



ata 58
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American Translators Association

**58TH ANNUAL
CONFERENCE**

Oct 25-28 2017 ★ Washington DC

FINAL PROGRAM



SDL* Trados Studio

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American Translators Association

58TH ANNUAL CONFERENCE

Oct 25-28 2017 ★ Washington DC

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.

ata

American Translators Association
The Voice of Interpreters and Translators



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



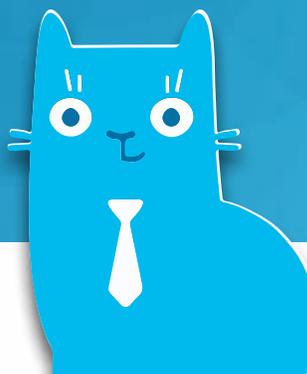
“I loved every minute of the conference. It truly is a worthwhile experience.”



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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.

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★ PROGRAM SUBJECT TO CHANGE ★



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.

PROGRAM DESIGN *Teresa Kelly*
PHOTOS *Jeff Sanfacon*

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**Communication.
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Health Care.**

The Certification Commission for Healthcare Interpreters (CCHI) offers nationally accredited certification credentials for interpreters of all languages:

- **Certified Healthcare Interpreter™ (CHI™)**, a language-specific, performance-based certification for interpreters of Arabic, Mandarin and Spanish, and
- **Core Certification Healthcare Interpreter™ (CoreCHI™)**, a language-neutral, knowledge-based certification for interpreters of all other languages

www.CCHICertification.org / info@cchicertification.org



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and vendor-neutral
certification program*

T&I ADVOCACY DAY

ATA and the Joint National Committee for Languages host an all-day advocacy event, with training sessions, collaborative working groups, and meetings with Congressional offices and Executive Branch agencies!

WEDNESDAY ★ 10:00AM - 4:00PM
IBR WEST ★ *Registration Closed*



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of professional interpreters

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JUDICIAL COUNCIL
OF CALIFORNIA
COURT INTERPRETERS PROGRAM

www.courts.ca.gov/interpreters

SCHEDULE

WEDNESDAY ★ OCT 25

Registration / Help Desk

7:30am - 7:30pm, International Terrace

Advanced Skills & Training Day *see page 12*

8:30am - 4:30pm, *Ticket Required*

T&I Advocacy Day

10:00am - 4:00pm, IBR West, *Ticket Required*

Leadership Training

1:30pm - 4:30pm, IBR East

Buddies Welcome Newbies: Introduction

4:45pm - 5:30pm, IBR West

Welcome Celebration

5:30pm - 7:00pm, IBR Center

EVENTS ARE OPEN TO 3-DAY ATTENDEES ONLY,
UNLESS OTHERWISE NOTED.

★ 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.

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

MEET 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

SPONSORS

★ AS OF OCTOBER 1 ★

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



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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.

SCHEDULE

THURSDAY ★ OCT 26

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

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

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
★ JEFFERSON WEST

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

Hospitality

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

ATAware Store

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

The center of ATA activity is in

THE HUB

located on the
International Terrace

ATA in the News

Stop by to read article highlights and headlines where ATA has made an impact!

Language Dots

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

CE Credit

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



Stay Connected at ATA58!

Attendees enjoy free wifi throughout the conference space.

Instructions for connecting are printed on your badge.

SCHEDULE

FRIDAY ★ OCT 27

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

Zumba

6:15am - 7:15am, Jefferson West

Stretch, Breathe, & Move

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
- TweetUP

Annual Meeting of All Members

8:30am - 9:30am, IBR Center

Exhibit Hall *see page 20*

8:30am - 6:00pm, Columbia

Tool Support Stations *see page 9*

8:30am - 6:00pm, Columbia

Coffee Breaks

9:30am - 10:00am & 3:00pm - 3:30pm, Columbia

Sessions *see page 14*

10:00am - 4:30pm

Division Annual Meetings *see page 7*

12:30pm - 1:00pm: ALD, CLD, EdD, GovD
4:45pm - 5:45pm: GLD, JLD, MD, SPD

Brainstorm Networking

6:00pm - 7:00pm, IBR Center

Business Practices Happy Hour

7:00pm - 8:00pm, Concourse Foyer

After Hours Café

9:00pm - 11:00pm, Jefferson

EVENTS ARE OPEN TO 3-DAY ATTENDEES ONLY,
UNLESS OTHERWISE NOTED.

ATA58 VIRTUAL CONFERENCE

Select sessions will be captured for convenient and flexible professional development. **Free access** to these sessions is included in your 3-day registration. Sessions will be available in 4-6 weeks.



ONLINE SESSIONS FOR ON-DEMAND LEARNING!

Look for this symbol throughout the Session Schedule starting on page 14 to see which sessions are set to be recorded. ATA cannot guarantee that all indicated sessions will be included due to unforeseen issues.

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.

★ ★ ★ ★ 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.

SCHEDULE

SATURDAY ★ OCT 28

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

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 - 5:00pm, International Terrace

Continental Breakfast

7:30am - 8:15am, International Terrace

- Breakfast with the Board

Sessions *see page 14*

8:30am - 4:30pm

Exhibit Hall *see page 20*

8:30am - 2:00pm, Columbia

Tool Support Stations *see page 9*

8:30am - 2:00pm, Columbia

Certification Exam, Registration Closed

9:00am - 12:00pm & 1:30pm - 4:30pm, Cabinet

Coffee Breaks

9:30am - 10:00am, Columbia

3:00pm - 3:30pm, International Terrace

Division Annual Meetings *see page 7*

12:30pm - 1:00pm: LTD, PLD, TCD

Buddies Welcome Newbies: Debriefing

12:30pm - 1:30pm, IBR West

Board Meeting

1:00pm - 4:30pm, Kalorama

8:30am - 10:30am, Kalorama (Sunday)

Keynote & Closing Session

5:00pm - 6:00pm, IBR Center

Closing Reception

6:00pm - 7:00pm, Concourse Foyer

Conference Dance Party

9:00pm - 12:00midnight, IBR Center

EVENTS ARE OPEN TO 3-DAY AND SATURDAY-ONLY ATTENDEES, UNLESS OTHERWISE NOTED.



ADVANCED SKILLS & TRAINING (AST) DAY

Wednesday, October 25

*INTENSIVE & INTERACTIVE

AST Day offers three-hour courses, selected to provide intensive, interactive instruction from highly-acclaimed speakers. Each course is worth 3 ATA CEAs. Interpreters may earn CEAs as indicated.

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

AST-1 **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 (Sim-Consec™), 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 CEAs ★ Course fee: \$150 ★ Cabinet

“The most rewarding three hours I have ever spent. This workshop was full of discovery, challenge, and excitement.”

AST-4 **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

“This session alone was worth what I paid for the entire conference. The best and most useful session I attended.”

AST-2 **Long Consecutive Bootcamp: An Applied Skills Workshop for Interpreters** - Laura Burian and Jacolyn 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 CEAs ★ Course fee: \$150 ★ Georgetown East

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

AST-5 **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.”

AST-3 **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.”

AST-6 **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!”

AST-7 **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

*SPACE IS LIMITED

AST courses have limited seating to ensure the individual attention needed for an optimal learning experience. Tickets are required. See ATA Help Desk in the International Terrace to purchase tickets.

*NETWORKING BREAK

Each AST course includes an individual break exclusively for the attendees and speakers of that course. Attendees enjoy focused and intimate networking, along with refreshments.

ELEVATE★ ASPIRE★ ADVANCE★

1:00PM-4:30PM: Each of the following AST Courses include a Networking Break from 2:30PM-3:00PM.

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

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

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

“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 highly interactive workshop adapts Rozan’s classic note-taking method for long consecutive to 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

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

AST-13 Getting to “Yes” and Sealing the Deal: How to Negotiate and Draft Translation Contracts - Paula Arturo

Become a trained negotiator! In this interactive workshop, you will learn how to turn a negotiated agreement into a solid contract. The instructor will illustrate the key elements of business negotiations, from planning a negotiation to evaluating an agreement before closing translation deals. You will discover how you can quickly measure your best alternative to a negotiated agreement and use it to your advantage.

Limited to 25 participants ★ Language-Neutral ★ All levels ★ Course fee: \$150 ★ Lincoln 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 now need to provide “lingua-aware” 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 provide these valuable services.

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

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

AST-14 Revision Refresh Workshop - Carolyn Yohn

Get hands-on, professional proofreading and copyediting experience. Individually and in small groups, you will engage in comprehensive revision practice creating style guides, drafting proofreading checklists, revising texts for tone, style, and register, and learning how to effectively manage a project. **You will receive sample texts to edit and return by October 6** and may bring copy from your website, online profile, résumé, etc. to improve your personal writing skills using techniques learned.

Limited to 25 participants ★ Language-Neutral ★ All levels ★ Course fee: \$150 ★ Lincoln 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-15 Preparing for the ATA Spanish→English Certification Exam - Jane Maier and Holly Mikkelsen

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

“Speakers were very thorough with their points and took the time to ensure we understood each aspect.”

SESSION SCHEDULE STARTS HERE

SESSION ABSTRACTS BEGIN ON PAGE 23.

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GS = GUEST SPEAKER. LEARN MORE ON PAGE 39.

TERRACE LEVEL	★★★★ Thursday, 11:15AM - 12:15PM ★★★★★	
Cardozo	D -1	Undocumented Immigrants or Illegal Immigrants? How Do Political Preferences Influence Your Translations? <i>Neil Gouw</i> (Presented in English and Dutch, ALL) Related Topic(s): GOV
Dupont	N -1	The Swedish School: Extracurricular Language Schools in the U.S. <i>Petra Glimåker-Socolovsky</i> GS (ALL) Related Topic(s): ET
Embassy	A -1	Degrees of Freedom in Arabic Translation: Does Garbage Have the Right to Remain Garbage? <i>Louay Abdulla</i> , CT (ALL)
Fairchild	P -1	Mandioca, macaxeira, aipim: quando a culinária vira uma salada russa <i>Clarissa Surek-Clark</i> , CT (Presented in English and Portuguese, ALL)
CONCOURSE LEVEL		
Cabinet	ST -8	How to Specialize and Expand Your Business into New Technical Markets <i>Lebzy González, Nicholas Hartmann, CT, and Karen Tkaczyk, CT</i> (ALL) Related Topic(s): IC
Georgetown East	G -1	Translating Pre-modifying Attributes from English→German <i>Karin Königs</i> GS (Presented in German, ALL)
Georgetown West	L -1	The Russian Revolution in Spanish Translation: The Forgotten Revolution of the Ukrainian Anarchist Benjamin Abramson in Argentina <i>Adel Fauzetdinova</i> (ALL) Related Topic(s): S SL
IBR Center	TI -1	The Language Industry in the Trump Administration <i>Bill Rivers</i> (ADV) Related Topic(s): GOV
IBR East	IC -1	Top Tips From My First Two Years as a Freelance Translator <i>Meghan McCallum</i> (BEG)
IBR West	S -1	Class Action Lawsuits: Terminology and Translation Pitfalls <i>Lorena Pike</i> (Presented in English and Spanish, ADV) Related Topic(s): LAW
Jefferson East	MED -1	The Mind-Body Connection: Translating Health and Wellness Trends for the Consumer Market <i>Erin Lyons, CT</i> (ALL) Related Topic(s): ST
Jefferson West	LSC -1	Finders Keepers: A Language Services Provider's Approach to Sustainable Vendor Management <i>Michael Bearden</i> (ALL)
Lincoln East	GOV -1	Preparing Interpreters for Asylum Interviews: A Full Cycle Approach <i>Jonathan Levy</i> (ALL)
Lincoln West	I -1	Interpreting in Education: Out of the Shadows and into the Spotlight <i>Giovanna Carriero-Contreras</i> (ALL)
Monroe	T -1	Confidentiality in Translation: Legal and Ethical Requirements and Pitfalls <i>Emanuel Weisgras</i> (ALL)

