading ATA Practice Tests
Jesse Lu and Ran Zhao, CT
Presented in English and Chinese; ALL (Friday, 2:00-3:00pm, Room: Dupont)
The speaker will provide a thorough error analysis based on his experience grading English–Chinese practice tests over the past few years. This session is designed to provide exam candidates with a better understanding of typical translation mistakes and how different categories of mistakes are graded. A list of best practices for taking the exam will also be proposed.

C-2 Tighten It Up: How to Tame a Loose Text
Evelyn Garland, CT
Presented in English and Dutch; ALL (Friday, 3:30-4:30pm, Room: Dupont)
“Break it up” is possibly the most common advice you hear about translating into Chinese. When translating Chinese into English, if you don’t “tighten it up,” you risk sounding like a rambler. However, when you’re dealing with a source language (Chinese) that’s grammatically loose and highly context-dependent, tightening up the text isn’t easy and goes far beyond eliminating excessive words. The speaker will explore additional ways to bring vim and vigor to your translation.

Dutch

D-1 Undocumented Immigrants or Illegal Immigrants? How Do Political Preferences Influence Your Translations?
Neil Gouw
Presented in English and Dutch; ALL (Thursday, 11:15am-12:15pm, Room: Cardozo)
In an era of fact-free politics, alternative facts, and fake news, translators belong to that rare breed of professionals seeking objectivity and neutrality. But just how objective and neutral are we? After all, we’re also susceptible to subjectivity and idiosyncratic views. To what extent have your political preferences and worldview influenced your translations? How have they affected your interpretation of the source material? The goal of this session is to reflect on the interplay between our biases and our translations. The speaker will discuss several examples and invite attendees to share their thoughts and experiences.

Education & Training

ET-1 The Evolving Curriculum in Interpreter and Translator Education: A Preview
Frank Austermühl, Vanessa Enriquez Raido, and David Sawyer
ADV (Thursday, 3:30-4:30pm, Room: Georgetown West)
This session will offer a preview of the paper “The Evolving Curriculum in Interpreter and Translator Education,” set to appear in the ATA Scholarly Monograph Series. Since the emergence of university curricula in the mid-twentieth century, the evolution of the professions and changes in teaching practices have led to fundamental shifts in how knowledge and skills are acquired. Written by noted stakeholders in interpreter and translator education, including leaders of academic programs, employer organizations, and professional associations, this paper describes the impact of evolutionary forces on the conceptual foundations and frameworks of translator and interpreter education.

ET-2 Collaborative and Situated Translator Training: Moving Toward Transcollaboration, Part I
Maria González-Davies GS
ALL (Friday, 10:00-11:00am, Room: Georgetown West)
Implementing both collaborative scaffolding projects and real-life professional projects that involve teaming up lecturers and students with professional translators increases mutual understanding, efficiency, and quality. Transcollaboration benefits all agents because synergies are established between experience and innovation. Situated and collaborative learning offer an informed pedagogical framework to: a) implement profession-oriented instruction; b) adapt the instruction to different contexts; and c) enable professionals and academics to work together in a potentially win-win situation. Attendees are invited to bring along their own successful learning materials to share and discuss.

Sessions are presented in English, unless otherwise stated.

BEG = Beginner (Attendees with 1-3 years of experience)
INT = Intermediate (Attendees with 4-6 years of experience)
ADV = Advanced (Attendees with 7+ years of experience)
ALL = All Levels (Attendees of all levels of experience)
CT = ATA-Certified Translator
GS = Guest Speaker
The Role of the Interpreter in Diplomacy: Part I

Maria González-Davies GS
ALL (Friday, 10:00-11:00am, Room: Georgetown East)

See abstract for ET-2: Collaborative and Situated Translator Training: Moving Toward Transcollaboration, Part I

ET-4 SiMinar: Interpreting Theory Meets Real Life
Franz Pöchhacker
ALL (Friday, 2:00-3:00pm, Room: Georgetown West)

Conference interpreter training faces a two-fold tension between classroom and market needs, and between theory and practice. In line with the vocational orientation, trainers have brought classroom exercises closer to professional realities by using real-life speeches and staging mock conferences. At the same time, programs positioned at the postgraduate university level also include a theoretical component, often in the form of lectures or seminars. This session will show how potential gaps between training and market needs and between theory and practice in the curriculum can be filled with a SiMinar, a multifunctional course developed and tested at the University of Vienna.

ET-7 Benefits of Engaging Translation Students with Refugee Communities
Laurence Jay-Rayon Ibrahim Aibo
ALL (Saturday, 3:30-4:30pm, Room: Georgetown West)

How do you design a course with the goal of engaging translation students with the needs of the refugee communities around them? What are the pedagogical benefits of such a course? How does it make students better translators? What are the benefits for the refugee population? This session will draw on the speaker’s experience designing and teaching a community-engaged French translation course with the International Rescue Committee as a partner. During the course, students translated 60 pages of cultural orientation materials for refugees to get a sense of the refugee communities around them. This session will showcase multiple methods of preparing students for the complex projects they might encounter in the language industry. This session will also demonstrate the application of the Quality Matters rubric to the online course.

NEW SESSION: ET-8 Translation Project Management in the Virtual Classroom: Enhancement of Student Engagement through Task-Based Learning
Monica Rodriguez-Castro
ADV (Friday, 3:30-4:30pm, Room: Georgetown West)

This session will outline the design of an online graduate course in translation project management. A course on translation project management is generally considered to be a crucial component of the translation curriculum. The speaker will discuss: 1) detailed course content that prepares students for the professional workplace, 2) implementation of a task-based and project-based methodology that emphasizes hands-on practice, and 3) a process-based approach for portfolio assessment to accelerate skills acquisition. This session will showcase multiple methods of preparing students for the complex projects they might encounter in the language industry. This session will also demonstrate the application of the Quality Matters rubric to the online course.

Education & Training Related Sessions

N-1 The Swedish School: Extracurricular Language Schools in the U.S.

N-2 Cursing and Anarchonisms: Swedish Culture Clash

F-1 Translating for Canada
Grant Hamilton
ALL (Thursday, 3:30-4:30pm, Room: Georgetown East)

Canada is a huge market for French-English translators, and much of the work is for premium clients. But to be successful there, you need answers. “What do I need to know about the country?” “How does Canadian English differ from U.S. English?” “Will I understand the French?” “Can I use European French for a Canadian audience?” This session will provide answers and a quick checklist of tips and advice to put you on the road to success north of the border.

F-2 The Role of the Interpreter in Diplomacy: Part I
Rosalinda Meza-Steel GS
ALL (Friday, 10:00-11:00am, Room: Georgetown East)

The speaker will draw on her experience as a high-level diplomatic interpreter and as a professor of interpreting studies to take a critical look at the role of the interpreter in diplomatic circles. What can past eras tell us about the role of interpreting in diplomacy? What role can we expect the interpreter to play in today’s fast-paced, uncharted diplomatic waters? The speaker will examine the past, present, and future of diplomatic interpreting.

F-3 The Role of the Interpreter in Diplomacy: Part II
Rosalinda Meza-Steel GS
ALL (Friday, 11:15am-12:15pm, Room: Georgetown East)

See abstract for F-2: The Role of the Interpreter in Diplomacy: Part I

F-4 Never a Dull Day! The Nitty Gritty of French—English Technical Translation
Karen Tkaczyk, CT
ALL (Saturday, 8:30-9:30am, Room: Georgetown East)

According to the 10,000 hours of experience that experts say we need to become a subject matter expert, some translation choices become rote. Other phrasing still provides challenges. And certain terms emerge as being what you frequently edit out of other translators’ work. The speaker is a translator working in chemistry and related fields. The speaker will first discuss a selection of errors that she commonly sees from others and then address some of the problems that can make or break any experienced technical translator’s day. Examples will be from the speaker’s practice. Interaction and questions will be welcomed.

F-5 Breaking the Mold Again! Throwing Out Even More Translations for an Intimate Look at Source Material
Angela Benoit

Presented in English and French; ALL (Saturday, 10:00-11:00am, Room: Georgetown East)

The “Breaking the Mold” format strikes again! In this session, the speaker will analyze and discuss a series of source-to-source comparisons in both English and French to bring to light insights that are often overlooked during translation. The goal of this technique is to combat “translationese” by reworking the way we think and write. Both French—English and English—French translators will benefit from this session. New examples and content will be presented.

F-6 Grow Your Translation Business with Genealogical Translation
Byrna O’Sullivan

ALL (Saturday, 11:15am-12:15pm, Room: Georgetown East)

Thanks to digitization, genealogy has a growing need for translators. In the past, a genealogist who needed records from abroad was forced to rely on a local genealogist to locate and interpret anything written in an unfamiliar language. Now, genealogists can retrieve these records online. However, they still need help understanding them. Learn how, as a French—English translator, you can meet that need. Find out what background knowledge you’ll need to work effectively with “typical” genealogical documents, the form your final translation should take, and how to market to genealogists.

French Related Sessions

FIN-1 Challenges and Rewards of Working for an International Organization: Finding Your Way Through the Maze
Mariana Sousa Moreira

ADV (Thursday, 3:30-4:30pm, Room: Jefferson East)

Working in-house as an external translator for the European Central Bank is a real challenge in terms of the diversity of texts involved. The job became particularly demanding after the start of the financial crisis, when new financial concepts and terminology were introduced. Translating this material requires close cooperation between translators and subject matter experts to determine the specific terminology and proper style for the target audience. Attendees will have the opportunity to gain insight into the variety of texts, new terminology, and new ways of facing these challenges to do the job well.

F-2 Understanding Financial Jargon
Silvana Debonis

INT (Friday, 10:00-11:00am, Room: Jefferson East)

Many analysts who write economic and financial market reports make use of expressions and terms that are difficult to understand for those who are outside the financial field. The speaker will analyze extracts from actual reports and other publications to explain what they mean and how they should be understood by the translator. This session will be presented in English for translators of any language combination and will not involve any bilingual translation. This is the second part to the session given in San Francisco at ATAs 57th Annual Conference. Recipient of the Marian S. Greenfield Financial Translation Presentation Award.
New technology, like blockchain (the protocol underlying Bitcoin and other cryptocurrencies), is expected to create long-term systemic changes to the global financial system. Keeping abreast of developments in fintech and its potential impact on financial products and services, payment delivery and settlement processes, financial regulation, reporting and compliance, etc., will be important for financial translators who will need to understand how fintech is affecting the financial sector. The speakers will present a broad overview of some existing and potential use cases for fintech, including an introduction to fintech terminology.

CANCELLED: FIN-4 International Trade and the Global Economy: Recent Trends and Outlook
Natalie Soreno (Saturday, 2:00-3:00pm)

FIN-5 Fine-tuning Investor Relations
Mason Colby
INT (Saturday, 3:30-4:30pm, Room: Jefferson East)
Translating investor relations (IR) material is like being a top race mechanic. You assemble contributions from various sources into a sleek, efficient machine, which rumbles out of the pit only to race back in later on ready for a tune-up. Many translations are final products, but IR texts are put to work by native speakers, used in multiple formats, and cut and pasted into press releases and websites. This will inevitably cause wear and tear on the original translation. The speaker will provide an overview of IR communications, their goals, and how to approach translating them.

