American Translators Association
52nd Annual Conference
Boston, Massachusetts
October 26–29, 2011

Preliminary Program
A Supplement to The ATA Chronicle
ATA recognizes these companies for their support of the translation and interpreting fields. Each company provided its own description. **Sponsors as of July 1.**

**Platinum**

GeoWorkz, Inc. [www.geoworkz.com](http://www.geoworkz.com)

GeoWorkz offer buyers and providers of language services flexible subscription plans to Translation Workspace, our on-demand productivity solution offering live access to memory and glossary assets to eliminate compatibility and synchronization issues of on-premise systems. Translation Workspace ensures consistency, higher quality results, and lower costs. Visit us for a free trial!

**Gold**

SDL [www.translationzone.com](http://www.translationzone.com)

SDL helps companies manage their communications with customers in different languages. The solutions ensure consistency of style and brand, automate manual processes in managing multilingual content, and provide instant translation of content. The solutions also ensure translators can reuse content and improve their productivity in content and software localization.

**Bronze**

Corporate Translations [www.corptransinc.com](http://www.corptransinc.com)

Corporate Translations is a preferred provider of translation and linguistic validation solutions to pharmaceutical, biotech, and medical device companies. Our success is due to our superior quality freelance translation experts and our prosperous relationships with them. We reward our translators by providing meaningful work, performance based bonuses, and on-time payments.

Hays Affinity [https://ata.haysaffinity.com](https://ata.haysaffinity.com)

Hays has partnered with ATA for over a decade to bring members the exclusively endorsed ATA Errors & Omissions (E&O) Liability Insurance Program. We are proud to provide tailored, cost-effective, and comprehensive E&O coverage to the members of ATA. As a top 20 ranked insurance broker, you can place your trust in us.

National Language Service Corps [www.nlscorps.org](http://www.nlscorps.org)

Are you fluent in English and another language? If so, the NLSC is looking for individuals like you. The NLSC is a national initiative, bringing together people who speak more than one language. This is your opportunity to help your language community while supporting government efforts in times of need.

**Exhibitors**

The ATA Exhibit Hall brings companies together to meet your unique needs. **Exhibitors as of July 1.**

AccessOnTime [www.accessontime.com](http://www.accessontime.com)

Atril [www.atril.com](http://www.atril.com)

Corporate Translations [www.corptransinc.com](http://www.corptransinc.com)

Hays Affinity [https://ata.haysaffinity.com](https://ata.haysaffinity.com)

Horton Interpreting Services, Inc. [www.language-link.com](http://www.language-link.com)

GeoWorkz, Inc. [www.geoworkz.com](http://www.geoworkz.com)

MadCap Software [www.madcapsoftware.com](http://www.madcapsoftware.com)

MultiCorpora [www.multicorpora.com](http://www.multicorpora.com)

International Medical Interpreters Association [www.imiaweb.org](http://www.imiaweb.org)

La Salle University Hispanic Institute [www.lasalle.edu/admiss/grad/hispanic](http://www.lasalle.edu/admiss/grad/hispanic)

A T R I L

GeO W O R K Z

ONCALL Interpreters & Translators [www.oncallinterpreters.com](http://www.oncallinterpreters.com)

Plunet GmbH [www.plunet.de](http://www.plunet.de)

SDL [www.translationzone.com](http://www.translationzone.com)

STAR Group America, LLC [www.us.stargroup.net](http://www.us.stargroup.net)

Advertising Opportunities: Learn about the benefits of sponsorship, exhibiting, and advertising at [www.atanet.org/conf/2011/advertise.htm](http://www.atanet.org/conf/2011/advertise.htm) or contact Caron Mason at caron@atanet.org or +1-703-683-6100, Ext. 3003.
Make Your Own History

Be a part of the most important event for translators and interpreters

Essential Networking

★ Connect with over 1,800 colleagues from throughout the U.S. and around the world.
★ Build potential partnerships and begin relationships that will help you personally and professionally.
★ Listen to the buzz of discussions among freelancers, project managers, business owners, and government representatives.
★ Renew your motivation by meeting people with similar interests and sharing your experiences.

Valuable Sessions

★ Get the education you need by choosing from 175 sessions, featuring a variety of languages, topics, and skill levels.
★ Focus on practical skills and theory, or join discussions that examine the current state or offer a look to the future.
★ Discover the lessons learned from colleagues who have dealt with the exact problems you are currently facing.
★ Be inspired and challenged to consider new ideas.