★★★★ Thursday, 2:00PM - 3:00PM ★★★★★		
J	-7	Achieving Equivalent Meaning and Equivalent Impact in Japanese→English Translation <i>James Davis, CT</i> (ADV)
N	-2	Cursing and Anachronisms: Swedish Culture Clash <i>Petra Glimåker-Socolovsky</i> GS (ALL) Related Topic(s): ET
IT	-1	Beyond and Around Pure Words (Attorno e oltre le parole): Part I <i>Annamaria Testa</i> GS (Presented in Italian, ALL)
P	-2	Yes, You Can! Even Better Portuguese→English Translations for Native Portuguese Speakers <i>Lynnea Hansen</i> (Presented in English and Portuguese, ADV)
ST	-9	When a Christmas Tree is Not Really a Christmas Tree <i>Patricia McGroby</i> (INT)
G	-2	A Systematic Presentation of English Nonfinite Constructions and Their Translation into German <i>Karin Königs</i> GS (Presented in German, ALL)
L	-2	How to Mix Business with Poetry <i>Shelley Fairweather-Vega, CT, and Katherine Young</i> (Presented in English with Russian examples, ALL) Related Topic(s): SL
IC	-2	Contingency Planning and Crisis Management 101 <i>Jill Sommer</i> (ALL)
TI	-2	Honoring Diversity: Working in Minority Languages <i>Steve Lank</i> (ALL)
S	-2	The English→Spanish Translation of Clinical Trial Protocols: Part I <i>Pablo Mugüerza</i> (Presented in English and Spanish, ADV) Related Topic(s): MED ST
MED	-2	You are Only as Good as Your Gut <i>Noemy Cochran</i> (INT)
LSC	-2	Using Better Data to Run a Better Translation Company <i>Peter Reynolds</i> (ALL)
GOV	-2	Interpreting and Translating for Senior Policymakers and Ministers <i>Bob Feron</i> (ALL)
I	-2	Self-Study: Deliberate Practice for Improving Interpreting <i>Laura Burian and Jacolyn Harmer</i> (ALL)
T	-2	Translating between the Lines: Enhancing Translation Quality <i>Sabine Seiler</i> (ADV)

A Arabic	J Japanese	ATA ATA Activities	L Literary Translation	T Translation
C Chinese	K Korean	ET Education & Training	LAW Legal T&I	TI T&I Industry
D Dutch	N Nordic Languages	FIN Financial Translation	LSC Language Services Companies	TRM Terminology
F French	P Portuguese	GOV Government T&I	LT Language Technology	V Varia
G German	S Spanish	I Interpreting	MED Medical T&I	
IT Italian	SL Slavic Languages	IC Independent Contractors	ST Science & Technology	

★★★★ Thursday, 3:30PM - 4:30PM ★★★★★

- J** -2 Japanese→English Translation of Clinical Trial Documents
Matthew Schlecht (INT)
Related Topic(s): **MED** **ST**
- A** -2 Think in English from the Start
Rania Hijazeen, CT, and Rula Hijazeen, CT (Presented in English and Arabic, ALL)
- IT** -2 Beyond and Around Pure Words (Attorno e oltre le parole): Part II
Annamaria Testa **GS** (Presented in Italian, ALL)
- TRM** -1 Extreme Terminology Management: Developing a Power Termbase
Cristina Silva, CT (ALL)
Related Topic(s): **P**
- ST** -3 ^{VC} Translating Terminology Related to Explosives and Bombing
Christina Schoeb, CT (ALL)
- F** -1 Translating for Canada
Grant Hamilton (ALL)
- ET** -1 The Evolving Curriculum in Interpreter and Translator Education: A Preview
Frank Austerstuhl, Vanessa Enriquez Raido, and David Sawyer (ADV)
- IC** -3 ^{VC} Get Your Tool Belt Ready for Jobs: How to Get Hired
Gabriela Bess, Allie Fritz, and Anna McGinnis (BEG)
- LSC** -3 Languages and Open Data: How Language Services Providers Can Contribute to *Smart* Cities
Luisa M. Cano and Veronica Costea (ALL)
- S** -3 The English→Spanish Translation of Clinical Trial Protocols: Part II
Pablo Mugüerza (Presented in English and Spanish, ADV)
Related Topic(s): **MED** **ST**
- FIN** -1 Challenges and Rewards of Working for an International Organization: Finding Your Way Through the Maze
Mariana Sousa Moreira (ADV)
- LAW** -1 The Role of Translation in the Immigration Process
Olga Shostachuk (ALL)
- SL** -1 ^{VC} Susana Greiss Lecture: The Long and Winding Road to Becoming a Presidential Interpreter
Nikolai Sorokin **GS** (ALL)
Related Topic(s): **GOV**
- I** -3 An Octopus, a Hologram, or Hepburn: What Kind of Interpreter Are You?
Roberta Barroca (ALL)
- T** -3 Translating Correspondence, or "Don't You Talk to Me Like That!"
Eve Hecht, CT (ALL)

★★★★ Friday, 10:00AM - 11:00AM ★★★★★

- 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 Rudd (ALL)
Related Topic(s): **GOV** **IC**
- K** -1 The New Linguistic Landscape of Contemporary Korean: Part I
Young-mee Yu Cho **GS** (ALL)
- A** -3 Arabic Criminal Terminology and Court Interpreting
Amine El Fajri (Presented in English and Arabic, ALL)
Related Topic(s): **LAW**
- J** -3 Translating Sex and Gender: Part I, Henry James
J. Keith Vincent **GS** (ALL)
Related Topic(s): **L**
- ST** -4 Keeping Up with a Moving Target: Environmental Terminology
Martina Burkert, CT (ALL)
- F** -2 The Role of the Interpreter in Diplomacy: Part I
Rosalinda Meza-Steel **GS** (ALL)
Related Topic(s): **GOV**
- ET** -2 Collaborative and Situated Translator Training: Moving Toward Transcollaboration, Part I
Maria González-Davies **GS** (ALL)
- IC** -4 ^{VC} Selling Your Translation and Interpreting Services
John Di Rico (BEG)
- LT** -1 ^{VC} Becoming a Super-Fast Freelance Translator and Coping with Technology in a Constantly Evolving World!
Sameh Ragab (ADV)
- S** -4 Master the Game: Tackling Quality Assurance Issues
Gabriela Escarrá and Dolores Guinazu (Presented in Spanish, ALL)
- FIN** -2 ^{VC} Understanding Financial Jargon
Silvana Debonis (INT)
- IC** -5 ^{VC} Going Once, Going Twice, Sold! Is Your Translation Business Sellable?
Avi Staiman (ADV)
Related Topic(s): **LSC**
- SL** -2 Wow! How Am I Going to Interpret That?
Nikolai Sorokin **GS** (Presented in English and Russian, ALL)
Related Topic(s): **GOV**
- I** -4 ^{VC} Demarcation in Interpreting for Ongoing Home Visits
Melisa Riley (ADV)
Related Topic(s): **MED**
- T** -4 Getting Down to Business: Quality Reviewing Practices for Streaming Media
Ana Gabriela Gonzalez Meade (Presented in English with Spanish examples, ADV)

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TERRACE LEVEL	★★★★ Friday, 11:15AM - 12:15PM ★★★★★	
Cardozo	IT	-3 Transcreation: More Than Just Creative Translation <i>Francesca Marchei and Giovanna Massari</i> (Presented in English and Italian, ALL)
Dupont	K	-2 The New Linguistic Landscape of Contemporary Korean: Part II <i>Young-mee Yu Cho</i> GS (ALL)
Embassy	ATA	-1 The ATA Code of Ethics and Professional Practice: What Does It Mean to Me? <i>Mike Collins, CT, Jutta Diel-Dominique, CT, Odile Legeay, Jill Sommer, and Ted Wozniak, CT</i> (ALL)
Fairchild	J	-4 Translating Sex and Gender: Part II, The Tale of Genji <i>J. Keith Vincent</i> GS (ALL) Related Topic(s): I
CONCOURSE LEVEL		
Cabinet	ST	-5 A Drop in the Ocean? Strategies and Technologies to Conserve Water for Current and Future Generations <i>Abigail Dahlberg</i> (ALL)
Georgetown East	F	-3 The Role of the Interpreter in Diplomacy: Part II <i>Rosalinda Meza-Steel</i> GS (ALL) Related Topic(s): GOV
Georgetown West	ET	-3 Collaborative and Situated Translator Training: Moving Toward Transcollaboration, Part II <i>Maria González-Davies</i> GS (ALL)
IBR Center	IC ^{VC}	-6 Translators and Agencies: Two Captains, One Boat <i>Michael Elliff and Gerhard Preisser</i> (ALL) Related Topic(s): LSC
IBR East	IT ^{VC}	-2 Tools to Boost: A Zero-Budget Plan <i>Flora Zhang</i> (ALL)
IBR West	S	-5 Different Levels in Translation Proofreading <i>María Ester Capurro</i> (Presented in Spanish, ADV)
Jefferson East	FIN ^{VC}	-3 Financial Technology ("Fintech") <i>Mary Lou Bradley and Judith Lyons, CT</i> (ADV)
Jefferson West	LAW ^{VC}	-2 Common Law and Civil Law: Approaches and Terminologies <i>Geoffrey Koby, CT, and Ulrich Lohmann</i> (INT)
Lincoln East	GOV	-3 Nothing Lost in Translation: How Coaching Can Serve the Wordsmith <i>Alison Carroll</i> (ALL)
Lincoln West	I ^{VC}	-5 The Challenges of Interpreting in a Humanitarian Setting <i>Maha El-Metwally</i> (ADV)
Monroe	T	-5 Search Engine Optimization: Website and Social Media Localization <i>Laura Ramírez</i> (ALL)

★★★★ Friday, 2:00PM - 3:00PM ★★★★★	
SL	-3 Localizing President Trump's Statements into Russian <i>Alexey Rummyantsev</i> (ALL) Related Topic(s): GOV
C	-1 Lessons Learned from Grading ATA Practice Tests <i>Jessie Lu and Ran Zhao, CT</i> (Presented in English and Chinese, ALL) Related Topic(s): ATA
ATA	-2 A Step-by-Step Manual: How to Give a School Outreach Presentation and Tips for Capturing a Winning Photo <i>Meghan McCallum and Molly Yurick</i> (ALL)
P	-3 Literary Dialect: The Challenge of Translating New York Hustlers and Brazilian Miners <i>Jayme Costa-Pinto and Karen Sotelino</i> (Presented in English, Portuguese, ALL) Related Topic(s): I
ST	-6 Ribonucleic Acid Interference: From Lab to Bedside <i>Tapani Ronni, CT</i> (INT) Related Topic(s): MED
G	-3 German→English Translation Slam <i>Matt Baird, Mary Burke, Heike Holthaus, Michael Martin, and Ted Wozniak, CT</i> (Presented in English and German, ALL)
ET	-4 SIMinar: Interpreting Theory Meets Real Life <i>Franz Pöschhacker</i> (ALL) Related Topic(s): I
IC ^{VC}	-7 You're in Business: How to Price Your Work <i>Jonathan Hine, CT</i> (ALL)
LSC ^{VC}	-4 The Agency-Freelancer Dating Game Redux: From Courtship to Commitment <i>Steve Lank and Robert Sette, CT</i> (ALL) Related Topic(s): IC
S	-6 Cuando sobran las palabras: The Problem of Over-Translation <i>María Barros, CT</i> (Presented in English and Spanish, ALL)
MED ^{VC}	-3 Medical Terminology: Problem Solving Through Parallel Texts <i>Helen Eby, CT</i> (Presented in English with Spanish examples, INT) Related Topic(s): S
LAW ^{VC}	-3 Special Aspects of Translating Discovery Documents <i>Timothy Friese, CT</i> (INT)
GOV	-4 New Options in the Artificial Intelligence-Driven Future of Government Language Work (ALL) <i>Jennifer DeCamp, Joseph Mazza, Zbigniew Ostrega, CT, Sue Ellen Wright, CT</i> Related Topic(s): IC LSC
I ^{VC}	-6 Cultural Competence - When Your Language Skills Are Not Enough: Part I <i>Cheri Wilson</i> GS (ALL)
T	-6 WYSIWYG Speak: Improving Your Understanding of Markup Languages <i>Romina Marazzato Sparano, CT</i> (ALL)

A Arabic	J Japanese	ATA ATA Activities	L Literary Translation	T Translation
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G German	S Spanish	I Interpreting	MED Medical T&I	
IT Italian	SL Slavic Languages	IC Independent Contractors	ST Science & Technology	