Financial Translation Related Sessions

G-5 German Corporate Governance Texts: A Translator’s Guide
I-B Private Equity or Price-to-Earnings? Finance and Ambiguity in Conference Interpreting

G German

G-1 Translating Premodifying Attributes from English → German
Karin Königs GS
Presented in German; ALL (Thursday, 11:15am-12:15pm, Room: Georgetown East)
Translating premodifying attributes from English into German can be tricky. On the one hand, an obvious alternative doesn’t always present itself where a structurally analogous translation is not possible. On the other hand, a seemingly obvious word-by-word translation may be semantically incorrect. This session will offer an inventory of translating variants for the premodifying attribute. These can be examined one by one in cases where the translation proves difficult, so finding a good solution no longer depends only on the translator’s intuition.

G-2 A Systematic Presentation of English Nonfinite Constructions and Their Translation into German
Karin Königs GS
Presented in German; ALL (Thursday, 2:00-3:00pm, Room: Georgetown East)
The various nonfinite constructions in the English language, including the “with” and the “for” constructions, tend to be a challenge for English → German translators. Common participle and infinitive constructions will be analyzed on the basis of their syntactical function to show that they make up a comprehensive system of nonfinite constructions. Simultaneously, when discussing each individual nonfinite construction, the translation variants will be examined. Interesting parallels become apparent and, as a result, the range of translation variants narrows down to a manageable number that lend themselves to being systematized.

G-3 German → English Translation Slam
Matt Baird, Mary Burke, Heike Holthaus, Michael Martin, and Ted Wozniak, CT
Presented in English and German; ALL (Friday, 2:00-3:00pm, Room: Georgetown East)
Join us for a session of competitive German → English translation, pitting two pairs of translators against each other in a light-hearted linguistic duel. Will it be a bloodless battle? Fun will be the name of the game as we explore what are sure to be interesting translation styles and savvy solutions to interesting translation problems. Audience participation will be welcome so come armed with your proverbial red pen, but be prepared to applaud your clever (and courageous) colleagues!

G-4 Passives, Punctuation, Particles, and Other Potential Pitfalls in German → English Translation
Geoffrey Cox
ALL (Friday, 3:30-4:30pm, Room: Georgetown East)
Translating German texts into English poses a host of challenges, including both familiar and some less-than-obvious ones. This session will provide a practical, hands-on look at a range of subtle-to-glorious issues facing translators and editors. These include differences in syntax, verb tenses, conjunctions, punctuation, filler words, negation, false friends, and more. Attendees will be provided with some tools to turn good translations into great ones.

G-5 German Corporate Governance Texts: A Translator’s Guide
Deborah Fry
ADV (Saturday, 2:00-3:00pm, Room: Georgetown East)
Corporate governance is an important topic for language professionals, as it plays a major and growing role in management and reporting. This session will offer a translator’s perspective of the subject using the German corporate governance system as an example. Attendees will be provided with an overview of basic conceptual issues, organizational structures, the statutory framework, and key documents such as the German Corporate Governance Code. Current developments and future trends will be discussed and practical hints on dealing with specific text types, weasel words, and other pitfalls given. A resource list and Q&A session will round off the session.

NEW SESSION: G-7 English → German Translation Slam
Ruth Boggs, CT, Jutta Diel-Dominique, CT, Maren Mentor, and Eva Stabenow, CT
Presented in English and German; ALL (Saturday, 10:00-11:00am, Room: Jefferson East)
Join us for a session of competitive translation from English into German, pitting four translators (in teams of two) against each other in a light-hearted linguistic duel. Will it be a bloodless battle? Fun will be the name of the game as we explore what are sure to be interesting translation styles and savvy solutions to interesting translation problems. Audience participation will be welcome so come armed with your proverbial red pen, but be prepared to applaud your clever (and courageous) colleagues!

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Developments in artificial intelligence (AI) and translation technologies are creating or increasing the demand for new types of language work throughout the U.S. government and the broader translation and interpreting community. This expert panel will discuss these new, fun, and challenging options for translators, interpreters, and project managers in the U.S. government. These jobs include translation technologists, terminologists, corpus linguists, annotation specialists, translation quality assessors, language analysts, and machine learning supervisors and evaluators. The panelists will discuss how to get started in this type of work. They will also discuss areas of growth and the impact of these changes on training and recruitment.

The National Virtual Translation Center (NVTC) provides timely and accurate translation services to the U.S. intelligence community and other government agencies. NVTC provides intelligence analysts and officials with written translations that inform key decisions in counterterrorism, cyber, and other domains. NVTC employs U.S. citizens as linguists and project managers who work across the U.S., although NVTC’s program office and the largest number of its employees are based in Washington, DC. NVTC leverages human language technology to translate both written and audio material. Attendees will learn about the qualifications to become an NVTC team member.

Meeting the communicative needs of families is at the forefront of engagement for school systems and public organizations. In this session, attendees will examine the practicalities of addressing language barriers and explore recent joint federal guidance relative to the creation and sustainability of viable language access programs. Attendees will also review and discuss the successes and challenges of district-wide interpreting and translation programs developed to bridge communication and facilitate meaningful access for culturally and linguistically diverse families.

In March 2016, the U.S. Census Bureau created a centralized translation branch to manage all translation requirements for the 2020 Census: the Decennial Translation Branch (DTB). DTB supports an accurate and cost-effective census by creating awareness and facilitating participation of respondents with limited English proficiency. The speaker will explain DTB’s approach to translation and terminology management. The discussion will include how the use of multiple languages will be an important component of creating a census climate that facilitates goodwill and cooperation among census partners and the public at large, thereby increasing self-response, saving money, and increasing the quality of data collected.

The marketplace for interpreting services varies wildly. Federal and state government agencies have created their own interpreter tests, but many don’t officially recognize each other’s credentials. The medical community has at least two different sets of exams to certify interpreters. To these efforts, one has to add vendor “certification” by language companies. The wide array of interpreter credentials baffles interpreters and requesters alike. This session will provide a comprehensive list of credentialing opportunities for U.S. interpreters hoping to clarify the reigning confusion. It will also include an overview of the future ASTM standard guide for testing interpreting skills.

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GOV-5 Unraveling the Mysterious Path to Translating for the National Virtual Translation Center
Michael Gallagher and Michael Snyder
BEG (Friday, 3:30-4:30pm, Room: Lincoln East)

The National Virtual Translation Center (NVTC) provides timely and accurate translation services to the U.S. intelligence community and other government agencies. NVTC provides intelligence analysts and officials with written translations that inform key decisions in counterterrorism, cyber, and other domains. NVTC employs U.S. citizens as linguists and project managers who work across the U.S., although NVTC’s program office and the largest number of its employees are based in Washington, DC. NVTC leverages human language technology to translate both written and audio material. Attendees will learn about the qualifications to become an NVTC team member.

GOV-6 Building Linguistic Bridges to Language Access
Sandra Acevedo, Omkar Kalaskar, and Jennifer Love
ALL (Saturday, 8:30-9:30am, Room: Lincoln East)

Meeting the communicative needs of families is at the forefront of engagement for school systems and public organizations. In this session, attendees will examine the practicalities of addressing language barriers and explore recent joint federal guidance relative to the creation and sustainability of viable language access programs. Attendees will also review and discuss the successes and challenges of district-wide interpreting and translation programs developed to bridge communication and facilitate meaningful access for culturally and linguistically diverse families.

GOV-7 Translation of the Decennial Census
Jason Kopp
ALL (Saturday, 10:00-11:00am, Room: Lincoln East)

In March 2016, the U.S. Census Bureau created a centralized translation branch to manage all translation requirements for the 2020 Census: the Decennial Translation Branch (DTB). DTB supports an accurate and cost-effective census by creating awareness and facilitating participation of respondents with limited English proficiency. The speaker will explain DTB’s approach to translation and terminology management. The discussion will include how the use of multiple languages will be an important component of creating a census climate that facilitates goodwill and cooperation among census partners and the public at large, thereby increasing self-response, saving money, and increasing the quality of data collected.

GOV-8 Trust Me. I’m a Certified Interpreter!
Milena Caldiari-Waldron, Emma Garkavi, CT, and Monique Roske
ALL (Saturday, 11:15am-12:15pm, Room: Lincoln East)

The marketplace for interpreting services varies wildly. Federal and state government agencies have created their own interpreter tests, but many don’t officially recognize each other’s credentials. The medical community has at least two different sets of exams to certify interpreters. To these efforts, one has to add vendor “certification” by language companies. The wide array of interpreter credentials baffles interpreters and requesters alike. This session will provide a comprehensive list of credentialing opportunities for U.S. interpreters hoping to clarify the reigning confusion. It will also include an overview of the future ASTM standard guide for testing interpreting skills.

D-1 Undocumented Immigrants or Illegal Immigrants? How Do Political Preferences Influence Your Translations?
Jenni White
ALL (Friday, 10:00-11:00am, Room: Lincoln East)

Interpreters are crucial for the smooth delivery of any assistance to refugees. The speaker will examine the challenges interpreters may face when working in a humanitarian setting and provide tips on how to deal with them based on personal experience and research. Topics will include protecting yourself against secondary trauma, maintaining client confidentiality, and upholding a code of conduct. Attendees will also learn about the practical aspects of the job (e.g., irregular work hours, challenging work settings, and security issues). Competition between agencies supplying interpreters will also be discussed.

I-1 Interpreting in Education: Out of the Shadows and into the Spotlight
Giovanna Carriero-Contreras
ALL (Thursday, 11:15am-12:15pm, Room: Lincoln West)

Court certification has been in place for years, and we now have two certification options available for health care interpreters. It seems that the U.S. interpreting profession is finally gaining respect. However, there is at least one critical sector that is still neglected: education. An estimated 22% of school-aged children in the U.S. speak a language other than English at home. This complicates communication between families and educators, causing students to fall behind. Currently, the demand for interpreters in education exceeds the available trained pool. This sector deserves the same attention and passion we have dedicated to our legal and health care efforts. The speakers will propose strategies for making that happen.

I-2 Self-Study: Deliberate Practice for Improving Interpreting
Laura Burián and Jacelyn Harmer
ALL (Thursday, 2:00-3:00pm, Room: Lincoln West)

Being an outstanding interpreter goes way beyond the actual act of interpreting. There are many qualities one must have and many errors to avoid. This session will address the most common mistakes interpreters make in an enlightening and fun way. The speaker will raise the audience’s awareness of what needs to be improved by using humorous analogies between interpreters and animals, celebrities, and characters. Desirable qualities will also be showcased in the same humorous way. Join us for a laugh and walk out of this session a better interpreter.

I-3 An Octopus, a Hologram, or Hepburn: What Kind of Interpreter Are You? Roberta Barroca
ALL (Thursday, 3:30-4:30pm, Room: Lincoln West)

This session, two professors from the Middlebury Institute of International Studies at Monterey will introduce the kind of deliberate practice necessary to improve competence. This session is open to interpreters of all languages and skill levels.

I-4 Demarcation in Interpreting for Ongoing Home Visits
Melissa Riley
ADV (Friday, 10:00-11:00am, Room: Lincoln West)

Interpreting for ongoing weekly home visits presents a challenge not encountered in office and clinical settings. The intimacy of being in a client’s home fosters a familiarity that demands the demarcation between formality of professionalism and informality of stark human necessity. This is not only true of the client, but also of the provider. This session will examine the challenges of interpreting for ongoing home visits from the point of view of client, provider, interpreter, and supervisors of interpreting programs. This session will best benefit attendees with over seven years of interpreting and supervisory experience.