Register by September 23 and Save!
Visit www.atanet.org/conf/2011 to learn more.

Why should you attend?

Turn the page to find out...

For reviews, photos, and videos, visit www.atanet.org/conf/2011/why_attend.htm

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Cover Design Ellen Banker  Program Design Teresa Kelly
Welcome Reception ★

Wednesday, 6:00pm - 7:00pm

Let us welcome you to the ATA 52nd Annual Conference!

The American Translators Association invites all conference attendees to spend an evening with colleagues and friends.

Be our guest for a generous selection of hors d’oeuvres and a hosted bar.

Open to all ATA conference attendees.

Visit Boston’s Museum of Science

Wednesday, 1:00pm - 5:00pm

Join ATA’s Science & Technology Division for a self-guided tour of 500 interactive exhibits and live presentations, highlighting the life, earth, and physical sciences, as well as current hot areas such as nanotechnology and nanomedicine.

For contact information, trip details, and ticket prices, visit www.atanet.org/conf/2011/division.htm

Preconference Seminars

Seminar A

Ramping Up Your Translation Business

Marion S. Greenfield (Presented in English, Intermediate)

This seminar is intended to provide ideas on how to improve your freelance translation business. We will look at the skills required for running a top-of-the-market translation business. We will discuss keys to success, choosing verticals, deciding whether to continue to freelance or establish a language services company, and how to build your client base. Participants are requested to update their résumés and bring them to the seminar along with a draft business plan.

Seminar B

Brazil and Portugal: Two Countries Separated by a Common Language

Isabel Pinto Franco DS (Presented in English and Portuguese, All Levels)

This seminar will help participants better understand and relate to the cultures of Brazil and Portugal, specifically by providing an historical overview of the Azorians and Brazilians and the present-day subcultures these groups have influenced. Family roles, decision-making, and abstract thinking will be reviewed as examples of challenging situations that interpreters must know how to handle. Taking into account the differences between these two cultures, participants will put this new information into practice by exploring interpreting techniques such as listening skills, fidelity, and de-verbalization. Misconceptions will also be discussed to illustrate how successful communication between these groups is achievable.

Seminar C

The Language of Clinical Research Protocols and Informed Consent

Estela A. Chemen (Presented in English and Spanish, Intermediate)

This seminar will cover the terminology translators are likely to encounter when translating for multinational pharmaceutical companies. The presenter will discuss a wide range of documents, including clinical trial protocols, informed consent, investigators’ brochures, charts, monitoring plans, clinical study reports, and package inserts. Topics will also include pharmacogenetic and pharmacogenomic components, an overview of a clinical trial, fixed expressions, formulas, and collocation. Participants will be provided with glossaries.

ATA’s Preconference Seminars are in-depth educational opportunities provided by experts in their field. Attendees must preregister. See form on page 21.

DS = Distinguished Speaker
Seminar D
Translating Administrative/Government French→English
Grant Hamilton (Presented in English, All Levels)
This seminar will help participants identify the leading causes of poorly translated administrative French. Participants will learn to improve the flow and structure of their English translations, avoid common Gallicisms that obscure meaning, and make their texts more readily understandable to readers. This is a “hands-on” workshop, with numerous examples of poorly translated texts that participants will be asked to discuss and correct together, in teams and as a full group. It will provide a checklist of strategies and techniques for turning administrative French into idiomatic English that is both easy to understand and enjoyable to read.

Seminar E
Contractual Law: Main Principles and Specific Terminology
Graciela S. Souto DS (Presented in Spanish, Advanced)
Contractual law is an area that poses great challenges to translators due to continuous change. It is indispensable to have a thorough knowledge of the main features of contractual law, to understand its principles, and to know the specific vocabulary. This seminar will focus on the explanation and comparison of contractual principles and the translation of several contractual clauses to illustrate the main differences between the law of contracts in the Anglo-American system and “derecho contractual” in civil law countries.

Seminar F
Building Blocks in Interpreter Training
Barbara Moser-Mercer DS (Presented in English, Intermediate)
This seminar will explore skill acquisition in interpreting. The identification of sub-skills allows the trainer to develop didactic sequences that enable the learner to gradually develop expertise by building on previously mastered sub-skills. A distinction will be drawn between knowledge and procedural skills and the importance of the latter to be able to build on the former. Special emphasis will be placed on the development of adaptive expertise. This seminar will include two parts: the first part will lay the theoretical foundation, and the second part will provide participants with hands-on learning experience.