★★★★ Friday, 3:30PM - 4:30PM ★★★★★

- SL** -4 Russian→English Translation Slam
Shelley Fairweather-Vega, CT, Jennifer Guernsey, and Lydia Stone, CT
(Presented in English and Russian, ALL)
- C** -2 Tighten It Up: How to Tame a Loose Text
Evelyn Garland, CT (Presented in English and Chinese, ALL)
- T** -7 Localizing Middle-Eastern Languages: Is this Right (or is it Left)?
Jonathan Golan (ALL)
Related Topic(s): **A**
- P** -4 The Challenges of Translating a Holocaust Survivor's Memoir
Rafaela Lombardino, CT (ALL)
Related Topic(s): **L**
- ST** -7 An Introduction to Artificial Intelligence, Machine Learning, and Neural Networks
Carola Berger, CT (ALL)
- G** -4 Passives, Punctuation, Particles, and Other Potential Pitfalls in German→English Translation
Geoffrey Cox (ALL)
- ET** -8 Translation Project Management in the Virtual Classroom: Enhancement of Student Engagement through Task-Based Learning
Monica Rodriguez-Castro (ADV)
- IC** -8 Working with Direct Clients. For Real.
Chris Durban (ALL)
- LSC** -5 ^{VC} How to Work with Translators: Best Practices for Producing the Best Technical Translations
Linda Gaus (BEG)
Related Topic(s): **IC ST**
- S** -7 Translating HTML and XML: The Logical and Methodical Way
Salvador Virgen, CT (Presented in Spanish, ADV)
- MED** -4 ^{VC} Translating Diagnostic Imaging: Is It Hyperechoic or Hyperintense?
Erin Lyons, CT, and Lori Newman (INT)
Related Topic(s): **F**
- LAW** -4 ^{VC} Deciphering Spanish-language Bylaws: A Structural Approach
Robert Sette, CT (INT)
Related Topic(s): **F P S**
- GOV** -5 Unraveling the Mysterious Path to Translating for the National Virtual Translation Center
Michael Gallagher and Michael Snyder (BEG)
Related Topic(s): **IC**
- I** -7 ^{VC} Cultural Competence - When Your Language Skills Are Not Enough: Part II
Cheri Wilson **GS** (ALL)
- ATA** -3 ATA's Certification Exam: Questions and Answers
Caron Mason and David Stephenson, CT (ALL)

TERRACE LEVEL ★★★★★ Saturday, 8:30AM - 9:30AM ★★★★★

- Cardozo** **N** -4 Comparison of Scandinavian and U.S. Legal Systems
Alisa Hamilton and Thor Truelson
(Presented in English, Danish, and Swedish, INT)
Related Topic(s): **LAW**
- Embassy** **V** -2 Get Up, Stand Up ... for Your Health!
Eva Stabenow, CT (ALL)
- Fairchild** **TRM** -2 The Terminology Initiative: A Systemic Approach to Process Improvement
Serena Williams (INT)
- CONCOURSE LEVEL**
- Georgetown East** **F** -4 Never a Dull Day? The Nitty Gritty of French→English Technical Translation
Karen Tkaczyk, CT (ALL)
Related Topic(s): **ST**
- Georgetown West** **L** -3 ^{VC} Forms of Faithfulness in Literary Translation
Katrina Dodson **GS** (ALL)
Related Topic(s): **P**
- IBR Center** **IC** -9 Beating the Digital Competition: How to Boost Your Website's Organic Search Traffic
Matthew Kushinka (INT)
- IBR East** **LSC** -11 ^{VC} Launching and Managing a Custom Machine Translation Program in Three Countries, Four Languages, and Multiple Domains
Rihards Kalnins and Didzis Klavins (ALL)
Related Topic(s): **IT**
- IBR West** **S** -8 Translating Surveys for Hispanics in the U.S.
Kathy Byrd and Cristina Golab (Presented in English and Spanish, ALL)
- Jefferson East** **MED** -5 Where Is the Line and How Do I Draw It? A Deep Dive into Impartiality and Role Boundaries for Health Care Interpreters
Elena Langdon, CT (INT)
- Jefferson West** **V** -3 ^{VC} Maintaining Your Professional Language Skills
Eve Lindemuth Bodeux (ALL)
- Lincoln East** **GOV** -6 Building Linguistic Bridges to Language Access
Sandra Acevedo, Omkar Kalaskar, and Jennifer Love (ALL)
- Lincoln West** **I** -8 Private Equity or Price-to-Earnings? Finance and Ambiguity in Conference Interpreting
Jonathan Rechtman (INT)
Related Topic(s): **FIN**
- Monroe** **TI** -4 ^{VC} Endangered Languages: Challenges and Sustainability of Rare Language Interpreting
David Melo (ALL)



DID YOU SUBMIT YOUR SESSION SURVEYS?
Learn how you can be entered to win on page 19

SESSION SCHEDULE STARTS HERE

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TERRACE LEVEL	★★★★ Saturday, 10:00AM - 11:00AM ★★★★★	
Cardozo	SL -5	Russian Submarines: How They're Built <i>Robert Burns</i> (ALL) Related Topic(s): ST
Embassy	V -4	I Love Your Accent <i>Claire Singleton</i> (ALL)
Fairchild	G -7	English→German Translation Slam <i>Ruth Boggs, CT, Jutta Diel-Dominique, CT, Maren Mentor, and Eva Stabenow, CT</i> (Presented in English and German, ALL)
CONCOURSE LEVEL		
Georgetown East	F -5	Breaking the Mold Again! Throwing Out Even More Translations for an Intimate Look at Source Material <i>Angela Benoit</i> (Presented in English and French, ALL)
Georgetown West	L -4 ^{VC}	What Makes Literary Translation Successful? <i>Jonathan McQuay</i> (INT)
IBR Center	IC -10	Making the Most of Twitter: Marketing and Networking in 140 Characters or Less <i>Judy Jenner</i> (ALL)
IBR East	IT -3 ^{VC}	What File Types? Another Treasure Trove of Settings in Trados Studio <i>Tuomas Kostianen, CT</i> (ALL)
IBR West	S -9	The Structure of the Civil Law System and Its Impact on Translation: Part I <i>Guillermo Cabanellas</i> GS (ALL) Related Topic(s): LAW
Jefferson East	MED -6	The Legal Case for Language Access and Culturally Competent Health Care: Part I <i>Bruce Adelson</i> GS (ADV)
Jefferson West	LSC -7 ^{VC}	International Organizations: How They Get Translation Work Done and How to Get Involved <i>James Phillips</i> (ALL) Related Topic(s): IC
Lincoln East	GOV -7	Translation of the Decennial Census <i>Jason Kopp</i> (ALL)
Lincoln West	I -9	Getting Ahead of the Story: A Proactive Approach to Best Practices for Remote Interpreting for Interpreters, Buyers, and Vendors <i>Katharine Allen and Barry Olsen</i> (ALL)
Monroe	T -8 ^{VC}	Alphabet Soup: Quality Assurance for Editing PDFs from DTP <i>Giovana Boselli, CT</i> (ALL)

★★★★ Saturday, 11:15AM - 12:15PM ★★★★★	
SL -7	Slammin' á la Russe: English→Russian Translation Slam <i>Ekaterina Howard and Yulia Novikova-Wythe</i> (Presented in English and Russian, ALL)
V -5	The Secret Language of Bureaucrats <i>Katherine Yemelyanov</i> (ALL) Related Topic(s): GOV
P -5	Pitfalls of Interpreting between Portuguese and English <i>David Coles</i> GS (ADV) Related Topic(s): I
F -6	Grow Your Translation Business with Genealogical Translation <i>Bryna O'Sullivan</i> (ALL) Related Topic(s): TC
L -5 ^{VC}	Researching Literary Translations <i>Katrina Dodson</i> (INT) Related Topic(s): P
IC -11	How to Create Winning Translation Service Contracts <i>Paula Arturo and Amanda Williams</i> (ALL)
IT -4 ^{VC}	Search (and Replace) on Steroids: How Regular Expressions Can Help Make Your CAT Tool Even More Useful <i>Riccardo Schiaffino, CT</i> (INT)
S -10	The Structure of the Civil Law System and Its Impact on Translation: Part II <i>Guillermo Cabanellas</i> GS (ALL) Related Topic(s): LAW
MED -7	The Legal Case for Language Access and Culturally Competent Health Care: Part II <i>Bruce Adelson</i> GS (ADV)
LSC -8 ^{VC}	Stop the Price Madness! Achieving Market Transparency in the Purchasing Process <i>Lena Sarbacher</i> (ALL)
GOV -8	Trust Me. I'm a Certified Interpreter! <i>Milena Calderari-Waldron, Emma Garkavi, CT, and Monique Roske</i> (ALL)
I -10	Consecutive Interpreting: Trusting Our Memory <i>Athena Matitsky</i> (INT)
T -9 ^{VC}	Lessons from the Plain Language Movement <i>Romina Marzatto Sparano, CT</i> (ALL)

WANT TO SPEAK AT ATA59 IN NEW ORLEANS?

Build your reputation and résumé, widen your networking circle, and gain recognition as a leader in the industry.

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|-------------------|----------------------------|-----------------------------------|--|------------------------|
| A Arabic | J Japanese | ATA ATA Activities | L Literary Translation | T Translation |
| C Chinese | K Korean | ET Education & Training | LAW Legal T&I | TI T&I Industry |
| D Dutch | N Nordic Languages | FIN Financial Translation | LSC Language Services Companies | TRM Terminology |
| F French | P Portuguese | GOV Government T&I | LT Language Technology | V Varia |
| G German | S Spanish | I Interpreting | MED Medical T&I | |
| IT Italian | SL Slavic Languages | IC Independent Contractors | ST Science & Technology | |

★★★★ Saturday, 2:00PM - 3:00PM ★★★★★

- 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)

- P** -6 Self-Recording, Transcribing, Language Analysis, and Self-Enhancement: Painstaking, but Rewarding
David Coles **GS** (ADV)
Related Topic(s): **I**

- G** -5 German Corporate Governance Texts: A Translator's Guide
Deborah Fry (ADV)
Related Topic(s): **FIN**

- ET** -6 ^{VC} The Nuts and Bolts of Remote Interpreting and Training: The Tech You Need and Why You Need It
Katharine Allen and Barry Olsen (ALL)
Related Topic(s): **LT**

- IC** -12 Translating Your Way to Financial Independence
Susan Adams and Allison Wollenberger (ALL)

- LT** -5 ^{VC} The Final Touch: Desktop Publishing and InDesign Basics
Ray Valido (ALL)

- S** -11 Interpreting and Translating for Farmers and Migrant Workers
Michelle Pinzl (Presented in English and Spanish, ALL)
Related Topic(s): **ST**

- IT** -4 The Importance of Translating Punctuation and Typographic Conventions
Silvia D'Amico (Presented in English and Italian, ALL)

- LSC** -9 ^{VC} The Project Life Cycle for Project Managers
Alaina Brantner (ALL)

- LAW** -5 What It Takes to Become a Certified Court Interpreter
Victoria Dopazo (BEG)

- I** -11 Working Successfully with Written Texts in the Simultaneous Mode
Leire Carbonell-Agüero and Cas Shulman-Mora (ALL)

- T** -10 ^{VC} Outside the Box: Everyday Continuing Professional Development for Translators
Jeanette Brickner (ALL)

★★★★ Saturday, 3:30PM - 4:30PM ★★★★★

- J** -6 "Bye, Felicia." Tackling Allusions, Slang, and Pop Culture References
Yoshihiro Mochizuki, CT, and Motoko Oshino Matthews (Presented in English and Japanese, ADV)

- K** -4 Doing More with Less: Taking Your Note-taking Skills to the Next Level
Sieun Lee (Presented in Korean, INT)
Related Topic(s): **I**

- V** -6 Change of Venue: Language Professionals Working and Living Abroad
Chris Blakeslee, Eve Lindemuth Bodeux, Tess Whitty, and Karen Williams (ALL)

- G** -6 German Orthography: The Good, the Bad, and the Ugly
Dagmar Jenner and Judy Jenner (Presented in German, INT)

- ET** -7 ^{VC} Benefits of Engaging Translation Students with Refugee Communities
Laurence Jay-Rayon Ibrahim Aibo (ALL)

- IC** -13 ^{VC} Work Smarter, Not Harder
Silvia D'Amico (INT)
Related Topic(s): **LSC**

- S** -12 Subtitling Cultural References
Juan Baquero, CT (Presented in English and Spanish, INT)

- FIN** -5 Fine-tuning Investor Relations
Mason Colby (INT)

- LSC** -10 ^{VC} LSC-10 Data Security for Project Managers
Alaina Brantner and Joseph Wojowski (ALL)

- 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)

- I** -12 Interpreting Meets Transcreation in the Portuguese Version of *Interpreting: Getting It Right*
Giovana Boselli, CT, Marsel de Souza, CT, and Cristina Silva, CT (ALL)
Related Topic(s): **ATA** **P**

- T** -11 ^{VC} To "thē" or Not to "thē": An Article on Articles
Paul Gallagher, CT (ALL)



DID YOU SUBMIT YOUR SESSION SURVEYS?

Using the ATA58 App, click on the Sessions icon, select the session you attended, then tap the Survey icon.

You'll be entered to win up to \$25 worth of ATAware! Two winners will be announced daily.