I-5 The Challenges of Interpreting in a Humanitarian Setting
Maha El-Metwally
ADV (Friday, 11:15am-12:15pm, Room: Lincoln West)

Interpreters are crucial for the smooth delivery of any assistance to refugees. The speaker will examine the challenges interpreters may face when working in a humanitarian setting and provide tips on how to deal with them based on personal experience and research. Topics will include protecting yourself against secondary trauma, maintaining client confidentiality, and upholding a code of conduct. Attendees will also learn about the practical aspects of the job (e.g., irregular work hours, challenging work settings, and security issues). Competition between agencies supplying interpreters will also be discussed.

I-6 Cultural Competence - When Your Language Skills Are Not Enough: Part I
Cheri Wilson GS
ALL (Friday, 2:00-3:00pm, Room: Lincoln West)

Interpreters are crucial for the smooth delivery of any assistance to refugees. The speaker will examine the challenges interpreters may face when working in a humanitarian setting and provide tips on how to deal with them based on personal experience and research. Topics will include protecting yourself against secondary trauma, maintaining client confidentiality, and upholding a code of conduct. Attendees will also learn about the practical aspects of the job (e.g., irregular work hours, challenging work settings, and security issues). Competition between agencies supplying interpreters will also be discussed.

I-7 Cultural Competence - When Your Language Skills Are Not Enough: Part II
Cheri Wilson GS
ALL (Friday, 3:00-4:30pm, Room: Lincoln West)

See abstract for I-6: Cultural Competence - When Your Language Skills Are Not Enough

I-8 Private Equity or Price-to-Earnings? Finance and Ambiguity in Conference Interpreting
Jonathan Reichman
INT (Saturday, 8:30-10:00am, Room: Lincoln West)

Conference interpreters don’t just shuffle words between languages; they challenge themselves to achieve a deeper conceptual understanding of the topic under discussion. This is particularly challenging in finance, which is jargon-heavy, acronym-prone, and often inaccessi...
sible to casual observers. Without sufficient contextual knowledge, financial homophones like PE (private equity) and P/E (price-to-earnings) can become perilous traps for interpreters. What’s more, the jargon keeps changing. For example, in 2008, interpreters rushed to master “collateralized debt obligations,” “credit default swaps,” and “mortgage-backed securities.” A decade later, what new terminology lies on the cutting edge of financial innovation, and how can interpreters be best prepared?

I-0 Getting Ahead of the Story: A Proactive Approach to Best Practices for Remote Interpreting, Buyers, and Vendors
Katherine Allen and Barry Olsen
ALL (Saturday, 10:00-11:00am, Room: Lincoln West)

Interpreting is being flapped by mobile communication and new remote interpreting platforms. Several decades of hard work have established guidelines for onsite interpreting work, payment, and hiring practices. Our profession is struggling to adapt to the rapid expansion of remote interpreting. The speaker will discuss a proactive, collaborative approach to establishing much-needed guidelines, best practices, and protocols for clients who request remote interpreting, the agencies and institutions who fill those assignments, and the interpreters who accept them. The approach invites all major stakeholders to create a mechanism for the profession to get out of reactive mode and into solution mode.

I-10 Consecutive Interpreting: Trusting Our Memory
Athena Matlisky
INT (Saturday, 11:15am-12:15pm, Room: Lincoln West)

When we hear an utterance that starts getting longer and longer, a panic button often triggers in our brains. In this session, attendees will learn techniques to evaluate their interpreting output critically and to change old habits so they don’t get stuck in a negative feedback loop. We will discuss active listening and our capacity for retention without notes. We will then participate in practice drills using symbols, abbreviations, and note structures to solidify long-utterance retention. Whether they hope to pass an exam or improve their on-the-job renditions, attendees will come away more confident, prepared, and ready to achieve their professional goals.

I-11 Working Successfully with Written Texts in the Simultaneous Mode
Leire Carbonell-Aguier and Cas Shulman-Mora
ALL (Saturday, 2:00-3:00pm, Room: Lincoln West)

Interpreters are frequently provided with written documents prior to interpreting. Working in the simultaneous mode with these documents can be helpful, but it can also be considered a hindrance. The speaker will outline and demonstrate specific techniques that can help interpreters manage and prepare documents to be used during simultaneous interpreting, whether they are provided well in advance, at the last minute, or anytime in between. The exercises will examine how interpreters work successfully with these documents to ensure they do not become an impediment to quality interpreting. Text examples will be provided in English.

I-12 Interpreting Meets Transcreation in the Portuguese Version of Interpreting: Getting It Right
Giovana Boselli, CT, Marcel de Souza, CT, and Cristina Silva, CT
ALL (Saturday, 3:30-4:30pm, Room: Lincoln West)

This session will discuss the creative process of creating a Brazilian Portuguese version of Interpreting: Getting It Right for U.S. and Brazilian markets. The speakers will focus on various aspects of their translation and adaptation efforts. The session is geared toward interpreters and translators alike, particularly those with an interest in transcreation. Examples of particularly challenging passages will be discussed (the excerpts shown will be back-translated into English). Based on a comparison between what needs to be conveyed to an American audience and what was rendered in Portuguese, the attendees will be able to draw conclusions as to what constitute good or bad transcreations. Takeaways will be provided in English.

I-13 Consecutive Interpreting: Trusting Our Memory
Athena Matlisky
INT (Saturday, 11:15am-12:15pm, Room: Lincoln West)

When we hear an utterance that starts getting longer and longer, a panic button often triggers in our brains. In this session, attendees will learn techniques to evaluate their interpreting output critically and to change old habits so they don’t get stuck in a negative feedback loop. We will discuss active listening and our capacity for retention without notes. We will then participate in practice drills using symbols, abbreviations, and note structures to solidify long-utterance retention. Whether they hope to pass an exam or improve their on-the-job renditions, attendees will come away more confident, prepared, and ready to achieve their professional goals.

IC-1 Top Tips From My First Two Years as a Freelance Translator
Meghan McCallum
BEG (Thursday, 11:15am-12:15pm, Room: IBL East)

Congratulations on taking the plunge into freelancing! You’ve got a good foundation of translation skills to get started, but what about everything else? What should you do to ensure that your new business is successful in the long run? The speaker will teach new freelancers a variety of tips she learned during her first two years in freelance translation. She will share simple but effective strategies freelancers can implement to their routines to ensure long-term success. This session will focus on organization, essential investments, productivity, making the most of non-billable time, and more.
Many translators (newbies, mid-career, and mature) view direct clients as El Dorado. High rates! Dedicated authors! Job satisfaction! (Have we mentioned high rates?) But even motivated translators report finding it difficult to break into this market. Despite their best efforts, they hit a wall. Advice abounds on social media, but many of the industry’s most vocal “experts” lack a solid track record with demanding direct clients themselves. This session will examine why the shift from agency work can be so hard. The speaker will analyze prerequisites to building and maintaining a solid portfolio of passionate, dedicated direct clients.

Do you hate Twitter, don’t understand it, or think it’s a waste of time? Are you puzzled by the term “hashtag”? Love it or hate it, Twitter is here to stay and it has a major impact on business, especially for small business owners. The speaker, who has more than 11,000 Twitter followers, will explain, in clear language, what Twitter is and what linguists can expect from using it, from increasing your public profile to interacting with others in the profession. The speaker will cover the importance of safeguarding your online reputation, address ethics, and identify business opportunities.

Deciphering translation contracts and creating your own service agreements can be an arduous task. How do we detect problem clauses and determine which ones need to be negotiated? How do we create our own service agreements? In this session, a lawyer-linguist and business savvy freelancer will impart her unique perspectives on how to detect red flags in contracts, how to negotiate revisions to problem clauses, and how to use sample contracts available online to create solid translation service agreements. Attendees will be provided with a checklist of must-have contract clauses and will leave with confidence in forging equitable client-customer relationships.

This session is for new and established translators who want to achieve financial independence. There are five steps to help translators grow beyond merely repaying student loans and scraping to make ends meet. The speaker will discuss how to assess and address financial goals, risk management, investment strategies, retirement planning, and estate planning. This session will teach translators how to take a successful independent or corporate practice to the next level. Like other businesses, if properly designed and planned, your practice can grow, expand, and ultimately be sold or left behind to partners or heirs.

This is an interactive session where we discuss the process of transcreation and the thought behind it. The process is different from that of creative translation. Examples of transcreation in various industries will be presented. Audience members are encouraged to participate by sharing their ideas and suggestions on the subject.

For those working in the legal industry, understanding the importance of transcribing punctuation and typographic conventions is crucial. The session will provide an overview of the significance of punctuation and typographic conventions in legal documents, with practical examples.

Attendees will learn about the impact of transcreating on the message and the target audience. They will gain insights into the nuances of transcreation and how it differs from creative translation.

This session is targeted at translators who want to work with direct clients. The speaker will discuss the challenges and strategies for building a successful direct client base.

The session will focus on the role of contracts in translation projects. Attendees will learn about the importance of creating professional contracts, including key clauses and terms.

The session will provide tips on how to create a WordPress website for a translation business, covering topics such as choosing a theme, setting up a domain, and optimizing for search engines.
J-4 Translating Sex and Gender: Part II, The Tale of Genji
J. Keith Vincent GS
ALL (Friday, 11:15am-12:15pm, Room: Fairchild)

Language having to do with sexuality and gender exhibits great cultural and historical variation and specificity. This is especially true of Japanese, where sexual and gender norms have undergone massive shifts over the past 150 years. This session will focus on expressions of sexual desire and problems of consent using examples from four English translations of the Tale of Genji.

J-5 Get “Gung Ho!”: Japanese Interpreting and Translating in the North America Automotive Sector
Denise Fisher, Mary Goudreau, Paul Koehler, Shizuka Matsunaga, and James Patrick
Presented in English and Japanese, INT (Saturday, 2:00-3:00pm, Room: Cardozo)

From large brand name manufacturers to second- and third-tier local suppliers, the automotive industry is a major sector of the North American economy. Japanese automakers and their suppliers are a significant source of work for Japanese-English interpreters and translators. With local production and global sourcing, we’ve come a long way from the trade friction of the 1980s. What kind of work is needed today in this dynamic and growing area? Where are these jobs? What are the challenges? A panel of Japanese-English language specialists will discuss these and other questions.

J-6 “Bye, Felicia.” Tackling Allusions, Slang, and Pop Culture References
Yoshihiro Mochizuki, CT, and Motoko Oshino Matthews
Presented in English and Japanese, ADV (Saturday, 3:30-4:30pm, Room: Cardozo)

Allusions, like figures of speech, challenge the knowledge and interpretive ability of translators and interpreters. Profound knowledge of the source text is required to recognize that an expression is a reference to another text. Thus, allusive passages often go unrecognized by the readers. This session will use the translation of hip-hop lyrics and quotes from movies and books to provide strategies for tackling allusions, slang, and pop culture references. The speakers will also introduce resources for keeping pace with English and Japanese pop culture. The session will include hands-on training where attendees look for allusions and references in English and Japanese texts.

NEW SESSION: J-7 Achieving Equivalent Meaning and Equivalent Impact in Japanese → English Translation
James Davis, CT
ADV (Thursday, 2:00-3:00pm, Room: Cardozo)

The twin goals in any translation project are: 1) to convey in the target language a meaning that is equivalent to the meaning in the source language; and 2) to generate an impact on the target-language audience that is equivalent to the impact on the source-language audience. The translator must balance the exotic against the familiar, fidelity to the source text against clarity in the target language, and the need to recreate against the need to rewrite. The speaker will demonstrate how these competing elements can be combined to achieve equivalent meaning and equivalent impact in Japanese → English translation.