Seminar G
Terminology Management for Translators
Barbara Inge Karsch and Sue Ellen Wright (Presented in English, All Levels)
This seminar will discuss best practices for translation-oriented terminology management, emphasizing pragmatic solutions for working translators designed to ensure long-term viability of terminological data. Topics will include fundamental principles, basic data fields for term entries, strategies for establishing target equivalents, and the avoidance of future problems and data loss. The benefits of following best practices include increased translation efficiency and accuracy, better source-language documents, reduced quality assurance costs, and an overall improvement in translation workflow and quality.
Preconference Seminars

Seminar H
Maximizing Your Translation Business by Developing a Strong Brand
Marcela Jenney (Presented in English, Advanced)
Branding is more than a trend in the business world. A brand represents many intangible aspects of a product or service. A brand is a collection of feelings and perceptions about the quality, value, image, and condition of the product or service. Branding creates the idea that there is no product or service like yours. A brand offers the client a guarantee and sets out your value proposition. This workshop will show you how to create a solid and distinctive brand to communicate what makes your translation business unique and to develop a branding strategy that can be implemented right away.

Seminar I
Line Editing Skills and Techniques
Greer Lleuad DS (Presented in English, All Levels)
This hands-on workshop will allow participants to practice applying advanced line editing techniques. These techniques help editors move beyond copyediting for correctness and consistency to line editing for clarity (creating a clear story), concision (less is more), cohesion (flow), and coherence (consistency of topics). Cheat sheets and a list of resources will be provided.

Seminar J
Researching and Translating Financial Reports Based on International Financial Reporting Standards
Robin Bonthrone (Presented in English, All Levels)
Well over 100 countries now allow or require listed companies to use International Financial Reporting Standards (IFRSs), while others, including the U.S., plan to implement or converge with these IFRSs. IFRSs have been translated into over 40 languages, supporting their emergence as a truly global set of accounting standards, and the market for IFRS-related translations is growing steadily. This seminar (suitable for all language pairs) will introduce IFRSs and the principles that underlie them. It will give translators a framework for researching and translating IFRS-based financial reports, including insights into the link between aspects of translation theory and financial reporting principles.

Seminar K
Translating German→English in the Renewables Sector
Craig Morris DS (Presented in English, All Levels)
The renewables sector presents unique challenges and this hands-on workshop will enable translators to tackle them. Renewable technologies are being created daily, so terminology is developing constantly. The speaker will focus on specific text samples in the areas of solar, biomass, wind, and passive houses, using online resources for German and English. Renewables also rely heavily on government policy, so attendees will learn how to explain the differences in law. Finally, because the renewables sector is growing rapidly, the presenter will discuss suppliers—float glass, screen printing for solar panels, etc.—and how to acquire direct customers in this market.

Learn from the Locals
The New England Translators Association provides an insider’s blog for restaurant and sightseeing tips. NETA also accepts comments and questions for additional assistance.

To learn more, visit www.ata-in-boston.netaweb.org
Seminar L
Advanced Spanish→English Legal Translation
Thomas L. West III (Presented in English, Advanced)
This workshop for advanced Spanish→English legal translators will focus on civil procedure and the language of pleadings, motions, and court decisions. We will pay particular attention to differences in terminology from country to country and to words and grammatical forms with unexpected meanings. If time permits, we will take a brief look at administrative law and procedure.

Seminar M
Equal Access to Justice Requires Equal Language Access in the Courtroom
Mike Murphy DS (Presented in English, All Levels)
This seminar will focus on how to educate judges and court administration on the legal requirements of effective court interpreting and the practical ways to get the courts to allow for effective court interpreting. We will discuss case law from around the country that recognizes and mandates effective court interpreting. This seminar will also cover the best (and worst) ways to attempt to educate judges and court administration of their legal obligations to the litigants. Do not let your judge or court administration be the last courtroom/courthouse in the country to recognize this important subject.

Seminar N
Machine Translation in Practice
Mike Dillinger (Presented in English, All Levels)
Machine translation software continues to attract attention from clients, forcing translators to make a difficult decision: work with the technology or find a way to work around it. This presentation will help you decide. The presenter will sketch how language services providers and companies use machine translation and what the translator’s role is in this new business model. In what situations does MT output work? What do post-editing assignments look like? What do clients expect? How can you price these assignments? How can you identify which ones to reject? How can you add value to a process that uses machine translation?