EXHIBITORS

★ AS OF OCTOBER 1 ★

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

COLUMBIA

THURSDAY ★ 9:00AM - 6:00PM

FRIDAY ★ 8:30AM - 6:00PM

SATURDAY ★ 8:30AM - 2:00PM

Each exhibitor provided its own description.

1099 Accountant LLC 58

www.1099accountant.com

Got a 1099? 1099 Accounting is a virtual accounting and tax firm in New York, specializing in the independent contractor and self-employed. We know the nuances and tax deductions of the self-employed. Free Quickbooks when you sign up for our all-inclusive Value Plans. We love translators and account for agencies too!

Across Systems GmbH 84

www.my-across.net

As a dedicated software manufacturer, Across Systems concentrates on smart computer-aided translation and translation management solutions. Apart from the Across Language Server for language service providers and industrial enterprises, we develop the Across Translator Edition for freelance translators.

AECOM 54

www.aecom.com

AECOM has grown into an industry-leading firm dedicated to making the world a better place. We offer language-enabled professionals a strong career path, in their chosen discipline, and an opportunity to grow with a recognized leader providing customers with language-enabled solutions.

African Language Consultants LLC 80

www.africanlanguageconsultants.com

African Language Consultants LLC is a premier language services agency providing tailored solutions for language barriers between service providers and limited-English speaking Africans. We are a one-stop shop for rare and commonly spoken African languages, meeting all your localization, dubbing, voice-over, translation, and interpretation needs. Africa revealed through language and culture!

Alliant Insurance Services, Inc. 72

ata.alliant.com

The member-exclusive, ATA-endorsed Professional Liability Insurance Program protects you against claims-related errors, omissions, and/or negligence arising from your professional services. This comprehensive errors and omissions liability insurance covers translation/interpretation services, bodily injury and/or property damage, and cyber liability including HIPPA/HITECH breaches.

AOA Medical, Inc 17

www.unimedmassager.com

AOA Medical, Inc is a distributor of drug free pain management, TENS & EMS.

Atril 78

www.atril.com

Atril, creators of Déjà Vu CAT tool and TEAMserver, is a leading translation technology provider with a unique expertise of 25 years working together with linguists from different backgrounds, institutional and corporate translators, freelancers and language service providers.

Bilingual LS 69

www.bilingual-ls.com

Bilingual LS is Peru's largest Language Service Provider and bridge to Latin America. With a network of over 2000 linguists in LatAm, we provide document translation, conference and consecutive onsite, VRI and OPI interpretation, and language training. We are HIPAA certified and ISO 17100 compliant.

Conference Rental 30

www.conferencereental.com

Conference Rental is a turn-key rental service provider for conference and language interpretation technologies that allows for interactive meeting environments and superior communication with no language barriers. With an extensive inventory and support teams across the world, Conference Rental can immediately meet client needs for events of all sizes.

Crimson Interactive Inc. - Ulatus 16

www.ulatus.com

Ulatus provides professional translation services specializing in Japanese, Traditional Chinese, and Korean. With a large pool of expert translators (1250+) and cutting-edge technology, we provide superior technical expertise and accuracy, advanced linguistic capability, and understanding of language nuances. We cater to 80,000+ clients from 89 countries in academic/non-academic industries.

Cross-Cultural Communications, LLC 43

www.cultureandlanguage.net

Cross-Cultural Communications is the only national U.S. training organization for medical and community interpreting, with more than 250 licensed trainers in 35 U.S. states; Washington, DC; Guam; and six other countries. We also publish interpreting and cultural competence textbooks, including the only comprehensive textbook series, worldwide, for medical interpreting.

CulturalLink 57

www.theculturalink.com

CulturalLink is a full service language services company delivering over the phone, in-person, and video remote interpreting and document translation. We are seeking qualified interpreters and translators to assist us with providing outstanding services to our customers. Stop by our booth to learn more.

CWU, Inc. 56

www.CWUinc.us

Industry leader in providing cultural advisers, subject matter experts, and linguistic support spanning more than 120 unique languages and dialects.

CyraCom 27

translate.cyracom.com

In business since 1995, CyraCom has grown 25% a year on average for the last seven years. Our translation services operate under two certifications: International Standards Organization, Quality Management Systems (9001:2008), and Translation Services (17100:2015). CyraCom's translation and interpretation solutions are exclusively endorsed by the American Hospital Association.

Divergent Language Solutions, LLC 6

www.divergentls.com

Divergent Language Solutions, LLC is the premier provider of foreign language services to the global legal community. Partnering with top international law firms, global corporations, and the world's most respected linguists, Divergent has quickly built a name for itself by providing unparalleled translation quality and service to clients.

DS-Interpretation, Inc. 13

www.ds-interpretation.com

Specializing in Conference Interpreting since 1972: new cloud/app-based technologies, cutting-edge equipment and booths, and professional interpreters world-wide. We believe in relationship-based customer service, focusing on meeting the needs of interpreters. Interpreters will not be replaced by technology. They will be replaced by interpreters that use technology. Bill Wood, Company Founder.

EOIR Interpreters United, Communication Workers of America 19

www.cwa-union.org

The News-Guild CWA is an international union representing 700,000 members, including thousands of spoken and sign language interpreters. Together, we can achieve the respect and fair compensation that interpreters deserve. Our goal is to ensure high professional standards including: wages, benefits, and job security.

VISIT THE

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COLUMBIA, TE

Coffee

ENTRANCE

THURSDAY 9:00AM - 6:00PM ★ FRIDAY 8:

FBI/National Virtual Translation Center 79

www.fbi.gov/about

The mission of the National Virtual Translation Center, a division of the FBI, is to provide and facilitate timely and accurate translation services of foreign language material to the elements of the Intelligence Community and other federal government agencies at the national level.

GALA - Globalization and Localization Association 81

www.gala-global.org

The Globalization and Localization Association is a global, non-profit trade association for the translation and localization industry. As a membership organization, we support our member companies and the corporate language sector by creating communities, championing standards, sharing knowledge, and advancing technology.

GloboLexicon Americas LLC. 51
www.globalexicon.com

GloboLexicon 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.

ICA Language Services 36
www.icalanguages.com

ICA Language Services, in business since 1978, provides language training, testing, curriculum development, interpreting, 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.

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.magnals.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, memoQ cloud 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.

Memsourse 63
www.memsourse.com

Memsourse 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, Memsourse is recognized for its intuitive, yet powerful online and offline CAT tool used by over 200,000 translators and professionals around the world.

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 CCHCP'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.

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 translation 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.visitlod.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.

EXHIBITS

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RACE LEVEL

Breaks

ENTRANCE

Tool Support Station

3:30AM - 6:00PM ★ SATURDAY 8:30AM - 2:00PM

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.gsit.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 Translation and Localization Project Management Track.

Middlebury Institute of International Studies 39
www.miiis.edu

MIIIS'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 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.

Oyraa 49
www.oyraa.com

Oyraa 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.

STAR Group America, LLC 61-62
www.stargroupamerica.net

STAR, with 50 offices in 32 countries, is a leader in multilingual processing 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 community.

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 CIMCE 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/ols/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.

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 1,800 conference attendees PLUS over 11,000 members. Contact Lauren Mendell at lauren@atanelog.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 Cloudtranslation 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.

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 Legeay, 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.

ATA Activities Related Sessions

- C-1 Lessons Learned from Grading ATA Practice Tests
- I-12 Interpreting Meets Transcreation in the Portuguese Version of Interpreting: Getting It Right

A Arabic

A-1 Degrees of Freedom in Arabic Translation: Does Garbage Have the Right to Remain Garbage?

Louay Abdulla, CT
ALL (Thursday, 11:15am-12:15pm, Room: Embassy)

How far should a translator go to improve the source text? Is it part of the translator's role? The speaker will discuss how Arabic translators can deal with this issue on a daily basis.

A-2 Think in English from the Start

Rania Hijazeen, CT, and Rula Hijazeen, CT
Presented in English and Arabic; ALL (Thursday, 3:30-4:30pm, Room: Dupont)

A mistake as small as a preposition could not only mean failing ATA's certification exam, but also losing business. This hands-on session will examine the most common linguistic errors made in English by Arabic-speaking translators. Attendees will work through real-life examples and learn to identify and correct errors in future projects.

A-3 Arabic Criminal Terminology and Court Interpreting

Amine El Fajri
Presented in English and Arabic; ALL (Friday, 10:00-11:00am, Room: Embassy)

Both Arabic interpreters and translators will be introduced to more than 100 common criminal terms, their meanings, and the Arabic target-language renditions. Extensive key terminology and a glossary of legal terms will be used throughout the session. Attendees will review the language and terms commonly used during criminal court proceedings. Time will be allowed for group discussions.

Arabic Related Sessions

- T-7 Localizing Middle-Eastern Languages: Is this Right (or is it Left)?

C Chinese

C-1 Lessons Learned from Grading ATA Practice Tests

Jessie 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 Chinese; 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.

D 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.

ET 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 professionally-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.

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- 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

ET-3 Collaborative and Situated Translator Training: Moving Toward Transcollaboration, Part II

María González-Davies GS

ALL (Friday, 11:15am-12:15pm, Room: Georgetown West)

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

ET-4 SIMinar: Interpreting Theory Meets Real Life

Franz Pöschhacker

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.

CANCELLED: ET-5 Interpreter Training for Heritage Speakers: A Model for Developing Competence

Aida Martínez-Gomez (Friday, 3:30-4:30pm)

ET-6 The Nuts and Bolts of Remote Interpreting and Training: The Tech You Need and Why You Need It

Katharine Allen and Barry Olsen

ALL (Saturday, 2:00-3:00pm, Room: Georgetown West)

The way humans communicate has changed. Rapid technological advancements brought on by wireless connectivity and new smart devices have moved multilingual communication into the cloud. Interpreting teaching and practice is running to keep up. As interpreting and interpreter training move increasingly online, how do you adapt? What technologies must you understand and have access to if you want to interpret, teach, or learn online? Join us for this hands-on session that will demystify the technologies used to interpret and train interpreters online. You will leave this session with the knowledge to participate in this growing area of professional practice and training.

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 into French for Congolese refugees. The speaker will discuss the long-term benefits of such partnerships for translator education.

NEW SESSION: ET-8 Translation Project Management in the Virtual Classroom: Enhancement of Student Engagement through Task-Based Learning

Monica Rodríguez-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 Anachronisms: Swedish Culture Clash

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)

After gaining 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 thorny 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 rewiring 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

Bryna 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 records 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

LAW-4 Deciphering Spanish-language Bylaws: A Structural Approach

MED-4 Translating Diagnostic Imaging: Is It Hyperechoic or Hyperintense?

FIN Financial Translation

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.

FIN-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 ATA's 57th Annual Conference. *Recipient of the Marian S. Greenfield Financial Translation Presentation Award.*

F French

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.

FIN-3 Financial Technology ("Fintech")

Mary Lou Bradley and Judith Lyons, CT

ADV (Friday, 11:15am-12:15pm, Room: Jefferson East)

Financial technology (fintech) is a rapidly growing disruptive force in the financial sector. 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 Soroka (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 rattle back in later on ready for a tune-up. Many translations are final products, but IR texts are put to work by non-native speakers, used in multiple formats, and cut and pasted into press releases and slideshows. 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-8 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 varying styles and savvy solutions to interesting translation problems. Audience participation will be encouraged, 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-glaring 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.

G-6 German Orthography: The Good, the Bad, and the Ugly

Dagmar Jenner and Judy Jenner

Presented in German; INT (Saturday, 3:30-4:30pm, Room: Georgetown East)

German orthography has always been a headache for many, especially after its reform in 1996. The speakers will open up their vast collection of ghastly spelling mistakes published in newspapers, brochures, and menus and discuss their relentless, if hereto unsuccessful, quest for a world with correct capitalization and no misplaced commas and apostrophes. Along the way, they will address tricky aspects of German orthography that might result in light bulb moments even for very experienced German translators and interpreters.

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: Fairchild)

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 varying 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!

GOV Government T&I**GOV-1 Preparing Interpreters for Asylum Interviews: A Full Cycle Approach**

Jonathan Levy

ALL (Thursday, 11:15am-12:15pm, Room: Lincoln East)

Providing interpreting services for government agencies presents a number of challenges. How do you recruit? How do you train? How do you test and monitor? The speaker will describe how his company met these challenges in the provision of services to the U.S. Citizenship and Immigration Services. An overall approach to service delivery will be outlined through the detailed descriptions of the activities and lessons learned. Attendees will come away with both an overall approach and concrete examples of the challenges interpreters face in these encounters.