K-1 The New Linguistic Landscape of Contemporary Korean: Part I
Young-mee Yu Cho GS
ALL (Friday, 10:00-11:00am, Room: Dupont)

There are several dramatic changes occurring in the Korean language, two of which are especially noteworthy. First, new word-formation processes have emerged that have been adopted even in formal registers: 1) combining loan words and native morphemes; and 2) sound-symbolic adverbs especially noteworthy. First, new word-formation processes have emerged that have been adopted even in formal registers: 1) combining loan words and native morphemes; and 2) sound-symbolic adverbs. The speaker will discuss these changes in more detail.

K-2 The New Linguistic Landscape of Contemporary Korean: Part II
Young-mee Yu Cho GS
ALL (Friday, 11:15am-12:15pm, Room: Dupont)

See abstract for K-1: The New Linguistic Landscape of Contemporary Korean: Part I

K-3 Connecting the Missing Links at the DOJ
Jaesoon Rodriguez and Mi-Ae Wartenbee (Saturday, 2:00-3:00pm)

Related Sessions
J-3 Translating Sex and Gender: Part I, Henry James
J-4 Translating Sex and Gender: Part II, The Tale of Genji
L-3 Forms of Faithfulness in Literary Translation
Katrina Dodson GS
ALL (Saturday, 8:30-9:30am, Room: Georgetown West)

What does it mean for a translation to be “faithful” to the original? The concept of fidelity is both central to literary translation and a potential red herring that can lead to overly literal renderings. This session will explore various, often competing, forms of faithfulness in translation, from following syntax and exact punctuation to finding equivalences of register, tone, and perceived “strangeness” versus “naturalness” in the original text. The speaker will draw from her own experience translating Clarice Lispector’s stories with the explicit goal of achieving a greater level of fidelity to the iconic Brazilian writer’s famously idiosyncratic voice.

K-4 Doing More with Less: Taking Your Note-taking Skills to the Next Level
Sieun Lee
Presented in Korean; INT (Saturday, 3:30-4:30pm, Room: Embassy)

Efficient note-taking can make or break a consecutive interpreting performance, especially in a situation where an interpreter is asked to handle longer segments. As tempting as it may be, trying to take as many notes as possible, also known as “frantic note-taking,” is not sustainable and may even hinder a smooth delivery of messages. In this session, beginners as well as seasoned interpreters will hone their skills by developing more structured notes, writing down words more selectively, and incorporating functional symbols in their notes. Attendees will walk away with creative tactics for covering more messages with less notes.

K-5 CANCELLED: Connecting the Missing Links at the DOJ
Jaesoon Rodriguez and Mi-Ae Wartenbee (Saturday, 2:00-3:00pm)

Sessions are presented in English, unless otherwise stated.
BEG = Beginner (Attendees with 1-3 years of experience)
INT = Intermediate (Attendees with 4-6 years of experience)
ADV = Advanced (Attendees with 7+ years of experience)
ALL = All Levels (Attendees of all levels of experience)
CT = ATA-Certified Translator GS = GUEST SPEAKER
The Role of Translation in the Immigration Process

Olga Shostachuk

ALL (Thursday, 3:30-4:30pm, Room: Jefferson West)

All documents filed with the U.S. Citizenship and Immigration Services (USCIS) must be presented in English. Thus, the role translation plays is pivotal. Translating these documents requires an understanding of the process and specific subject matter expertise. In this session, attendees will learn how to properly prepare and authenticate official documents that are used in the immigration process. Attendees will also learn about the legal discourse pertaining to official document translation and improve their terminology management and research skills.

Common Aspects of Translating Discovery Documents

Geoffrey Koby, CT, and Ulrich Lohmann

INT (Friday, 11:15am-12:15pm, Room: Jefferson West)

This session will focus on the two major systems of law with which many legal translators must deal: 1) common law: the legal system developed in England that is now used in the U.S. and most English-speaking countries; and 2) civil law as practiced in the non-Anglo-Saxon world, which is a descendent of Roman law. We'll discuss the basic conceptual differences between the two systems, specifically how they approach legislation and precedent, and legal scholarship versus case law. We'll also discuss terminological and conceptual differences and similarities and examine how the systems influence each other.

Special Aspects of Translating Discovery Documents

Timothy Friesz, CT

INT (Friday, 2:00-3:00pm, Room: Jefferson West)

What are discovery documents? In the U.S. legal system, these are the extensive disclosures made from one party to the other at the beginning of a lawsuit, often in email or other correspondence. Translating discovery documents has special challenges due to the large number that are usually involved, tight deadlines, the conversational tone of email, or the lack of adequate context. By learning more about discovery documents you'll be better prepared to field requests and decide what role you want them to play in your business.

LAW-4 Dealing with Spanish-Language Bylaws: A Structural Approach

Robert Sette, CT

INT (Friday, 3:30-4:30pm, Room: Jefferson West)

Company bylaws and related documents are part and parcel of the work of commercial translators, ranging from repetitive and mundane to challenging. This session will analyze the structure of bylaws as a whole and other organizational and corporate documents using primarily Spanish (but also French and Portuguese) source documents as a starting point. A terminology list will be provided for reference and discussion. The focus will be on conveying the source content accurately and faithfully for an English-speaking reader or customer.

LAW-5 What It Takes to Become a Certified Court Interpreter

Victoria Dospazo

BEG (Saturday, 2:00-3:00pm, Room: Lincoln East)

This session is designed for people who want to become court interpreters. It will give attendees an overview of what the job entails, including the types of court proceedings and non-court situations (e.g., jail visits, mediation, witness preparation, etc.) in which a court interpreter should be prepared to interpret. The speaker will also discuss the benefits of becoming certified and teach attendees how to prepare to take the court certification exam.

CANCELLLED: LAW-6 Think Like a Lawyer, Act Like a Court Interpreter

Virginia Valencia (Saturday, 3:30-4:30pm)

NEW SESSION: LAW-7 On/Off the Record: Anatomy of a Deposition and How to Master This Niche

Elena Langdon, CT

Presented in English with Portuguese examples, INT (Saturday, 3:30-4:30pm, Lincoln East)

Intended for experienced interpreters who want to branch out to a new area, this presentation will outline the procedures, expectations, and nuances of interpreting during a deposition or similar hearing. We will cover videoconferencing, how to make fast friends with the court reporter, dealing with “immigrant speak,” and logistics. Preparation (and survival) strategies, vocabulary, and dos and don’ts will also be addressed. Some examples will be given in Portuguese, but the presentation is open to all. Depositions can be tricky; after this session you will feel more prepared and confident to tackle a new interpreting environment.

LSC-3 Languages and Open Data: How Language Services Providers Can Contribute to Smart Cities

Luisa M. Cano and Veronica Costea

ALL (Thursday, 3:30-4:30pm, Room: Jefferson West)

Over the past decade, a large number of public-sector organizations have been embracing open data as a way to ensure transparency. Open data can also generate economic and social value for all industries, including the language industry. Active participation in open data initiatives benefits language services providers by creating opportunities for collaboration (skills) and contribution (voice) to “smart cities” agendas. This session will highlight the unique responsibilities of language services providers in ensuring that critical language data is represented adequately within the larger set of urban indicators. The speakers will also discuss challenges with open data sharing and the unlikely collaborators and partnerships.

LSC-4 The Agency-Freelancer Dating Game Redux: From Courtship to Commitment

Steve Lank and Robert Sette, CT

ALL (Friday, 2:00-3:00pm, Room: IBR East)

Building on their session at ATAS? in San Francisco, the speakers have conducted another survey of agencies and freelance translators to delve more deeply into the secret to establishing successful, mutually beneficial business relationships. Is one late payment a deal-breaker for freelancers? What about a delivery deadline that slips a bit? What’s the sweet spot where true partnership is achieved? Some of the results will align with expectations, but others may be surprising. The focus will be on business practices and professionalism as a way of building strong relationships that stand the test of time.

LSC-5 How to Work with Translators: Best Practices for Producing the Best Technical Translations

Linda Gaus

BEG (Friday, 3:30-4:30pm, Room: IBR East)

Translation is a process, not just the final product. Smooth cooperation is the key to producing a translation that will please everyone. The speaker will discuss the key elements of optimal cooperation and propose some best practices for producing high-quality technical translations. By viewing this process from the translator’s perspective, the speaker hopes that project managers and others involved in the production of technical documentation will better understand exactly what translators need to do their job as well as they possibly can.

CANCELLLED: LSC-6 Clarifying for the Client: How to Explain Why the Translation Is Different from the Original

Louis Miller (Saturday, 8:30-9:30am)

LSC-7 International Organizations: How They Get Translation Work Done and How to Get Involved

James Phillips

ALL (Saturday, 10:00-11:00am, Room: Jefferson West)

Vast amounts of translation work are put to tender by the United Nations and by affiliated organizations such as the World Intellectual Property Organization every year. This is because these organizations are bound by strict procurement rules that stipulate how they can and cannot get translation work done. The speaker will outline how these procurement rules work and what they mean for people who would like to work with such organizations. The speaker will also discuss how to apply to such tenders and describe the most common mistakes made by applicants. This session will be of particular interest to translation agencies, but will also deal with how freelancers can get their foot on the ladder.
Stop the Price Madness! Achieving Market Transparency in the Purchasing Process
Lena Sarbacher
ALL (Saturday, 1:15pm-2:15pm, Room: Jefferson West)
One of the biggest challenges for both industry clients and language services providers (LSPs) is to find professional translation partners for a wide variety of language combinations and topics on the market. But what makes an LSP or a freelance translator the “perfect fit” for a project? Factors such as language pair combination, experience, reliability, and price make the difference. Some companies sell their capabilities and buying transcriptions and how to find the right translation partner. We’ll also discuss the variety and diversity of market demands, how we can address them properly, and how technology can help us connect buyer and seller to get the “best match.”

The Project Life Cycle for Project Managers
Alaina Brantner
ALL (Saturday, 2:00-3:00pm, Room: Jefferson West)
The work of project managers is easy to take for granted, that is, until a project is not managed well. The setup of each project stage impacts the success of all subsequent stages, and projects that are not well planned from the start quickly snowball into a painful experience for all project stakeholders. This session will address project management strategies for each stage of the project life cycle, including quoting, launch, translation, quality control, formatting, delivery, and post-production. Ways to adapt strategies and the allocation of resources to specific project objectives will also be explored.

Data Security for Project Managers
Alaina Brantner and Joseph Wojkowski
ALL (Saturday, 3:30-4:30pm, Room: Jefferson West)
Project managers are the traffic hub for all files submitted to and issued by language services vendors, a language services provider (LSP) in Europe launched a large-scale custom machine translation (MT) program for four languages and multiple domains. The program was aimed at supporting the LSP’s translators working at offices in three countries. In this session, presented by managers from the LSP’s MT and localization departments, you’ll learn the basic steps for launching a custom MT program, how to manage and maintain a large set of domain-specific MT engines, and the many practical benefits (in both time and money) of introducing MT engines into your translation and localization workflow.

A Case Study on Launching and Managing a Custom Machine Translation Program for Translators in Three Countries, Four Languages, and Multiple Domains
Rhards Kalnins and Didzis Klavins
ALL (Saturday, 8:30-9:30am, Room: IBR East)
To help boost translator productivity and win new business from buyers and multilingual vendors, a language services provider (LSP) in Europe launched a large-scale custom machine translation (MT) program for four languages and multiple domains. The program aimed at supporting the LSP’s translators working at offices in three countries. In this session, presented by managers from the LSP’s MT and localization departments, you’ll learn the basic steps for launching a custom MT program, how to manage and maintain a large set of domain-specific MT engines, and the many practical benefits (in both time and money) of introducing MT engines into your translation and localization workflow.