ATA’s Preconference Seminars are in-depth educational opportunities provided by experts in their field. Attendees must preregister. See form on page 21.

DS = Distinguished Speaker

Distinguished Speakers (DS)
Chosen by ATA Division leadership, Division Distinguished speakers contribute a high level of advanced learning, experience, and excellence to the ATA conference schedule.

CLD Bok Kow Tsim
GLD Craig Morris
GLD Jan-Philipp Sendker
ID Barbara Moser-Mercer
ID Mike Murphy
ILD Tim Parks
JLD Alex O. Smith
JLD Michio Tsutsui
KLD Heejae Lee
KLD James Phillips
LD Greer Lleuad
LD Carsten Peters
MD Edward Zanders
PLD Isabel Pinto Franco
S&TD Mathilde Fontanet
S&TD Manisha Mittal
SLD Valentina Kolesnichenko
SPD Cristina Marquez de Camihort
SPD Graciela S. Souto
Speed Networking Session ★

Thursday, 5:30pm - 7:00pm

Don't miss this fun, exciting, and effective way to meet more people, make more contacts, and generate more business than you ever thought possible at one event.

Get your 30-second pitch ready, grab your business cards, and GO!

Hors d'oeuvres and a cash bar will be available.

Open to all ATA conference attendees.

Tool Tutorials ★

Thursday, 11:30am - 5:00pm
Friday, 10:00am - 5:00pm
Saturday, 8:30am - 5:00pm

Get the most out of your translation tool!

Tool Vendors will provide free, in-depth tutorials—not sales pitches—for beginning and intermediate users of their translation tools software. These tutorials will be hands-on workshops (laptop required) or lecture-style presentations.

Open to all ATA conference attendees.

Sessions

8:30am - 9:00am

ATA Opening Session
Nicholas Hartmann and Dorothee Racette (All Levels)

Language Codes

<table>
<thead>
<tr>
<th>Language</th>
<th>Specialization</th>
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<tbody>
<tr>
<td>A</td>
<td>Arabic</td>
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<td>Spanish</td>
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<td>Slavic Languages</td>
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<td>ATA</td>
<td>ATA Activities</td>
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<td>I</td>
<td>Interpreting</td>
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<td>IC</td>
<td>Independent Contractors</td>
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<td>Literary Translation</td>
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<td>Media</td>
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<td>MED</td>
<td>Medical T&amp;I</td>
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<td>T&amp;I Professions</td>
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<td>TRM</td>
<td>Terminology</td>
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<td>V</td>
<td>Varia</td>
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</tbody>
</table>

Sessions are presented in English unless otherwise stated.
Why should you attend?
Past attendees provide the answer:

“The best thing about the conference is the opportunity to spend time with colleagues, make interesting contacts, and meet potential clients.”

“The high quality of the presenters and presentations and the chance to interact with top-notch professionals in the field.”

“Social events, the overall friendly atmosphere, and the balance of education and networking opportunities.”

Schedule
Thursday, October 27, 2011

9:30am - 11:00am

ATA - 2
Presentation of Candidates and Election
Nicholas Hartmann (All Levels)

11:30am - 12:30pm

G - 1
German for Professionals
Jan-Philipp Sendker DS (Presented in German, All Levels)

ST - 1
Translating Technical Manuals: Dos and Don’ts and Some Best Practices
Joao Roque Dias (Intermediate)

LSP - 1
How to Make Translators Rave About Your Agency
Karen M. Tkaczyk (Advanced)

J - 1
A Guide to the Scientific and Medical Fields for Japanese Translators
Matthew F. Schacht (Advanced)

K - 1
Korean→English Patent Translation Workshop
Rachel S. Park (Presented in English and Korean, Intermediate)

P - 1
The Craft of Revising Translations
Eloisa D. Marques (Presented in Portuguese, Intermediate)

SL - 1
RValent: In Russia, Translators Have a (Publishing) House to Call Home
Valentina Kolesnichenko DS (Presented in English and Russian, All Levels)

IT - 1
Retranslation of Classics for an Authentic Reading Experience
Tim Parks DS (Presented in English and Italian, All Levels)

C - 1
The Issue of Collocation When Translating Official Chinese Documents into English
Zhesheng Cheng (All Levels)

ATA - 3
Preparing to Take ATA’s Certification Exam: Questions and Answers
Geoffrey S. Koby (Beginner)