GOV-2 Interpreting and Translating for Senior Policymakers and Ministers

Bob Feron

ALL (Thursday, 2:00-3:00pm, Room: Lincoln East)

Accuracy and precision are always important in simultaneous interpreting and translation. In the world of diplomacy, however, sometimes preserving ambiguity, nuance, and a lack of specificity are equally important. How should interpreters and translators manage the delicate balance between being precise and "playing it safe?" How do we recognize and manage situations in which clarity and precision can sometimes create additional complications? Are there situations in which protecting our clients' reputation and achieving their objective is more important than translating perfectly? This session will discuss these and other aspects of the art and science of interpreting and translating for policymakers.

GOV-3 Nothing Lost in Translation: How Coaching Can Serve the Wordsmith

Alison Carroll

ALL (Friday, 11:15am-12:15pm, Room: Lincoln East)

Where will you be professionally in a year? Five years? Ten years? The translator's work life can sometimes feel inflexible and isolating, even unrelenting, with clients unappreciative or uncomprehending. When does the translator get a chance to detach and ask "is this working for me?" These are vivid issues for all translators, but what makes them especially so for the government translator, on staff or on contract? We will explore ways to reframe these challenges and identify new ways to respond to them. The session will include findings from coaching sessions with a high-level government translator.

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ALL = All Levels (Attendees of all levels of experience)

CT = ATA-Certified Translator GS = GUEST SPEAKER

GOV-4 New Options for Translators, Interpreters, and Project Managers in the Artificial Intelligence-Driven Future of Government Language Work

Jennifer DeCamp, Joseph Mazza, Zbigniew Ostrega, CT, and Sue Ellen Wright, CT
ALL (Friday, 2:00-3:00pm, Room: Lincoln East)

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.

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 in 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 Calderari-Waldrón, 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.

Government T&I Related Sessions

- D-1 Undocumented Immigrants or Illegal Immigrants? How Do Political Preferences Influence Your Translations?
- F-2 The Role of the Interpreter in Diplomacy: Part I
- F-3 The Role of the Interpreter in Diplomacy: Part II
- SL-1 Susana Greiss Lecture: The Long and Winding Road to Becoming a Presidential Interpreter
- SL-2 Wow! How Am I Going to Interpret That?
- SL-3 Localizing President Trump's Statements into Russian
- TI-1 The Language Industry in the Trump Administration
- V-1 Language Services in Education: How to Provide Translation and Interpreting Services to Parents in a Multilingual School District
- V-5 The Secret Language of Bureaucrats

I Interpreting

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 Burian and Jacolyn Harmer
ALL (Thursday, 2:00-3:00pm, Room: Lincoln West)

Superior performance in any endeavor is rarely a haphazard or hurried accomplishment. Interpreting is no different. All learners must first recognize the knowledge, skills, and abilities they bring to the task before being able to chart and track their own unique path to expertise. There are no shortcuts, but motivation, reflection, and discipline sustain this self-study or "deliberate" practice. In 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-3 An Octopus, a Hologram, or Hepburn: What Kind of Interpreter Are You?

Roberta Barroca
ALL (Thursday, 3:30-4:30pm, 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-4 Demarcation in Interpreting for Ongoing Home Visits

Melisa 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)

What happens when culture gets in the way of communication? Breaking down communication barriers can become a challenge if we're not aware of our biases. Through the use of video clips, case studies, discussion, and role-play, this session will provide an overview of the intercultural aspects of communication and the regulatory framework of culturally competent language access services. In a world where machine translation is becoming more advanced, cultural competence adds value to your language skills. Come learn about your implicit biases and the tools to overcome and re-think your role as a cultural broker.

I-7 Cultural Competence - When Your Language Skills Are Not Enough: Part II

Cheri Wilson GS
ALL (Friday, 3:30-4:30pm, 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 Rechtman
INT (Saturday, 8:30-9:30am, 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 inaccessible.

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-9 Getting Ahead of the Story: A Proactive Approach to Best Practices for Remote Interpreting for Interpreters, Buyers, and Vendors

Katharine Allen and Barry Olsen
ALL (Saturday, 10:00-11:00am, Room: Lincoln West)

Interpreting is being flipped by mobile communication and new remote interpreting platforms. Several decades of hard work have established guidelines for onsite interpreting working, 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 Matilsky
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-Agüero 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, Marsel 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 readership and what needs to be conveyed to a Brazilian readership, the speakers will discuss what would be appropriate for transcreation into other languages/cultures.

Interpreting Related Sessions

- AST-1 The Digital Interpreter™: Tablets and Pens
- AST-2 Long Consecutive Bootcamp: An Applied Skills Workshop for Interpreters
- AST-8 Rethinking Your Simultaneous Interpreting Delivery 2.0
- AST-9 Improve Your Consecutive Note-taking for Dialog Interpreting
- ET-4 SIMinar: Interpreting Theory Meets Real Life
- K-4 Doing More with Less: Taking Your Note-taking Skills to the Next Level
- P-5 Pitfalls of Interpreting between Portuguese and English
- P-6 Self-Recording, Transcribing, Language Analysis, and Self-Enhancement: Painstaking, but Rewarding

IC Independent Contractors

IC-1 Top Tips From My First Two Years as a Freelance Translator

Meghan McCallum
BEG (Thursday, 11:15am-12:15pm, Room: IBR 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 and not just a leap of faith? 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 into 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.

IC-2 Contingency Planning and Crisis Management 101

Jill Sommer
ALL (Thursday, 2:00-3:00pm, Room: IBR Center)

What would you do in the event of a crisis? Do you have a backup plan in the event of an email server outage, hard drive failure, power outage, or natural disaster? What about hospitalization? A crisis is a significant unexpected disruptive event that affects an organization's personnel, facilities, information systems, or critical records. The event could be large or small, such as a natural disaster or human in origin. Smart and diligent contingency planning is an important aspect of crisis management because it ensures that individuals and organizations make the necessary preparations to be ready when trouble strikes.

IC-3 Get Your Tool Belt Ready for Jobs: How to Get Hired

Gabriela Bess, Allie Fritz, and Anna McGinnis
BEG (Thursday, 3:30-4:30pm, Room: IBR Center)

Do you have your "tool belt" ready? Before applying for jobs, learn to find competitive ways to show off your qualifications and skills. A recruiter for a major company, the speaker will teach you how to market yourself to the best advantage by highlighting certifications, background checks, and even immunization histories. You would be surprised by the qualifications that might interest your clients! This session will include a breakout discussion to analyze résumés and help you effectively demonstrate your tool belt on not only your résumé, but on social media outlets as well. Come learn how to rise to the top of the résumé pile!

IC-4 Selling Your Translation and Interpreting Services

John Di Rico
BEG (Friday, 10:00-11:00am, Room: IBR Center)

What should you do next after you receive an email requesting a quote? What should you be doing to effectively take this prospect from lead to loyal client? During this session, we'll examine the customer-centric sales methodology and how to apply it to your translation or interpreting business. After leaving the session, attendees will be able to formulate questions to identify client goals and lead a sales conversation. They will also be able to draft sales follow-up email that reiterates goals, offer solutions, and detail the next steps to seal the deal.

IC-5 Going Once, Going Twice, Sold! Is Your Translation Business Sellable?

Avi Staiman
ADV (Friday, 10:00-11:00am, Room: Jefferson West)

When we start our professional careers, the last thing on our minds is whether our business has value (i.e., is it "sellable"?). However, when it comes time for retirement, it's important to consider the potential value of our business to other translators, agencies, or interested parties. Unfortunately, we don't usually know how to define and convey this value to others properly. We will look at what makes a business appealing to a potential buyer and discuss what can be done to add tangible value to our business and how we can benefit from our business well after retirement.

IC-6 Translators and Agencies: Two Captains, One Boat

Michael Elliff and Gerhard Preisser
ALL (Friday, 11:15am-12:15pm, Room: IBR Center)

Whether new translators find success in their chosen careers depends on their relationship with the agencies for which they work. Agencies look for quality, dependability, flexibility, and good communication skills. Freelancers want their agency clients to be open to questions, willing to share information upfront regarding their expectations, and reliable when it comes to compensation. In this session, a veteran translator and an equally seasoned agency owner will introduce, discuss, and reenact different real-life scenarios to underscore what good communication between both sides is all about.

IC-7 You're in Business: How to Price Your Work

Jonathan Hine, CT
ALL (Friday, 2:00-3:00pm, Room: IBR Center)

Translators and interpreters are in business. Pricing and monitoring financial performance are crucial to business success. This session will cover the elements of budgeting and business planning. The methodology will help attendees develop personal criteria for accepting or rejecting freelance assignments, balancing employment offers, and choosing alternatives for business expansion. The session will also cover calculating the break-even price and tracking sales volume and revenue. This isn't a session about number crunching, so come prepared to enjoy learning how to set your business on a solid financial footing and keep it there.

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- ALL = All Levels (Attendees of all levels of experience)
- CT = ATA-Certified Translator GS = GUEST SPEAKER

IC-8 Working with Direct Clients. For Real.

Chris Durban

ALL (Friday, 3:30-4:30pm, Room: IBR Center)

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.

IC-9 Beating the Digital Competition: How to Boost Your Website's Organic Search Traffic

Matthew Kushinka

INT (Saturday, 8:30-9:30am, Room: IBR Center)

Increasing organic search traffic should be a key part of any freelancer's digital strategy. But with over one billion websites in the world, how can your small site ever stand out? The speaker will share tips for attracting visitors who are searching for exactly what you're selling. Topics will include Google Analytics and Google Search Console, domain authority, backlink profiles, keyword research, content marketing, site security and speed, responsive design, and search engine optimization (both on-page and off-page). Attendees will receive a comprehensive checklist of to-do items for use on their own sites.

IC-10 Making the Most of Twitter: Marketing and Networking in 140 Characters or Less

Judy Jenner

ALL (Saturday, 10:00-11:00am, Room: IBR Center)

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.

IC-11 How to Create Winning Translation Service Contracts

Paula Arturo and Amanda Williams

ALL (Saturday, 11:15am-12:15pm, Room: IBR Center)

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.

IC-12 Translating Your Way to Financial Independence

Susan Adams and Allison Wollenberger

ALL (Saturday, 2:00-3:00pm, Room: IBR Center)

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.

IC-13 Work Smarter, Not Harder

Silvia D'Amico

INT (Saturday, 3:30-4:30pm, Room: IBR East)

You worked hard to establish a successful business and then life happened. Now you need to make changes to your work schedule and wonder if your income and relationships with clients will be affected negatively. Whether you need to take care of small children or elderly parents or want to reconsider your work/life balance, the speaker will discuss strategies to work fewer hours while maintaining the same income level. The speaker will identify how to maximize your working hours, increase the dollar per hour ratio, eliminate time-wasting activities, and, ultimately, become more efficient.

Independent Contractors Related Sessions

- AST-5 Build a WordPress Website for Your Translation Business
- AST-13 Getting to "Yes" and Sealing the Deal: How to Negotiate and Draft Translation Contracts
- F-6 Grow Your Translation Business with Genealogical Translation
- GOV-4 New Options for Translators, Interpreters, and Project Managers in the Artificial Intelligence-Driven Future of Government Language Work
- GOV-5 Unraveling the Mysterious Path to Translating for the National Virtual Translation Center
- LSC-4 The Agency-Freelancer Dating Game Redux: From Courtship to Commitment
- LSC-5 How to Work with Translators: Best Practices for Producing the Best Technical Translations

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

ST-8 How to Specialize and Expand Your Business into New Technical Markets

V-1 Language Services in Education: How to Provide Translation and Interpreting Services to Parents in a Multilingual School District

IT Italian

IT-1 Beyond and Around Pure Words (Attorno e oltre le parole): Part I

Annamaria Testa GS

Presented in Italian; ALL (Thursday, 2:00-3:00pm, Room: Embassy)

It's commonly known that the meaning of a text can change in relation to its context. Nevertheless, only verbal and situational context are usually considered in terms of potential change. The speaker will show more than 100 examples of how images, colors, typography, layout, and graphics can radically change or even reverse the meaning of a simple and apparently unambiguous phrase like "bella giornata oggi" (good day today). For this reason, when translators receive a text, especially a short one, they should also be given information on visual context that will help them produce better translations and transcriptions.

IT-2 Beyond and Around Pure Words (Attorno e oltre le parole): Part II

Annamaria Testa GS

Presented in Italian; ALL (Thursday, 3:30-4:30pm, Room: Embassy)

See abstract for IT-1: Beyond and Around Pure Words (Attorno e oltre le parole): Part I

IT-3 Transcreation: More Than Just Creative Translation

Francesca Marchei and Giovanna Massari

Presented in English and Italian; ALL (Friday, 11:15am-12:15pm, Room: Cardozo)

What's the thought process behind transcreation? A panel of translators, with help from attendees, will look for possible answers in an open discussion based on examples of taglines, catch phrases, and other content taken from our professional experience. Attendees are invited to bring their own samples and talk about the solutions they found.