New Options for Translators, Interpreters, and Project Managers in the Artificial Intelligence-Driven Future of Government Language Work
Riccardo Schiaffino, CT
INT (Saturday, 11:15am-12:15pm, Room: IBR East)
Regular expressions have a reputation for being difficult, but once you learn to use them, you can really help you do things with your computer-aided translation tools and quality-assurance tools that would be impossible otherwise. This session will provide examples of useful regular expression techniques you can use with such software programs as SDL Trados Studio, memoQ, and Xbench. The speaker will suggest tools that make creating useful regular expressions easier.

The Mind-Body Connection: Translating Health and Wellness Trends for the Consumer Market
Erin Lyons, CT
ALL (Thursday, 11:15am-12:15pm, Room: Jefferson East)
Consumer health, green living, and lifestyle brands form an interesting niche for translators with a health background but these are uncharted waters when it comes to terminology and regulatory issues. How do you keep up with a growing cornucopia of jargon and slang? How do you unpack terms, such as “conscious uncoupling” or “alkaline cleansers”? Can you merge science and marketing without green washing? What are the best strategies for translating this food for thought?

The Final Touch: Desktop Publishing and InDesign Basics
Ray Valido
ALL (Saturday, 2:00-3:00pm, Room: IBR East)
In recent years, Adobe InDesign has become arguably the industry standard software for text layout and desktop publishing. Working with different languages in InDesign, however, can pose many challenges. This session will cover some basic techniques for working with your translation in Adobe InDesign while also addressing basic desktop publishing with different character sets and text directions. Whether you’re a project manager or a translator, this session will give you helpful tips for working in both Adobe and Microsoft. You’ll also have the chance to share tips you’ve learned with others. Both Mac and PC enthusiasts are welcome.

The Project Life Cycle for Project Managers
Alaina Brantner
ALL (Saturday, 2:00-3:00pm, Room: Jefferson West)
The translation industry is becoming increasingly tech-driven, which means that freelance translators should develop their own mechanisms and protocols to keep up. This session will focus on how to boost productivity, automate tedious translation tasks, achieve more in less time, and become the preferred super-fast translator you always wanted to be.

Tools to Boost: A Zero-Budget Plan
Flora Zhang
ALL (Friday, 11:15am-12:15pm, Room: IBR East)
Not all companies provide Trados for their in-house translators. The speaker will introduce attendees to a few free computer-assisted translation and machine translation tools, as well as optical character recognition software that fit well in the zero-budget plan. The speaker will explain the translation process with a tool demonstration and share tips for selling the idea to the boss and colleagues. Attendees may find more solutions to boost their translation efficiency, workflow, and project management skills.

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Medical T&I
Noemy Cochran
INT (Thursday, 2:00-3:00pm, Room: Jefferson East)
One of the exciting new topics of medicine in the past few years is the gut microbiome, which affects not only for digestion, absorption, and elimination, but also affects your mood, thoughts, interaction with human health. The gut has been called the second brain. It’s responsible for the immune system, and overall health. The speaker will provide an overview of the gut microbiome and its role in human health and wellness, as well as the challenges and opportunities for translators and project managers in the medical T&I industry.

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N-2 Cursing and Anachronisms: Swedish Culture Clash
Petr Glímäker-Socolovsly GS
ALL (Thursday, 2:00-3:00pm, Room: Dupont)
Learning Swedish in Sweden is one thing. Learning it in the U.S. is quite different. Students at the Swedish School for Children in Washington, DC, have mainly been exposed to the Swedish spoken by one or both parents. As a result, they risk ending up with an outdated vocabulary and entirely unprepared to deal with contemporary Swedish. The Swedish School struggles to prepare its students to navigate modern Swedish usage, but has come up with a few strategies that work in both cultures. The speaker will discuss these strategies.

NEW SESSION: N-3 Translating Contracts from Swedish into English: Problems and Pitfalls
David Kendall, CT (Saturday, 8:30-9:00am)

P-1 Mandioca, macaxeira, aipim: quando a culinária vira uma salada russa
Clarissa Surek-Clark, CT
Presented in English and Portuguese; ALL (Thursday, 11:15am-12:15pm, Room: Fairchild)
The speaker will discuss real instances of English→Portuguese translations of recipes, ingrediants, and menus. The discussion will also focus on regional dialect variation among Lusophone countries. Attendees will work on a small glossary of sticky food terms.

P-2 Yes, You Can! Even Better Portuguese→English Translations for Native Portuguese Speakers
Lyntea Hansen
Presented in English and Portuguese; ADV (Thursday, 2:00-3:00pm, Room: Fairchild)
The Portuguese language and its cultural influences often find their way into Portuguese→English translations done by native Portuguese speakers. It's often challenging to pinpoint where these influences manifest. In this session, attendees will be provided with real examples. Attendees will then take part in practical exercises where they will work to reach a natural and highly readable version. The examples used will be from different subject areas.

P-3 Literary Dialect: The Challenge of Translating New York Hustlers and Brazilian Miners
Jaye Costa-Pinto and Karen Sotelo
Presented in English and Portuguese; ALL (Friday, 2:00-3:00pm, Room: Fairchild)
In this session, the speaker will analyze the writing style of authors Damon Runyon (American) and Alvaro Cardoso Gomes (Brazilian) and their works, Guys and Dolls and Ditching Dreams. In both works, style is closely dependent on literary dialect, contributed by New York gangsters in Runyon’s book, and by Brazilian miners in Gomes’ case. The translator is thus faced with the challenge of bridging the gap between discourse, as a linguist would record it, and the spoken language, as perceived by the literary artist. Attendees will learn from the speaker’s experience in addressing that challenge and have a chance to try their hand at similar translation problems.

P-4 The Challenges of Translating a Holocaust Survivor’s Memoir
Rafaela Lombardino, CT
ALL (Friday, 3:30-4:30pm, Room: Fairchild)
The speaker will explore the challenges of translating Nanette Blitz König’s memoir Eu Sobrevivi Ao Holocausto into English. The process of researching quotes originally written in English and making sure the vocabulary is faithful not only to the author’s account, but also to the many audiovisual materials available, will be discussed throughout the session.

P-5 Pitfalls of Interpreting between Portuguese and English
David Coles GS
ADV (Saturday, 11:15am-12:15pm, Room: Fairchild)
Drawing on many years of experience providing feedback to interpreting students, the speaker will examine cultural, phonetic, lexical, and grammatical pitfalls that can render English→Portuguese interpreting unidiomatic. The emphasis will be on discovering the underlying meanings behind the lexico-grammatical “veil” of the source language to find a mode of expression that’s as natural as possible in the target language. Examples will be taken from classes and real-life events. Reference will be made to sources of study material and to practice routines that enable such enhancements to take root.

P-6 Self-Recording, Transcribing, Language Analysis, and Self-Enhancement: Painstaking, but Rewarding
David Coles GS
ADV (Saturday, 2:00-3:00pm, Room: Fairchild)
Patterns, habits, and errors in simultaneous interpreting can be revealed, analyzed, and tackled by the relatively simple expedient of self-recording. The time, patience, and commitment needed to self-transcribe, in addition to the often sobering “findings” that are unearthed, tend to prevent interpreters from exploiting this systematic look at themselves in order to
improve. The "words on the page" are a kind of hidden realm wherein grammatical complexities (such as cleft sentences, which are widely used by English-speakers) can be anticipated, deconstructed, and neutralized, thus avoiding hesitation and unsatisfactory renderings. Three different self-enhancement projects will be demonstrated during this session.

**Portuguese Related Sessions**

I-12 Interpreting Meets Transcreation in the Portuguese Version of Interpreting: Getting It Right
Presented in English and Portuguese; ADV (Thursday, 11:15am-12:15pm, Room: IBR West)
This class action lawsuits vocabulary workshop is geared towards translators and interpreters. It is designed to help them understand the meaning behind the words. It will cover the most common terms found in a class action lawsuit notice and proposed settlement. Attendees will learn the steps in a class action lawsuit, the most common terminology in a notice of settlement and a proposed class action settlement and their proposed equivalent in Portuguese, and how to resolve issues encountered in the translation of class action lawsuits documents. Emphasis will be placed on Spanish for the U.S. and Mexico.

LAW-4 Deciphering Spanish-language Bylaws: A Structural Approach
Presented in English and Spanish; ALL (Saturday, 10:00-11:00am, Room: IBR West)
This session will describe the most frequent codes and offer some strategies to deal with them.

LAW-7 On/Off the Record: Anatomy of a Deposition and How to Master This Niche
Presented in English and Spanish; ADV (Thursday, 11:15am-12:15pm, Room: IBR West)
See abstract for S-9: The Structure of the Civil Law System and Its Impact on Translation: Part I

LAW-9 The Structure of the Civil Law System and Its Impact on Translation: Part II
Guillermo Cabanellas GS
ALL (Saturday, 11:15am-12:15pm, Room: IBR West)
See abstract for S-9: The Structure of the Civil Law System and Its Impact on Translation: Part I

**Related Sessions**

S-1 Class Action Lawsuits: Terminology and Translation Pitfalls
Presented in English and Spanish; ADV (Thursday, 2:00-3:00pm, Room: IBR West)
This class action lawsuits vocabulary workshop is geared towards translators and interpreters wishing to have a better understanding of the most common terminology found in a class action lawsuit notice and proposed settlement. Attendees will learn the steps in a class action lawsuit, the most common terminology found in a notice of settlement and a proposed class action settlement and their proposed equivalent in Spanish, and how to resolve issues encountered in the translation of class action lawsuits documents. Emphasis will be placed on Spanish for the U.S. and Mexico.

S-2 The English→Spanish Translation of Clinical Trial Protocols: Part I
Pablo Mugüerza
Presented in English and Spanish; ADV (Thursday, 2:00-3:00pm, Room: IBR West)
According to some authorities, learning to translate clinical trial protocols is the best way to learn medical translation. Having spent more than 30 years translating, proofreading, and writing about protocols, the speaker will discuss the challenges involved in this area.

S-3 The English→Spanish Translation of Clinical Trial Protocols: Part II
Pablo Mugüerza
Presented in English and Spanish; ADV (Thursday, 3:30-4:30pm, Room: IBR West)
See abstract for S-2: The English→Spanish Translation of Clinical Trial Protocols: Part I

S-4 Master the Game: Tackling Quality Assurance Issues
Gabriela Escarré and Dolores Guinazu
Presented in Spanish; ALL (Friday, 10:00-11:00am, Room: IBR West)
Have you ever encountered negative client feedback despite having run all quality checks included in your computer-assisted translation tools and quality assurance software? This session will provide a better understanding of the issues to be considered to maximize translation quality. Attendees will be given a practical glimpse into a number of errors that are generally overlooked. The speakers will also analyze some practical examples and provide numerous tips on how to boost the quality of your translations into Spanish.

S-5 Different Levels in Translation Proofreading
Maria Ester Capurro
Presented in Spanish; ADV (Friday, 11:15am-12:15pm, Room: IBR West)
There are different levels of proofreading. Grammar is to be considered at the first level. The second level refers to orthography, or the visual aspect of the text. A third revision will lead us to check for coherence and cohesion to ensure that the text sounds natural and fluid. The fourth level deals with the use of proper words. The speaker will present actual examples and discuss common errors all translators make when reviewing a text.

