



ATA-TCD 8th Annual Conference — “Deep in the Heart of Translation Trends”
July 26-29, 2007 — Hyatt Regency on the Riverwalk — San Antonio, TX
 (10 ATA Continuing Education Points Available)

Thursday, July 26, 2007, cocktails and banquet, 7:00-10:00 p.m. (Chula Vista)

	Friday, July 27, 2007	Saturday, July 28, 2007		
8:00–8:30 a.m.	Continental Breakfast	Continental Breakfast		
8:30–9:45 a.m.	#1 <i>Leadership in Translation and in Life</i> Ann Macfarlane , ERGA Association Management Services (Maverick)	#6 <i>Technology Panel</i> (Maverick)		
9:45–10:15 a.m.	Break	Break		
10:15–11:30 a.m.	#2 <i>The TMS Explosion: 15 Translation Management System Scorecards</i> Ben Sargent , Common Sense Advisory (Maverick)	#7 <i>Going the Extra Mile—Customer Service That Delights</i> Ellen Miller , TEAM Performance (Maverick)		
11:30 a.m.–1:30 p.m.	Lunch (on your own)	Lunch (on your own)		
1:30–2:45 p.m.	#3A <i>Communicating about Your Business</i> Lauren Peters , PetersGroup Public Relations (Maverick A)	#3B <i>Project Management—The Basics</i> Michael Airaudi , PM Mentors (Maverick B)	#8A <i>Public Relations and Your Bottom Line: A Review of the ATA PR Initiative</i> Marian Greenfield , ATA/ Rina Ne’eman , Rina Ne’eman Hebrew Language Services, Inc. (Maverick A)	#8B <i>Applying Six Sigma/ISO 9000 in Small Business Today</i> Tim Mora , American Society for Quality (Maverick B)
2:45–3:15 p.m.	Break	Break		
3:15–4:30 p.m.	#4A <i>Using PMI to Advance PM Training and Enhance Company Profits</i> Charles Campbell , spanishbackoffice SA (Maverick A)	#4B <i>Tool Presentation: The Next Step in Translation Project Management Automation</i> Daniel Gervais , MultiCorpora (Maverick B)	#9A <i>The ASTM Translation Standard: Why Should You Care?</i> Kim Vitray , McElroy Translation/ Beatriz Bonnet , Syntes Language Group (Maverick A)	#9B <i>Tool Presentation: Beetext FLOW—Project Efficiency Solution</i> Bryan Montpetit , Beetext (Maverick B)
4:30–4:45 p.m.	Break	Break		
4:45–6:00 p.m.	#5 <i>Tool Presentation: XTRF—Global Management System for Translation Agencies</i> Tomasz Mróz and Andrzej Nedoma , XTRF Management System (Maverick)	#10 <i>Tool Presentation: LTC Worx—The Next Generation Workflow Tool for the Language Industry</i> Elham Attarpour , The Language Technology Centre (Maverick)		
	optional activity exploring the sounds and flavors of San Antonio			

Sunday, July 29, 2007, breakfast buffet in the hotel restaurant