NEW SESSION: IT-4 The Importance of Translating Punctuation and Typographic Conventions

Silvia D'Amico

Presented in English and Italian; ALL (Friday, Saturday, 2:00pm-3:00pm, Jefferson East)

A text with bad punctuation and odd capitalization can be off-putting and irritating. All too often translators focus on translating sentences and concepts and neglect other elements of the written text that are equally important. With examples mainly in English and Italian, attendees will learn the important cohesive and semantic functions performed by punctuation in a written text and how to improve readability of the target text using proper punctuation. The speaker will also discuss the challenges of accurately translating punctuation, capitalization, figure, date, and other formatting conventions as well as the risks arising from poor choices.

J Japanese

CANCELLED: J-1 Views of a Patent Attorney: The Intellectual Property Trend and Its Impact on Patent Translation

Momoko Okuda (Thursday, 2:00-3:00pm)

J-2 Japanese→English Translation of Clinical Trial Documents

Matthew Schlecht

INT (Thursday, 3:30-4:30pm, Room: Cardozo)

Japanese→English clinical trial translation occupies a large niche within the medical translation workflow. The terminology and usage are highly technical, but after mastering the learning curve, clinical trial translations tend to follow a standard pattern. Intended for intermediate-level translators, this session will provide information on clinical trials, those involved in the process, and the types of documents for translation. Techniques for terminology search/management (names of drugs, diseases, symptoms, adverse events, etc.) will be described with examples. Attendees will learn about inclusion/exclusion criteria, endpoints, deviations, randomization, blinding, protocols, consent forms, and clinical trial contracts. Resources for translation will be provided.

J-3 Translating Sex and Gender: Part I, Henry James

J. Keith Vincent GS

ALL (Friday, 10:00-11:00am, 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 two-part session will discuss specific examples of choices that literary translators have made in translating sex and gender. Part one will focus on homosexual sexuality in different Japanese translations of works by Henry James.

J-4 Translating Sex and Gender: Part II, The Tale of GenjiJ. 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 Korean**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) using acronyms. Second, sound-symbolic vocabulary now functions as an open category. New usages are created from existing non-mimetic words, while sound-symbolic adverbs are used independently in space-limited contexts, such as headlines and texting. The speaker will discuss these changes in more detail.

K-2 The New Linguistic Landscape of Contemporary Korean: Part IIYoung-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

CANCELLED: K-3 Connecting the Missing Links at the DOJ

Jaewon Rodriguez and Mi-Ae Wartenbee (Saturday, 2:00-3:00pm)

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.

SESSION ABSTRACTS

L Literary Translation**L-1 The Russian Revolution in Spanish Translation: The Forgotten Revolution of the Ukrainian Anarchist Benjamin Abramson in Argentina**

Adel Fauzetdinova

ALL (Thursday, 11:15am-12:15pm, Room: Georgetown West)

The speaker will draw from her research in literature, history, politics, and translation studies to examine the translations of an anarchist from the Russian Revolution. This session will focus on the work of a historic but mostly unknown translator, Benjamin Abramson, a Ukrainian-Jewish anarchist who fled to Argentina in 1910. Abramson became a prolific translator of Russian literature and the Russian Revolution. The speaker will discuss the connections between Abramson's translations of revolutionary writings, the context into which they were inserted, and the caricatured and parodied revolution portrayed in Roberto Arlt's work.

L-2 How to Mix Business with Poetry

Shelley Fairweather-Vega, CT, and Katherine Young

Presented in English with Russian examples; ALL

(Thursday, 2:00-3:00pm, Room: Georgetown West)

Sometimes an administrative nightmare has a happy ending. Last year, in a rushed attempt to produce English versions of 100 Russian poems, an editor assigned two translators to translate the same two pieces. Which versions would be published? Who would get paid? What do real professionals do in a situation like this? The speakers will discuss their translations and share their insights into this thorny aspect of the business of literary translation. Source texts are in Russian, by Mikhail Lermontov and Anna Akhmatova, but knowledge of Russian will not be necessary to join the discussion.

L-3 Forms of Faithfulness in Literary TranslationKatrina 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 equivalencies of register, tone, and perceived "strangeness" versus "naturalness" in the original text. The speaker will draw on 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.

L-4 What Makes Literary Translation Successful?

Jonathan McQuay

INT (Saturday, 10:00-11:00am, Room: Georgetown West)

Besides getting on the good side of the Big Five in publishing, what options are there to promote a quality literary translation and get paid for it? The American market is opening up to translated literature in new ways. This means there are exciting opportunities available to the intrepid translator. Come take a look at a study of what the American market is hungry for and discover ways to reach it. This session will also explore the pros and cons of different publication paths and business relationships with publishers.

L-5 Researching Literary TranslationsKatrina Dodson **GS**

INT (Saturday, 11:15am-12:15pm, Room: Georgetown West)

The role of research in literary translation is a rarely discussed area that varies greatly between projects. This session will consider the potential forms of research that literary translations can entail, from site-specific travel and archival research to background reading, surfing online, and locating reference tools. How can research strengthen your translation and when does it become an unnecessary distraction? How familiar should you be with an author's literary historical context across languages? The speaker will discuss projects in which she never left her home library, versus traveling to São Paulo archives and the Amazon rain forest for her current translation.

Literary Related Sessions

J-3 Translating Sex and Gender: Part I, Henry James

J-4 Translating Sex and Gender: Part II, The Tale of Genji

P-3 Literary Dialect: The Challenge of Translating New York Hustlers and Brazilian Miners

P-4 The Challenges of Translating a Holocaust Survivor's Memoir

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LAW-1 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.

LAW-2 Common Law and Civil Law: Approaches and Terminologies*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.

LAW-3 Special Aspects of Translating Discovery Documents*Timothy Friese, 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 Deciphering 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 company bylaws 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 Dopazo*

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.

CANCELLED: 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.

Legal T&I Related Sessions

- A-3 Arabic Criminal Terminology and Court Interpreting
- N-4 Comparison of Scandinavian and U.S. Legal Systems
- S-1 Class Action Lawsuits: Terminology and Translation Pitfalls
- S-9 The Structure of the Civil Law System and Its Impact on Translation: Part I
- S-10 The Structure of the Civil Law System and Its Impact on Translation: Part II

LSC-1 Finders Keepers: A Language Services Provider's Approach to Sustainable Vendor Management*Michael Bearden*

ALL (Thursday, 11:15am-12:15pm, Room: Jefferson West)

This session will reveal the round-the-clock efforts of a mid-sized language services provider (LSP) as it carefully cultivates and manages a growing database of international contract linguists and global support staff. The speaker will peel back the curtain and detail the company's efforts and share tools and technologies aimed at managing the recruitment, selection, qualification, performance rating, and development of external resources as per the company's overall operations strategy and priorities. Attendees will enjoy an objective, transparent glimpse into the vendor management process of an LSP and receive tips to help best leverage their work and maximize mutual potential for success.

LSC-2 Using Better Data to Run a Better Translation Company*Peter Reynolds*

ALL (Thursday, 2:00-3:00pm, Room: Jefferson West)

A translation company can be a particularly hard business to run. Most companies are small and are often managed by a person who also does sales, quality management, vendor management, or even all three. The first thing you need to run a great translation company is brilliant people. To make the best decisions and for the company to evolve, you need good data. Many translation companies don't realize they have already obtained some important information through the various tools they use. The speaker will describe a strategy for harnessing data you already collect to better run your business.

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: IBR East)

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 ATA57 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.

CANCELLED: LSC-6 Clarifying for the Client: How to Explain Why the Translation Is Different from the Original*Louis Mitler* (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.

LSC-8 Stop the Price Madness! Achieving Market Transparency in the Purchasing Process

Lena Sarbacher

ALL (Saturday, 11:15am-12:15pm, 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. We’ll discuss the challenges of selling and buying translations 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.”

LSC-9 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.

LSC-10 Data Security for Project Managers

Alaina Brantner and Joseph Wojowski

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 providers. In an increasingly cloud-based work environment, that valuable file information is vulnerable to being leaked and used against the company to which it was sent, as well as against its providers and clients. Project managers must arm themselves with the knowledge necessary to perform their day-to-day tasks while protecting client data. The speaker will provide project managers with the knowledge to protect client intellectual property. Topics will include file transfer systems, procedures for qualifying providers, non-disclosure agreements, quality assurance processes, and data breaches.

NEW SESSION: LSC-11 A Case Study on Launching and Managing a Custom Machine Translation Program for Translators in Three Countries, Four Languages, and Multiple Domains

Rihards 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 multi-language 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.

Language Services Companies Related Sessions

GOV-4 New Options for Translators, Interpreters, and Project Managers in the Artificial Intelligence-Driven Future of Government Language Work

IC-5 Going Once, Going Twice, Sold! Is Your Translation Business Sellable?

IC-6 Translators and Agencies: Two Captains, One Boat

IC-13 Work Smarter, Not Harder

LT Language Technology

LT-1 Becoming a Super-Fast Freelance Translator and Coping with Technology in a Constantly Evolving World!

Sameh Ragab

ADV (Friday, 10:00-11:00am, Room: IBR East)

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.

LT-2 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.

LT-3 What File Types? Another Treasure Trove of Settings in Trados Studio

Tuomas Kostiaainen, CT

ALL (Saturday, 10:00-11:00am, Room: IBR East)

Many Trados Studio users are unaware of the various file type options that Studio offers. In most simple translation situations, this may not be needed because Studio functions fine with the default settings. However, knowing what these settings do and what you can do with them can be very useful. This session will provide a general overview of Studio file type options. Attendees will learn about some specific examples where knowing these settings can be a real productivity booster, such as when translating partially translated Excel files or Excel files with HTML tags, or when you want to translate Wordfast files in Trados Studio.

LT-4 Search (and Replace) on Steroids: How Regular Expressions Can Help Make Your CAT Tool Even More Useful

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, they 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.

LT-5 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.

Language Technology Related Sessions

AST-3 AI, NMT, and Me: Thriving in the Age of Artificial Intelligence and Neural Machine Translation

AST-12 Trados Studio Workshop

ET-6 The Nuts and Bolts of Remote Interpreting and Training: The Tech You Need and Why You Need It

LSC-11 Launching and Managing a Custom Machine Translation Program for Translators in Three Countries, Four Languages, and Multiple Domains

MED Medical T&I

MED-1 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 products, 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 cleanses”? Can you merge science and marketing without green washing? What are the best strategies for translating this food for thought?

MED-2 You are Only as Good as Your Gut

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 interaction with human health. The gut has been called the second brain. It’s responsible not only for digestion, absorption, and elimination, but also affects your mood, thoughts, immune system, and overall health. The speaker will provide an overview of the gut

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microbioma and normal gut health. The speaker will also review gut and illness interactions, particularly those related to autism, depression, muscular dystrophy, and inflammatory diseases. Other topics will include therapies such as fecal transplant and gut flora rehabilitation, as well as the direction of future therapies.

MED-3 Medical Terminology: Problem Solving Through Parallel Texts

Helen Eby, CT

Presented in English with Spanish examples; INT (Friday, 2:00-3:00pm, Jefferson East)

How can we identify the right expression, but also the right way to talk about the subject? And how can we understand enough about new material to propose reasonable solutions? The solutions found in medical dictionaries are often insufficient. In this session, attendees will explore the use of parallel texts and work in small groups to solve some translation problems. The materials provided come from medical sources, but the same principles can be applied to any area of translation. These practices have proven useful to both interpreters and translators.

MED-4 Translating Diagnostic Imaging: Is It Hyperechoic or Hyperintense?

Erin Lyons, CT, and Lori Newman

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

Ever wonder how an MRI works, or how to translate an MRI report for a radiologist? In this session, we'll cover the basic functions and uses of major imaging modalities, such as radiographs, MRI, CT, and ultrasound. We'll then delve into the highly specialized terminology of diagnostic imaging reports and explain the terms used in each modality. We'll share examples from French and English to demonstrate the pitfalls of medical jargon, acronyms, and cognates. Come join us for this hyperintense session!

MED-5 Where Is the Line and How Do I Draw It? A Deep Dive into Impartiality and Role Boundaries for Health Care Interpreters

Elena Langdon, CT

INT (Saturday, 8:30-9:30am, Room: Jefferson East)

This session will explore two commonly misunderstood standards of practice for health care interpreters, impartiality and role boundaries, and strategies to uphold them. Both standards are essential to guarantee a patient's right to equal access, and yet they can be tricky to carry out when a situation challenges personal values or pulls at heartstrings. The speaker will examine how an interpreter's visibility, implicit bias, and self-awareness can help or impair communication. Attendees will leave with concrete suggestions on how to better visualize the lines they cannot cross and manage an encounter in which they are asked to step out of their role.