S-6 Samos sobran las palabras: The Problem of Over-Translation
María Barros, CT
Presented in English and Spanish; ALL (Friday, 2:00-3:00pm, Room: IBR West)
Over-translation, or the use in the target language of more words than are necessary to convey the meaning of the source text, is a common issue in English→Spanish translation. Verbose translations obscure the meaning for the reader and make all the stages of the translation process more costly and time consuming. Using examples from real texts, the speaker will analyze various types of over-translation and propose strategies to recognize and avoid the problem.

S-7 Translating HTML and XML: The Logical and Methodical Way
Salvador Virgen, CT
Presented in Spanish; ADV (Friday, 3:30-4:30pm, Room: IBR West)
Hypertext Markup Language (HTML) and its offspring, eXtensible Markup Language (XML), appear frequently in texts translators face daily. While most translation memory programs state that they can deal with the codes contained in these types of files, they are not a substitute for human judgment. This session will describe the most frequent codes and offer some strategies to deal with them.

S-8 Translating Surveys for Hispanics in the U.S.
Kathy Byrd and Cristina Golab
Presented in English and Spanish; ALL (Saturday, 8:30-9:30am, Room: IBR West)
According to a study published by the Instituto Cervantes, there are 41 million native Spanish speakers in the U.S. The Census Bureau estimates that the U.S. will be the largest Spanish-speaking nation in the world by 2050. However, a Pew Research analysis found that one-third of Hispanics are not proficient in English. Thus, translating surveys into Spanish makes it possible to collect information from this significantly important group.

S-9 The Structure of the Civil Law System and Its Impact on Translation: Part I
Guillermo Cabanellas GS
ALL (Saturday, 10:00-11:00am, Room: IBR West)
The concepts used in legal Spanish are based on the traditions of civil law. These concepts are part of a structure that's different from the legal systems of English-speaking countries in many respects. The speaker will describe the structure of the civil law system, how it’s different from common law, and the difficulties it creates for translation. Special emphasis will be placed on certain areas, such as the law of corporations and business associations.

S-11 Interpreting and Translating for Farmers and Migrant Workers
Michelle Pinal
Presented in English and Spanish; ALL (Saturday, 2:00-3:00pm, Room: IBR West)
Both organic and conventional farming play important roles in food systems and ethics in the U.S. Among farmers, farmhands, and producers, many migrant workers, particularly from Latin America, harvest, produce, and manufacture the fruit, vegetables, meat, and dairy products that arrive in the homes of consumers. The work of many limited-English-proficient migrant workers has led to a growing demand for language access in agricultural contexts. Attendees will gain an understanding of the stakes of interpreting and translating in agriculture, while acquiring technical vocabulary needed for the farm. Terminology and resources in English/Spanish will be provided.

S-12 Subtitling Cultural References
Juan Baquero, CT
Presented in English and Spanish; INT (Saturday, 3:30-4:30pm, Room: IBR West)
Subtitles are judged both by audiences and fellow translators. (We frequently hear, “That wasn’t said in the original!”) Yet, most translators ignore the rules that govern subtitling: time, space, speed, and image. Moreover, translators continually face the hard task of subtitling cultural references. Whether these references are maintained or lost depends not only on the translator's ability or creativity, but also on the subtitling strategies utilized. In this session, the reasons why cultural references were kept or lost in the movie Wild Tales (Relatos Salvajes) will be analyzed according to Jan Pedersen's subtitling strategies. Attendees will leave with a better understanding of why certain subtitling strategies are preferred over others.

**Spanish Related Sessions**

S-2 Spanish Translation of Clinical Trial Protocols: Part I
Pablo Mugüerza
Presented in English and Spanish; ADV (Thursday, 2:00-3:00pm, Room: IBR West)
This class action lawsuits vocabulary workshop is geared towards translators and interpreters wishing to have a better understanding of the most common terminology found in a class action lawsuit notice and proposed settlement. Attendees will learn the steps in a class action lawsuit, the most common terminology found in a notice of settlement and a proposed class action settlement and their proposed equivalent in Spanish, and how to resolve issues encountered in the translation of class action lawsuits documents. Emphasis will be placed on Spanish for the U.S. and Mexico.

S-3 Spanish Translation of Clinical Trial Protocols: Part II
Pablo Mugüerza
Presented in English and Spanish; ADV (Thursday, 3:30-4:30pm, Room: IBR West)
See abstract for S-2: Spanish Translation of Clinical Trial Protocols: Part I

S-4 Master the Game: Tackling Quality Assurance Issues
Gabriela Escarré and Dolores Guinazu
Presented in Spanish; ALL (Friday, 10:00-11:00am, Room: IBR West)
Have you ever encountered negative client feedback despite having run all quality checks included in your computer-assisted translation tools and quality assurance software? This session will provide a better understanding of the issues to be considered to maximize translation quality. Attendees will be given a practical glimpse into a number of errors that are generally overlooked. The speakers will also analyze some practical examples and provide numerous tips on how to boost the quality of your translations into Spanish.

S-5 Different Levels in Translation Proofreading
Maria Ester Capurro
Presented in Spanish; ADV (Friday, 11:15am-12:15pm, Room: IBR West)
There are different levels of proofreading. Grammar is to be considered at the first level. The second level refers to orthography, or the visual aspect of the text. A third revision will lead us to check for coherence and cohesion to ensure that the text sounds natural and fluid. The fourth level deals with the use of proper words. The speaker will present actual examples and discuss common errors all translators make when reviewing a text.

S-6 Samos sobran las palabras: The Problem of Over-Translation
María Barros, CT
Presented in English and Spanish; ALL (Friday, 2:00-3:00pm, Room: IBR West)
Over-translation, or the use in the target language of more words than are necessary to convey the meaning of the source text, is a common issue in English→Spanish translation. Verbose translations obscure the meaning for the reader and make all the stages of the translation process more costly and time consuming. Using examples from real texts, the speaker will analyze various types of over-translation and propose strategies to recognize and avoid the problem.

S-7 Translating HTML and XML: The Logical and Methodical Way
Salvador Virgen, CT
Presented in Spanish; ADV (Friday, 3:30-4:30pm, Room: IBR West)
Hypertext Markup Language (HTML) and its offspring, eXtensible Markup Language (XML), appear frequently in texts translators face daily. While most translation memory programs state that they can deal with the codes contained in these types of files, they are not a substitute for human judgment. This session will describe the most frequent codes and offer some strategies to deal with them.
SL-1 Susana Greiss Lecture: The Long and Wind ing Road to Becoming a Presidential Interpreter
Nikolai Sorokin QS
ALL (Thursday, 3:30-4:30pm, Room: Lincoln East)
This session will trace the path that led the speaker to become the U.S. Department of State’s lead Russian-language interpreter for five years during the administrations of Presidents George W. Bush and Barack Obama. It will touch on the speaker’s educational experiences, work as a journalist for the Russian Language Service of the Voice of America, and joining the Department of State’s Office of Language Services. The speaker will offer anecdotes and lessons learned that could benefit aspiring interpreters working in any language combination.

SL-2 Wow! How Am I Going to Interpret That?
Nikolai Sorokin QS
Presented in English and Russian; ALL (Friday, 10:00-11:00am, Room: Lincoln East)
This session will feature examples of idiomatic expressions used by Russian and American leaders, including Russian President Vladimir Putin. We’ll consider techniques to handle difficult moments, the level of significance that such expressions play in interpreted speech, and the advisability of adapting texts for cultural compatibility. We’ll also discuss, from an interpreter’s perspective, the types of expressions that seem to matter most in interpersonal communications. While examples will be in Russian, this session is designed to benefit interpreters working in other languages.

SL-3 Localizing President Trump’s Statements into Russian
Alexey Rumyantsev
ALL (Friday, 2:00-3:00pm, Room: Cardozo)
As a language expert working in U.S.-Russia bilateral relations, the speaker will analyze the localization of President Trump’s use of language in social media and interviews in Russian media outlets. The direct textbook translation cannot be applied here, and translations in Russia frequently employ embellishment. It’s useful to be aware of the required register while keeping the English original in mind. The speaker will share advice on handling these issues. Challenges include the use of colloquialisms, cultural references, truncation, and buzzwords. Interactive exercises will be included.

SL-4 Russian → English Translation Slam
Shelley Fanweather-Vega, CT, Jennifer Guernsey, and Lydia Stone, CT
Presented in English and Russian; ALL (Friday, 3:30-4:30pm, Room: Cardozo)
What do you get when you hire two different translators to translate the same passage? Two different translations, of course! In this session, an academic and literary translator and a scientific and medical translator will try their hand at identical passages that are outside of their usual subject areas. The discussion will compare and contrast the translators’ results and their different approaches to thorny passages. How did their different specialties and backgrounds affect their choices? Which solutions worked best? Participation is encouraged.

SL-5 Russian Submarines: How They’re Built
Robert Burns
ALL (Saturday, 10:00-11:00am, Room: Cardozo)
Prowling undetected beneath the sea is any nation’s worst nightmare: nuclear-powered fast attack submarines. With the ability to launch nuclear-tipped missiles, lay bottom-moored mines, and conduct surveillance near enemy shores, submarines pose a significant threat to naval forces and maritime shipping across the globe. Where these ships of steel patrol is the subject of intense speculation. Come hear what a naval historian and submariner has to say about Russia’s naval operations.

CANCELLED: SL-6 Criminal Law Terminology in Polish and English
Magdalena Pardolk (Saturday, 11:15am-12:15pm)

NEW SESSION: SL-7 Slammin’ à la Russe: English to Russian Translation Slam
Ekaterina Howard and Yulia Novikova-Wythe
Presented in English and Russian; ALL (Saturday, 11:15am-12:15pm, Room: Cardozo)
During this session two translators will present their translations of a challenging text. The goal: to avoid walking into the source text traps and abusing Russian language and common sense. Will they succeed or will their translations be a tribute to the “beef à la russe” burger naming fail referenced in the title? Join us to find out and be ready to participate in the discussion.

ST-1 Translation as a Historical Process in Science: What Do We Know?
Scott Montgomery (Thursday, 11:15am-12:15pm)

ST-2 English as the Global Language of Science: Understanding Its Present and Future
Scott Montgomery (Thursday, 2:00-3:00pm)

ST-3 Translating Terminology Related to Explosives and Bombing
Christina Schoob, CT
ALL (Thursday, 3:30-4:30pm, Room: Cabinet)
Due to the highly technical nature of terminology related to bombs and explosives, this area poses challenges even when translating into one’s native language. This session will provide an overview of the terminology involved. Designed for anyone working with English as a source or target language, this session may be appropriate for other language pairs. The terminology will prepare translators and interpreters to deal with various situations, including bomb making and countermeasures related to terrorism. This session will also cover scientific language related to explosives chemistry, types of explosives, types of bombs, and bombing components.

ST-4 Keeping Up with a Moving Target: Environmental Terminology
Martina Burkert, CT
ALL (Friday, 10:00-11:00am, Room: Cabinet)
From climate change to heavy metals, the environmental field offers translators many areas of specialization. Decades of environmental awareness have fundamentally changed technologies and sparked the formation of governmental agencies and environmental organizations worldwide. While translators need to adhere to standardized language when translating some globally harmonized regulations, much of the environmental terminology is under constant development and definitions are often not consistent among stakeholders. This session will outline different categories of environmental concerns, address ambiguities in relation to important environmental terms, and provide resources that will help translators improve their proficiency in specific environmental fields.