MED-6 The Legal Case for Language Access and Culturally Competent Health Care: Part I

Bruce Adelson GS

ADV (Saturday, 10:00-11:00am, Room: Jefferson East)

Equity of care, cultural competence, diversity, and their connection to federal law and informed consent liability can be among the most challenging of many federal language access legal mandates. Long thought of as just "doing the right thing," culturally competent health care, including the use of qualified interpreters and translators, is now understood as a legal imperative, with significant implications for physicians, health care providers, and language access professionals. The speaker will discuss these connections, highlighting actual cases and academic studies.

MED-7 The Legal Case for Language Access and Culturally Competent Health Care: Part II

Bruce Adelson GS

ADV (Saturday, 11:15am-12:15pm, Room: Jefferson East)

See abstract for MED-6: The Legal Case for Language Access and Culturally Competent Health Care: Part I

Medical T&I Related Sessions

- I-4 Demarcation in Interpreting for Ongoing Home Visits
- J-2 Japanese→English Translation of Clinical Trial Documents
- S-2 The English→Spanish Translation of Clinical Trial Protocols: Part I
- S-3 The English→Spanish Translation of Clinical Trial Protocols: Part II
- ST-6 Ribonucleic Acid Interference: From Lab to Bedside

N-2 Cursing and Anachronisms: Swedish Culture Clash

Petra Glimåker-Socolovsky 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.

CANCELLED: N-3 Translating Contracts from Swedish into English: Problems and Pitfalls

David Kendall, CT (Saturday, 8:30-9:30am)

NEW SESSION: N-4 Comparison of Scandinavian and U.S. Legal Systems

Alisa Hamilton and Thor Truelson

Presented in English, Danish, and Swedish; INT (Saturday, 8:30-9:30am, Room: Cardozo)

This session will compare the Swedish and Danish legal systems to the U.S. system. Examining the similarities and differences between the systems should provide greater context when translating Scandinavian legal texts into English.

P Portuguese

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, ingredients, 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

Lynnea 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

Jayne Costa-Pinto and Karen Sotelino

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 *Ditched 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 Konig'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

N Nordic Languages

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

Petra Glimåker-Socolovsky GS

ALL (Thursday, 11:15am-12:15pm, Room: Dupont)

Every Saturday morning, a high school just outside the nation's capital turns into little Sweden. The classrooms fill up with 85 kids between the ages of 3 and 17 who learn Swedish language, history, and culture. The Swedish School for Children in Washington, DC, is one of the biggest Swedish part-time schools in the U.S. During this session, we'll discuss the background, focus, and challenges of the school, and why extracurricular language schools like this one are important to the field of translation.

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
 LAW-4 Deciphering Spanish-language Bylaws: A Structural Approach
 LAW-7 On/Off the Record: Anatomy of a Deposition and How to Master This Niche
 L-5 Researching Literary Translations
 L-3 Forms of Faithfulness in Literary Translation
 TRM-1 Extreme Terminology Management: Developing a Power Termbase

S Spanish

S-1 Class Action Lawsuits: Terminology and Translation Pitfalls

Lorena Pike

Presented in English and Spanish; ADV (Thursday, 11:15am-12:15pm, 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 solve 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 Escarrá 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

María 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 orthotypography, 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 Cuando 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, eXtensive 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 no 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. Attendees will learn how to tackle different types of surveys and translation issues, including the technical aspects of preparing the Spanish versions. The speakers will also address what doesn't require translation.

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 this creates for translation. Special emphasis will be placed on certain areas, such as the law of corporations and business associations.

S-10 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

S-11 Interpreting and Translating for Farmers and Migrant Workers

Michelle Pinzl

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

AST-7 Preparing for the ATA English→Spanish Certification Exam

AST-15 Preparing for the ATA Spanish→English Certification Exam

LAW-4 Deciphering Spanish-language Bylaws: A Structural Approach

L-1 The Russian Revolution in Spanish Translation: The Forgotten Revolution of the Ukrainian Anarchist Benjamin Abramson in Argentina

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SL Slavic Languages

SL-1 Susana Greiss Lecture: The Long and Winding Road to Becoming a Presidential Interpreter

Nikolai Sorokin GS

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 GS

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 to interpreters working in other languages.

SL-3 Localizing President Trump's Statements into Russian

Alexey Rummyantsev

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 Fairweather-Vega, CT, Jennifer Guemsey, 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 sharks of steel patrol is known by only a few, but understanding how they're built and operate is accessible to everyone. The speaker will present a brief history of submarine construction in Russia and the Soviet Union before covering the multiple stages of construction, sea trials, and commissioning.

CANCELLED: SL-6 Criminal Law Terminology in Polish and English

Magdalena Perdek (Saturday, 11:15am-12:15pm)

NEW SESSION: SL-7 Slammin' á 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 á la russe" burger naming fail referenced in the title? Join us to find out and be ready to participate in the discussion!

Slavic Languages Related Sessions

- L-1 The Russian Revolution in Spanish Translation: The Forgotten Revolution of the Ukrainian Anarchist Benjamin Abramson in Argentina
- L-2 How to Mix Business with Poetry

ST Science & Technology

CANCELLED: ST-1 Translation as a Historical Process in Science: What Do We Know?

Scott Montgomery (Thursday, 11:15am-12:15pm)

CANCELLED: 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 Schoeb, 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 bombing incidents and court cases related to bombing. 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

Tapani Ronni, 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 Tkaczyk, 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-9 When a Christmas Tree is Not Really a Christmas Tree

Patricia McGroary

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

- F-4 Never a Dull Day? The Nitty Gritty of French→English Technical Translation
 J-2 Japanese→English Translation of Clinical Trial Documents
 J-5 Get "Gung Ho!": Japanese Interpreting and Translating in the North America Automotive Sector
 LSC-5 How to Work with Translators: Best Practices for Producing the Best Technical Translations
 MED-1 The Mind-Body Connection: Translating Health and Wellness Trends for the Consumer Market
 S-2 The English→Spanish Translation of Clinical Trial Protocols: Part I
 S-3 The English→Spanish Translation of Clinical Trial Protocols: Part II
 S-11 Interpreting and Translating for Farmers and Migrant Workers
 SL-5 Russian Submarines: How They're Built

T Translation**T-1 Confidentiality in Translation: Legal and Ethical Requirements and Pitfalls**

Emanuel 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 Seiler

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 (Thursday, 3:30-4:30pm, Room: Monroe)

Most documents translated by the legal or commercial translator have cover letters or email. These introduce the parties to one another and, not incidentally, introduce us as translators. If the letter sounds unnatural, stilted, or overly familiar, the wrong tone may be set. Similarly, letters between parties to negotiations or lawsuits are often more important to a settlement than anything that happens in court. While correspondence is often treated as an afterthought, rendering the salutations, closings, and titles correctly, as well as the tone and register of the body of the letter, requires skill and an understanding of business and social norms.

T-4 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 Ramirez

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 transcreative

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 digital text 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 understating 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 Golan

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/bidirectional 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 translations 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. Overall, plain language campaigns call 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 "thē" or Not to "thē": An Article on Articles

Paul Gallagher, CT

ALL (Saturday, 3:30-4:30pm, Room: Monroe)

The English system of articles (the, a, etc.) bedevils nonnative speakers, who often see it as designed purely out of sadism with no useful purpose. However, native speakers know that this system conveys useful information and helps them understand English texts. This

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**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 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

TI T&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 services 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 dialogue 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 terminology, are 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 Blüchel 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 Varia

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 Rudd
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 we'll 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. The session will be based on the speaker's personal experiences following 16 years of life in the U.S. It will include audio and visual examples of some of the differences between the two forms of English.

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 Bureaucratese) 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.

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Steve Lank **LSC-4, TI-2**
Sieun Lee **K-4**
Odile Legeay **ATA-1**
Jonathan Levy **GOV-1**
Eve Lindemuth Bodeux **V-3, V-6**
Ulrich Lohmann **LAW-2**
Rafaela Lombardino, CT **P-4**
Jennifer Love **GOV-6**
Jessie Lu **C-1**
Erin Lyons, CT **MED-1, MED-4**
Judith Lyons, CT **FIN-3**

★ M ★

Jane Maier, CT **AST-15**
Diego Mansilla, CT **AST-7**
Romina Marazzato Sparano, CT **T-6, T-9**
Francesca Marchei **IT-3**
Jay Marciano **AST-3**
Michael Martin **G-3**
Tamara Martinez **V-1**
Aida Martinez-Gomez **ET-5**
Caron Mason **ATA-3**
Giovanna Massari **IT-3**
Athena Matilsky **I-10**
Shizuka Matsunaga **J-5**
Joseph Mazza **GOV-4**
Meghan McCallum **ATA-2, IC-1**
Anna McGinnis **IC-3**
Patricia McGrory **ST-9**
Jonathan McQuay **L-4**
David Melo **TI-4**
Maren Mentor **G-7**
Rosalinda Meza-Steel **F-2, F-3**
Holly Mikkelsen, CT **AST-15**
Louis Mitler **LSC-6**

Yoshihiro Mochizuki, CT **J-6**
Mery Molenaar, CT **AST-5**
Scott Montgomery **ST-1, ST-2**
Pablo Mugüerza **S-2, S-3**

★ N ★

Esther Navarro-Hall **AST-1**
Lori Newman **MED-4**
Yulia Novikova-Wythe **SL-7**

★ O ★

Bryna O'Sullivan **F-6**
Momoko Okuda **J-1**
Barry Olsen **AST-8, ET-6, I-9**
Izaskun Orkwis, CT **AST-7**
Motoko Oshino Matthews **J-6**
Zbigniew Ostrega, CT **GOV-4**

★ P ★

James Patrick **J-5**
Magdalena Perdek **SL-6**
James Phillips **LSC-7**
Lorena Pike **S-1**
Michelle Pinzl **S-11**
Franz Pöchhacker **ET-4**
Gerhard Preisser **IC-6**

★ R ★

Sameh Ragab **AST-4, LT-1**
Laura Ramirez **AST-11, T-5**
Jonathan Rechtman **I-8**
Peter Reynolds **LSC-2**
Melisa Riley **I-4**
Jon Ritzdorf **AST-10**
Bill Rivers **TI-1**
Jaewon Rodriguez **K-3**
Monica Rodriguez-Castro **ET-8**
Tapani Ronni, CT **ST-6**
Monique Roske **GOV-8**
Sadia Rudd **V-1**
Alexey Rummyantsev **SL-3**

★ S ★

Lena Sarbacher **LSC-8**
David Sawyer **ET-1**
Riccardo Schiaffino, CT **LT-4**
Matthew Schlecht **J-2**
Christina Schoeb, CT **ST-3**
Sabine Seiler **T-2**
Robert Sette, CT **LAW-4, LSC-4**
Olga Shostachuk **LAW-1**
Cas Shulman-Mora **I-11**
Cristina Silva, CT **I-12, TRM-1**
Claire Singleton **V-4**
Michael Snyder **GOV-5**
Jill Sommer **ATA-1, IC-2**
Natalie Soroka **FIN-4**
Nikolai Sorokin **SL-1, SL-2**
Karen Sotelino **P-3**
Mariana Sousa Moreira **FIN-1**
Eva Stabenow, CT **G-7, V-2**
Avi Staiman **IC-5**
David Stephenson, CT **ATA-3**
Lydia Stone, CT **SL-4**
Clarissa Surek-Clark, CT **P-1**

★ T ★

Annamaria Testa **IT-1, IT-2**
Karen Tkaczyk, CT **F-4, ST-8**
Thor Truelson **N-4**

★ V ★

Virginia Valencia **LAW-6**
Ray Valido **LT-5**
J. Keith Vincent **J-3, J-4**
Salvador Virgen, CT **S-7**

★ W ★

Mi-Ae Wartenbee **K-3**
Emanuel Weisgras **T-1**
Tess Whitty **V-6**
Amanda Williams **IC-11**
Karen Williams **V-6**
Serena Williams **TRM-2**

Cheri Wilson **I-6, I-7**
Joseph Wojowski **LSC-10**
Allison Wollenberger **IC-12**
Ted Wozniak, CT **ATA-1, G-3**
Sue Ellen Wright, CT **GOV-4**
Hua Wu **TI-3**