ST-5 A Drop in the Ocean? Strategies and Technologies to Conserve Water for Current and Future Generations
Abigail Dahlberg
ALL (Friday, 11:15am-12:15pm, Room: Cabinet)
Water is essential for life. As climate change and demographic factors (e.g., population growth and migration) place an even greater strain on the availability of this resource, there’s a growing awareness that water is a precious commodity. This session will explore the integrated strategies that have been developed to conserve water and resolve conflicts over its use in the developing world. It will also touch on water-saving technologies, ranging from low-flush toilets and drip irrigation to wastewater recycling systems.

ST-6 Ribonucleic Acid Interference: From Lab to Bedside
Tapas Ray, CT
INT (Friday, 2:00-3:00pm, Room: Cabinet)
Discovered around 20 years ago, ribonucleic acid interference (RNAi) is a naturally occurring phenomenon whereby a specific gene expression is suppressed. Basic research has now enabled scientists to develop efficient RNAi tools to alter gene expression in cells and laboratory animals. Because RNAi suppresses gene expression at the messenger RNA level, it can be used therapeutically to target disease-causing genes. Because RNAi can prevent target protein production, it may be a superior therapeutic option in some cases, compared to antibodies and small molecule drugs, which inactivate proteins by directly binding to them. The speaker will discuss developments in this area.

ST-7 An Introduction to Artificial Intelligence, Machine Learning, and Neural Networks
Carola Berger, CT
ALL (Friday, 3:30-4:30pm, Room: Cabinet)
From spam filters to stock trading bots, the applications of artificial intelligence are already omnipresent. This poses important questions such as: Will my autonomous vacuum cleaner go on a rampage and eat the hamster? Do neural networks think like brains? What are the chances of a robot uprising? This session will address these questions and provide an introduction to artificial intelligence, which is impacting all our lives, perhaps more than most people are aware. However, this session will not discuss machine translation and related topics. No knowledge of computer science or advanced mathematics is required to attend.

NEW SESSION: ST-8 How to Specialize and Expand Your Business into New Technical Markets
Lebzy González, Nicholas Hartmann, CT, and Karen Traczyk, CT
ALL (Thursday, 11:15am-12:15pm, Room: Cabinet)
Technical translators need long-term strategies for expanding or transitioning their business to new fields as translation markets emerge and wane. Many of us also have been, or will eventually be, affected by factors such as the increased use of new machine translation approaches, changing patent translation requirements, or downturns in the economy of our source and/or target countries. The panel will discuss the career trajectories of three experienced technical translators, including how they developed new areas of specialization throughout the years and what strategies they still see as relevant in today’s business environment.
NEW SESSION: ST-8 When a Christmas Tree is Not Really a Christmas Tree
Patricia McGrory
INT (Thursday, 2:00-3:00pm, Room: Cabinet)

Every industry takes it upon itself to create their own lingo to describe their equipment, operations, and sometimes employees. The petroleum industry is no exception. Its vernacular consists of terms that are born in the field and find their way into the corporate office. The presenter will explore the colourful jargon used in the petroleum industry and explain its meaning and how to translate them. This seminar targets those who already have translation experience and are considering translating for the petroleum sector. Resources will be provided. Time for Q&A will be allocated.

Science & Technology Related Sessions

T-4 Never a Dull Day? The Nitty Gritty of French Translation
Emmanuel Weisgras
ALL (Thursday, 11:15am-12:15pm, Room: Monroe)

Translators in specialty fields such as law, medicine, and finance are often exposed to their clients’ most important secrets and confidential information. This session will review translators’ legal and ethical obligations to maintain the confidentiality of source and translated material based on requirements and guidelines in the U.S., the EU, and the Middle East. It will also cover common confidentiality pitfalls, including machine translation, free email accounts, and peer support platforms. Audience participation is encouraged.

T-2 Translating between the Lines: Enhancing Translation Quality
Sabine Sailer
ADV (Thursday, 2:00-3:00pm, Room: Monroe)

Do you check your translations, comparing them to the source text to verify that you rendered the meaning accurately and completely? Of course you do, but is that quality check sufficient to make sure that you’ve translated the meaning between the lines (i.e., what’s said below the source text’s surface)? The reverberations and interrelation between words and grammatical structures often remain just outside our awareness, subliminal yet powerful. Using specific examples, attendees will learn techniques for becoming aware of and including this level of meaning in their translations. Doing so is a valuable step to ensure quality control.

T-3 Translating Correspondence, or “Don’t You Talk to Me Like That!”
Eve Hecht, CT
ALL (Saturday, 10:00-11:00am, Room: Monroe)

Getting Down to Business: Quality Reviewing Practices for Streaming Media
Ana Gabriela Gonzalez Meade
Presented in English with Spanish examples; ADV (Friday, 10:00-11:00am, Room: Monroe)

Viewer expectations should be the most important aspect when reviewing media to be streamed. However, audiovisual content conventions vary greatly due to critical and realistic factors, such as client guidelines, tight deadlines, a depressed market, the skillfulness of the translators and reviewers, and technical constraints. This session will focus on the current reviewing practices for the most prominent companies in the field. What’s involved and what are the rules and criteria governing quality standards? How do new tools and technology improve overall quality for tackling mistakes? How and to what extent are we required to resolve them?

T-5 Search Engine Optimization: Website and Social Media Localization
Laura Ramírez
ALL (Friday, 11:15am-12:15pm, Room: Monroe)

With the current number of websites (more than 250 million in 2016), it’s necessary for companies and institutions to employ techniques to position themselves at the top of search results to increase traffic. When these positioning techniques (e.g., AdWord Campaigns, Facebook, and Twitter accounts) are localized, it’s necessary to adopt a transcreate approach that matches the requirements of the target audience and the search engines. The speaker will discuss the different aspects of website and social media localization. Examples of websites translated from English into Spanish will be used.

T-6 WYSIWYG Speak: Improving Your Understanding of Markup Languages
Romina Marazzato Sparano, CT
ALL (Friday, 2:00-3:00pm, Room: Monroe)

Markup is the earmarking of data for content generation, management, and distribution. It’s done between the lines, so what you see is not what you get. In this process, textual wholeness seems lost by the constant parsing, tagging, and reusing of text fragments. But translators can play a vital role in the future of text by becoming involved in the markup process. This session will provide a working understanding of markup languages (MLs) using a linguistic approach to the morphology, syntax, and semantics of two popular MLs, HTML (Hypertext) and XML (eXtensible), to encourage meaningful translator interventions.

T-7 Localizing Middle-Eastern Languages: Is this Right (or is it Left)?
Jonathan Golani
ALL (Friday, 3:30-4:30pm, Room: Embassy)

This session will cover specific issues associated with the creation, translation, and localization of right-to-left (RTL) languages (e.g., Arabic, Hebrew, and Farsi). Dealing with RTL/directional text can be both baffling and frustrating, as these languages make use not only of totally different scripts, but also require a total adaptation of both the user interface and the overall design of all documentation. The speaker will discuss user interface and document design, along with bidirectional support in various popular translation environment tools. He will illustrate specific problems and tips in bidirectional software localization and address some common technical and cultural issues in dealing with bidirectional content.

T-8 Alphabet Soup: Quality Assurance for Editing PDFs from DTP
Giovana Boselli, CT
ALL (Saturday, 10:00-11:00am, Room: Monroe)

Once upon a time, there was a file to be translated with desktop publishing (DTP) content. The final deliverable was a PDF. Did the final deliverable display all the accents and diacriticals? Were the font and formatting like the original? How about spacing? Attend this session to find out what happened to this file and, most importantly, what needs to happen to ensure total quality assurance in what’s known in our industry as a post-DTP check. This hands-on session will reveal all the nuts and bolts in a post-DTP check so that translators become clear, legible, and suitable. Although practice exercises will be available in Portuguese and Spanish, speakers of other languages will also benefit from the discussion.

T-9 Lessons from the Plain Language Movement
Romina Marazzato Sparano, CT
ALL (Saturday, 11:15am-12:15pm, Room: Monroe)

Plain language initiatives respond to a variety of issues involving reading comprehension and text difficulty. They include government guidelines to enhance citizen access to public information and private sector efforts to improve minorities access to written materials. Our session will explain the phrase ‘plain language’ and discuss why plain language campaigns are so important for clarity, conciseness, and logical organization of the text. They address difficulty stemming from the complexity of the subject matter, intentional obscurity, poor grammar, weak argumentation, and reading disabilities. This session will provide participants with an overview of different plain language initiatives and their rationale, as well as language strategies they can implement in their everyday work.

T-10 Outside the Box: Everyday Continuing Professional Development for Translators
Jeanette Brickner
ALL (Saturday, 2:00-3:00pm, Room: Monroe)

Perfecting and refining our skills as translators does not have to be a chore. In fact, the very nature of our work means that we’re surrounded by opportunities to do so every day! This session will explore some eye-opening approaches toward sharpening our translation skills through activities that many, if not most, of us already do in our daily lives. We will also discuss ideas and brainstorm as a group. Attendees will leave this session with new perspectives and strategies on how they can grow their translation skills directly through everyday activities that they already do and enjoy.

T-11 To “the” or Not to “the”: An Article on Articles
Paul Gallagher, CT
ALL (Saturday, 3:30-4:30pm, Room: Monroe)

The English system of articles (a, the, a, etc.) bedecks nonnative speakers, who often see it as designed purely out of sadness with no useful purpose. However, native speakers know that this system conveys useful information and helps them understand English texts. This session will present several practical ways in which translators can use articles to increase accessibility for nonnative readers. The session will highlight differences in usage between native and nonnative contexts and provide tips for improving the language in your articles.

Sessions are presented in English, unless otherwise stated.

BEG = Beginner (Attendees with 1-3 years of experience)
INT = Intermediate (Attendees with 4-6 years of experience)
ADV = Advanced (Attendees with 7+ years of experience)
ALL = All Levels (Attendees of all levels of experience)
CT = ATA-Certified Translator
GS = Guest Speaker
The American Translators Association  
Antitrust Compliance Policy

The American Translators Association ("ATA") has a policy of strict compliance with the federal antitrust laws in effect in the United States. The antitrust laws prohibit certain combinations and agreements among competitors, and members of ATA can be considered competitors in the context of antitrust challenges, even if their businesses (or professional practices) are not in the same geographic areas, professional language fields or specialties. A member's conduct in connection with all ATA meetings and events must comply with the antitrust laws. The penalties for violations of the antitrust laws can be very severe—not only for ATA, but also for its individual members.

ATA members cannot come to understandings, make agreements, or otherwise concur on positions or activities that in any way tend to raise, lower, or stabilize prices or fees, divide up markets, or encourage boycotts. Members must decide for themselves, without consultation with competitors, how to conduct their business (or its professional practice) and with whom to do business (or engage in professional practice). Specifically, members should not agree on:

- Current or future prices or fees, price or fee changes, discounting, and other terms and conditions of professional service. Members should be extremely careful about discussing prices or fees, including but not limited to translation rates, methods of calculating translation rates, rate levels, future rate expectations, rate projections, markups, discounts, commissions, credit terms, reimbursements for expenses, cancellation fees, compensation for time not worked, compensation for travel time, payments in kind, or any other matters which may affect rates. Agreements on pricing or fees are clearly illegal. Even price or fee discussions by competitors, if followed by parallel action among the competitors on pricing or fees, can lead to antitrust investigations or challenges.