★ Y ★

Katherine Yemelyanov **V-5**
Carolyn Yohn **AST-14**
Katherine Young **L-2**
Eric Yu **TI-3**
Molly Yurick **ATA-2**

★ Z ★

Flora Zhang **LT-2**
Ran Zhao, CT **C-1**

GUEST SPEAKERS

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

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

FIND GUEST SPEAKER BIOS ON THE ATA58 APP

NEW SESSIONS

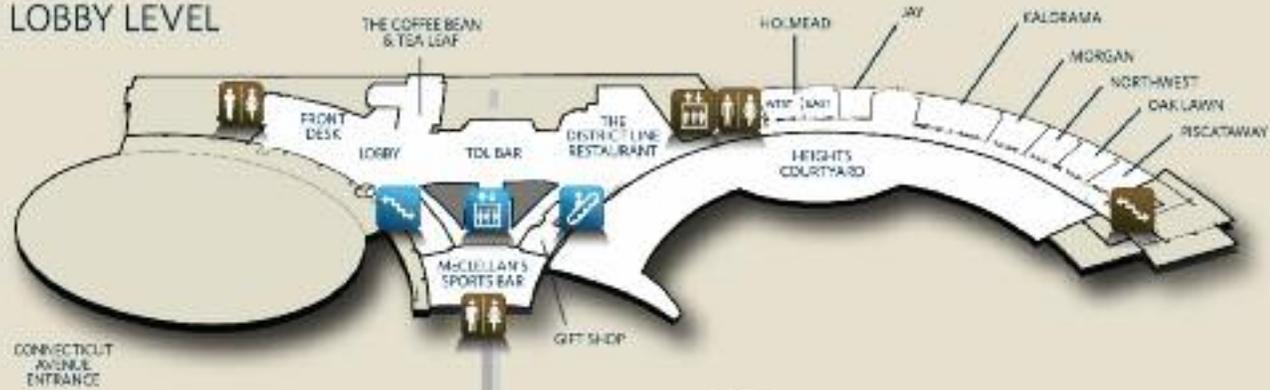
- ET-8** Translation Project Management in the Virtual Classroom: Enhancement of Student Engagement through Task-Based Learning
- G-7** English→German Translation Slam
- IT-4** The Importance of Translating Punctuation and Typographic Conventions
- J-7** Achieving Equivalent Meaning and Equivalent Impact in Japanese→English Translation
- LAW-7** On/Off the Record: Anatomy of a Deposition and How to Master This Niche
- LSC-11** A Case Study on Launching and Managing a Custom Machine Translation Program for Translators in Three Countries, Four Languages, and Multiple Domains
- N-4** Comparison of Scandinavian and U.S. Legal Systems
- SL-7** Slammin' á la Russe: English to Russian Translation Slam
- ST-8** How to Specialize and Expand Your Business into New Technical Markets
- ST-9** When a Christmas Tree is Not Really a Christmas Tree
- TI-4** Endangered Languages: Challenges and Sustainability of Rare Language Interpreting

CANCELLED SESSIONS

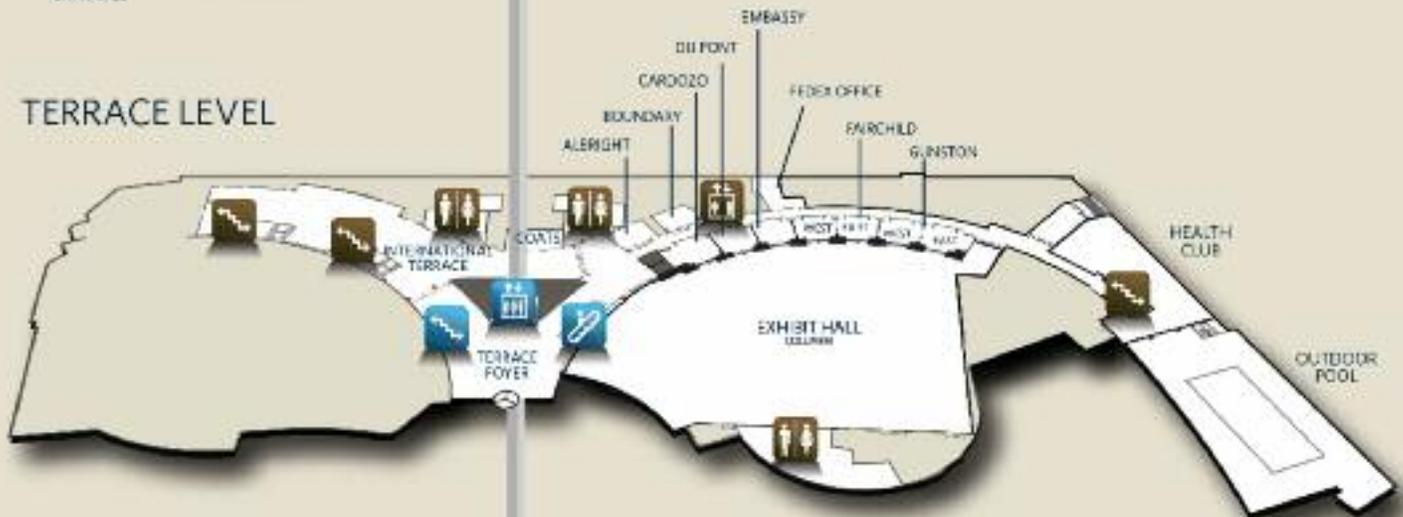
- J-1** Views of a Patent Attorney
- K-3** Connecting the Missing Links at the DOJ
- N-3** Translating Contracts from Swedish into English
- SL-6** Criminal Law Terminology in Polish and English
- ET-5** Interpreter Training for Heritage Speakers
- FIN-4** International Trade and the Global Economy
- LAW-6** Think Like a Lawyer, Act Like a Court Interpreter
- LSC-6** Clarifying for the Client
- ST-1** Translation as a Historical Process in Science
- ST-2** English as the Global Language of Science
- TI-3** Collaborative Innovation of Artificial Intelligence, Big Data, and Language
- TRM-3** Thou Shalt Not Guess: Methods and Tools for Effective Terminology Work

CANCELLED SESSIONS HAVE BEEN CANCELLED BY THE SPEAKERS INVOLVED, NOT BY ATA.

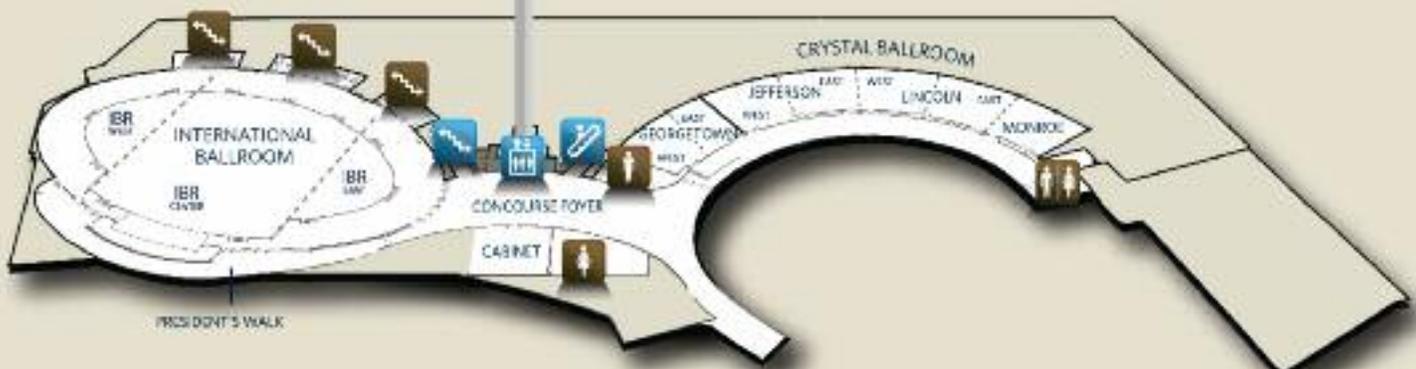
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TERRACE LEVEL



CONCOURSE LEVEL



LOBBY LEVEL

- ★ Stretch, Breathe, & Move
- ★ Heights Courtyard

TERRACE LEVEL

- ★ Registration / Help Desk
- ★ ATAware Store
- ★ Exhibit Hall
- ★ Continental Breakfast
- ★ Coffee Breaks
- ★ Cardozo
- ★ Dupont
- ★ Embassy
- ★ Fairchild

CONCOURSE LEVEL

- ★ Welcome Celebration
- ★ Opening Session
- ★ Buddies Welcome Newbies
- ★ Job Fair
- ★ Brainstorm Networking
- ★ Keynote & Closing Session
- ★ Conference Dance Party
- ★ Zumba
- ★ International Ballroom
- ★ IBR East
- ★ IBR Center
- ★ IBR West
- ★ Cabinet
- ★ Georgetown
- ★ Jefferson
- ★ Lincoln
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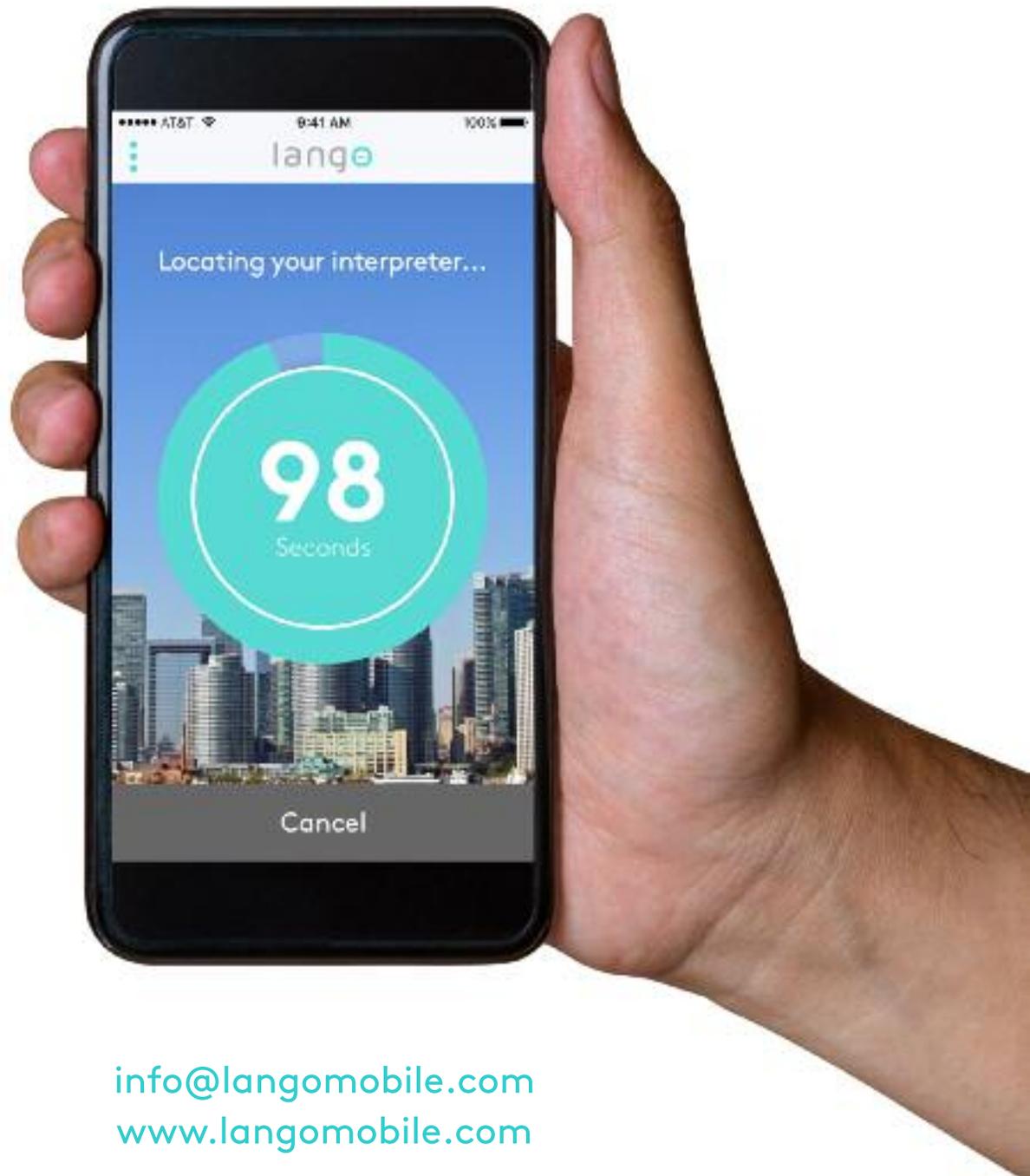
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