- Allocating or monopolizing territories or customers. Any agreement by competitors to "honor," "protect," or "avoid invading" one another's market areas or professional practice areas would violate the law.

- Refusing to do business with those whose business practices they oppose. Competitors can discuss the policies or practices of purchasers, suppliers, and other third parties, but they must never threaten directly or indirectly to act jointly to enforce changes to their policies or practices. Again, discussions followed by parallel action among the competitors on pricing or fees could at least trigger antitrust scrutiny.

- Creating, compiling, distributing, publishing, or encouraging adherence to any list or schedule of fees, including but not limited to fee reports, fee guidelines, standard fees, or recommended fees.

Discussions of pricing, fees, or boycotts by ATA members could implicate and involve ATA in extensive and expensive antitrust challenges. Officers, directors, and members should not make any representations, publicly or privately, that appear to represent an official policy or position of ATA without the express authorization of the ATA Board of Directors. The U.S. Supreme Court has determined that recommendations or exhortations in antitrust areas by individuals who might appear to represent ATA in some capacity can likewise jeopardize ATA, so those in positions of responsibility for the ATA must be especially cautious.

The antitrust laws are complicated and often unclear. If any member is concerned that he or she may be in a "gray area," that member should consult with legal counsel or ATA's leadership. If the conversation among competitors at an ATA meeting turns to antitrust-sensitive issues, participants should discontinue the conversation until legal advice is obtained, or else leave the meeting immediately.

The American Translators Association  
Code of Ethics and Professional Practice

We the members of the American Translators Association accept as our ethical and professional duty

1. to convey meaning between people and cultures faithfully, accurately, and impartially;

2. to hold in confidence any privileged and/or confidential information entrusted to us in the course of our work;

3. to represent our qualifications, capabilities, and responsibilities honestly and to work always within them;

4. to enhance those capabilities at every opportunity through continuing education in language, subject field, and professional practice;

5. to act collegially by sharing knowledge and experience;

6. to define in advance by mutual agreement, and to abide by, the terms of all business transactions among ourselves and with others;

7. to ask for and offer due recognition of our work, and compensation commensurate with our abilities; and

8. to endeavor in good faith to resolve among ourselves any dispute that arises from our professional interactions;

mindful that failure to abide by these principles may harm ourselves, our fellow members, the Association, or those we serve.

ATA Mission Statement

The mission of ATA is to benefit translators and interpreters by promoting recognition of their societal and commercial value, facilitating communication among all its members, establishing standards of competence and ethics, and educating both its members and the public.
session will explore the rules for English articles, focusing on the information they convey about content, focus, and topic. The speaker will compare the English system of articles with those of several other languages that either lack articles or use them differently. Audience participation is strongly encouraged.

Translation Related Sessions

AST-6 Putting the Zing Back into Marketing Materials
AST-10 Beyond Translation: Lingua-Aware Services in the Age of New Media
AST-14 Revision Refresh Workshop

V & I Industry

TI-1 The Language Industry in the Trump Administration
Bill Rivers
ADV (Thursday, 11:15am-12:15pm, Room: IBR Center)
The U.S. language industry faces significant challenges when it comes to federal contracting and labor regulations. The increased use of reverse auctions, lowest price-technically acceptable bids, and the use of the Service Contracting Act to depress rates were all a feature of the previous administration’s acquisition and regulation of the language industry. A representative of the Joint National Committee for Languages will discuss the climate in the Trump administration and the committee’s work with national partners to improve the conditions for the industry.

TI-2 Honoring Diversity: Working in Minority Languages
Steve Lank
ALL (Thursday, 2:00-3:00pm, Room: IBR East)
Demand for language services for the U.S. market is growing rapidly, but we’re not fully equipped to handle it. We know the export market. For example, we don’t have a problem when asked to translate a manual for use in France. But what about an elementary school handbook that needs to be translated into Burmese, Nepali, and Amharic? According to the U.S. Census Bureau, over 350 languages are spoken in U.S. homes. How do we identify qualified resources in these languages when the usual credentials are not available? How can we ensure that we deliver quality work and serve these communities properly? This interactive session will present some strategies.

CANCELLED: TI-3 Collaborative Innovation of Artificial Intelligence, Big Data, and Language
Youyi Huang, Hua Wu, and Eric Yu (Saturday, 8:30-9:30am)

NEW SESSION: TI-4 Endangered Languages: Challenges and Sustainability of Rare Language Interpreting
David Melo
ALL (Saturday, 8:30-9:30am, Room: Monroe)
The challenge of finding rare language interpreters has tested language service providers for decades. But as many of these languages face extinction, what does this mean for the future of the industry? How does this affect rare language-speaking communities? Linguists estimate by 2100, 90% of languages will disappear entirely, many rare or indigenous. Open dialogues will allow attendees to discuss the sustainability of these languages in the industry, in addition to innovative sourcing and training strategies used in recent years.

TRM Terminology

TRM-1 Extreme Terminology Management: Developing a Power Termbase
Cristina Silva, CT
ALL (Thursday, 3:30-4:30pm, Room: Fairchild)
This session will demonstrate how to create a centralized and standardized term base with terminology that’s already available for free online from “official” government and private sources. Although language examples will come primarily from Brazilian Portuguese, this session will also appeal to translators and interpreters in every language combination who are interested in improving their knowledge about terminology management tools and streamlining their terminology management processes. Bring your terminology questions and challenges and come prepared to explore how linguists can significantly expand their term bases and translation memories.

TRM-2 The Terminology Initiative: A Systemic Approach to Process Improvement
Serena Williams
INT (Saturday, 8:30-9:30am, Room: Fairchild)
Evidence suggests that increasing knowledge of the source language and cultural domain/specialization, as well as developing strategies to increase awareness of client terminologists, is key for reducing issues related to terminology. The first part of this session will focus on the case study terminology initiative carried out by the speaker’s organization. During the second half, the speaker will present a series of fillable graphic organizers, checklists, and surveys that agencies and freelancers can use to adapt the initiative to their own context.

CANCELLED: TRM-3 Thou Shalt Not Guess: Methods and Tools for Effective Terminology Work
Bianca Bluichel and Heike Holthaus (Saturday, 10:00-11:00am)

Terminology Related Sessions

AST-4 Translation Magician Tips and Tricks Workshop
AST-11 Tips and Tricks to Boost Your Terminology Work

V-1 Language Services in Education: How to Provide Translation and Interpreting Services to Parents in a Multilingual School District
Bassam Amkeie, Tamara Martinez, and Sadia Ruddle
ALL (Friday, 10:00-11:00am, Room: Cardozo)
Public schools have legal requirements for providing language services to parents who speak languages other than English. This session will examine how one of the largest school districts in the U.S. (Prince William County Public Schools in Virginia) started their own language services team to meet the needs of their diverse families. The speakers will discuss their experiences and share some of the most quality and cost-effective ways to offer free translation and interpreting services to parents who speak about 150 different languages.

V-2 Get Up, Stand Up ... for Your Health!
Eva Stabenow, CT
ALL (Saturday, 8:30-9:30am, Room: Embassy)
You’ve heard that sitting is the new smoking, but what’s a desk-bound translator to do? The good news is taking care of your physical and mental health and well-being doesn’t need to be complicated or expensive, nor do you have to become a super athlete. In this (inter)active session, we’ll look at everything from ergonomics to standing desks and healthy movement to help you sort out easy tweaks that work for you. This session is designed to get you moving and will start right away!

V-3 Maintaining Your Professional Language Skills
Eve Lindemuth Bodeux
ALL (Saturday, 8:30-9:30am, Room: Jefferson West)
Our language expertise is what makes us successful as translators and interpreters. Project work and promoting our businesses are important, but we must not neglect the linguistic expertise that we sell. As language professionals, our skills must be top notch. Attend this session for tips, ideas, and strategies on maintaining your working languages. Learn about innovative 21st-century approaches to language maintenance and find out how to use traditional approaches and game play to your benefit. Come away with new ideas, links, and references for linguistic success. All languages addressed.

V-4 I Love Your Accent
Claire Singleton
ALL (Saturday, 10:00-11:00am, Room: Embassy)
The speaker will present a light-hearted look at life as a Brit living in the U.S., focusing specifically on linguistic differences between British English and American English. Attend this session for tips, ideas, and strategies on maintaining your working languages. Learn about innovative 21st-century approaches to language maintenance and find out how to use traditional approaches and game play to your benefit. Come away with new ideas, links, and references for linguistic success. All languages addressed.

V-5 The Secret Language of Bureaucrats
Katherine Yemelyanov
ALL (Saturday, 11:15am-12:15pm, Room: Embassy)
Bureaucratic language permeates the work of government and large private organizations. Combining legalese and technical jargon, it deliberately flouts many ideas of good communication and often defies understanding. But a good piece of bureaucratic (a good explanation in English of an email or memo written in Bureaucrateese) has the power to get things moving within an organization. Come to this session to learn more about the art of bureaucratic communication and try your hand at decoding authentic bureaucratic gibberish or getting your point across to a real bureaucrat!

V-6 Change of Venue: Language Professionals Working and Living Abroad
Chris Blakeslee, Eve Lindemuth Bodeux, Tess Whitty, and Karen Williams
ALL (Saturday, 3:30-4:30pm, Room: Fairchild)
This panel of translators will share information about their experiences living and working abroad during extended periods of time in their source/target language countries of France, Germany, Japan, Spain, and Sweden, and how that refreshed their cultural, linguistic, and professional outlooks. The panelists will share strategies so you can also plan and benefit from this type of international adventure that will rock your world.

Sessions are presented in English, unless otherwise stated.

BEG = Beginner (Attendees with 1-3 years of experience)
INT = Intermediate (Attendees with 4-6 years of experience)
ADV = Advanced (Attendees with 7+ years of experience)
ALL = All Levels (Attendees of all levels of experience)
CT = ATA-Certified Translator
GS = Guest Speaker
Translation Project Management in the Virtual Classroom: Enhancement of Student Engagement through Task-Based Learning

English→German Translation Slam

The Importance of Translating Punctuation and Typographic Conventions

Achieving Equivalent Meaning and Equivalent Impact in Japanese→English Translation

On/Off the Record: Anatomy of a Deposition and How to Master This Niche

A Case Study on Launching and Managing a Custom Machine Translation Program for Translators in Three Countries, Four Languages, and Multiple Domains

Comparison of Scandinavian and U.S. Legal Systems

Slammin’ á la Russe: English to Russian Translation Slam

How to Specialize and Expand Your Business into New Technical Markets

When a Christmas Tree is Not Really a Christmas Tree

Endangered Languages: Challenges and Sustainability of Rare Language Interpreting

These select speakers were invited to contribute a high level of advanced learning, experience, and excellence.

**GUEST SPEAKERS**

**Educators Division**

Maria González-Davies

**French Language Division**

Rosalinda Meza-Steel

**German Language Division**

Karin Königs

**Interpreters Division**

Cheri Wilson

**Italian Language Division**

Annamaria Testa

**Japanese Language Division**

J. Keith Vincent

**Korean Language Division**

Young-mee Yu Cho

**Literary Division**

Katrina Dodson

**Medical Division**

Bruce Adelson

**Nordic Division**

Petra Glimåker-Socolovsky

**Portuguese Language Division**

David Coles

**Slavic Languages Division**

Nikolai Sorokin

**Spanish Language Division**

Guillermo Cabanellas

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