TIP - 1
Hybrid Careers: Atypical Translation Skills in the Workplace
Maggey S. Oplinger (All Levels)

MED - 1
Pharmaceutical Industry, Part I: Drug Discovery in the Laboratory
Edward Zanders (Advanced)

ATA - 4
Orientation for First-Time Attendees
S.R. Sommer and Ted R. Wozniak (Beginner)

S - 1
Overview of Intellectual Property Rights
Graciela S. Souto DS (Presented in Spanish, Intermediate)

LT - 1
Using the Internet as Your Office
Ana Luiza Iaria (All Levels)

I - 1
Myths and Truth: Preparing for the State Court Interpreter Exams
Judy A. Jenner (Intermediate)

DS = Distinguished Speaker

Visit www.atanet.org/conf for abstracts, bios, and more.
Job Marketplace

Thursday, 9:00am - 6:00pm
Friday, 8:30am - 6:00pm
Saturday, 8:30am - 2:00pm

Find a Translator!
Find an Interpreter!
Find a Job!

Translators and Interpreters:
Display your résumés and business cards under the languages you work in. Search job listings to find your future employer.

Company Owners and Managers:
Display your current job openings under the languages you need. Search résumés to find your future employee.

Open to all ATA conference attendees.

Cyber Café

Stay connected with complimentary Internet at the Cyber Café. Check email, tweet, blog, and update your status while in Boston.

Sponsored by Hays Affinity
**Daily Agenda**

**Registration**
7:30am - 6:00pm

**Continental Breakfast**
7:30am - 8:30am

**Sessions**
8:30am - 5:00pm, see pages 8-11

**Why should you attend?**
Past attendees provide the answer:

“The opportunities for face-to-face networking, bonding with colleagues, and learning new things.”

“The wealth of information offered and the networking opportunities were top-notch.”

“The wide range of topics offered, the professionalism of presenters, the variety of events, and the welcoming atmosphere.”

“Having my eyes opened to the tools and technology used in the translation industry and learning about the opportunities and challenges.”

Visit www.atanet.org/conf for abstracts, bios, and more.

**Schedule**

**Thursday, October 27, 2011**

**4:00pm - 5:00pm**

<table>
<thead>
<tr>
<th>Letter</th>
<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
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</thead>
<tbody>
<tr>
<td>G</td>
<td>-3</td>
<td>Taking ATA’s English—German Certification Exam, Part II: Strategies for Success</td>
<td>Jutta Diet-Dominique and Susanne Lauacher (Presented in English and German, Intermediate)</td>
</tr>
<tr>
<td>ST</td>
<td>-3</td>
<td>Oil and Gas Production and Exploration, Part II</td>
<td>Steven Marzola (All Levels)</td>
</tr>
<tr>
<td>LSP</td>
<td>-3</td>
<td>Translation Company Division Annual Meeting</td>
<td>Rina Ne'eman (All Levels)</td>
</tr>
<tr>
<td>J</td>
<td>-3</td>
<td>Free Intellectual Property Translation Resources</td>
<td>James Phillips <strong>DS</strong> (All Levels)</td>
</tr>
<tr>
<td>V</td>
<td>-1</td>
<td>Sound Science: Sanskrit’s Amazing Alphabet</td>
<td>Terence M. Coe (All Levels)</td>
</tr>
<tr>
<td>P</td>
<td>-3</td>
<td>Portuguese Language Division Annual Meeting</td>
<td>Elena Langdon, Cris Silva, and Naomi J. Sutcliffe de Moraes (Presented in English and Portuguese, All Levels)</td>
</tr>
<tr>
<td>SL</td>
<td>-3</td>
<td>English Phrasal Verbs in Translation: A Lexicographic and Corpus Study of Equivalence</td>
<td>Magdalena Perdek (All Levels)</td>
</tr>
<tr>
<td>A</td>
<td>-1</td>
<td>Strategies in Arabic—English Translation</td>
<td>Stuart D. Sears (All Levels)</td>
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<tr>
<td>ATA</td>
<td>-5</td>
<td>Recharging Your Chapter: Brainstorming Together</td>
<td>Caitilin Walsh (All Levels)</td>
</tr>
<tr>
<td>L</td>
<td>-2</td>
<td>Translating for the Publishing Industry</td>
<td>Attila Piroth (All Levels)</td>
</tr>
<tr>
<td>LAW</td>
<td>-2</td>
<td>One Judge, One Agency, 10 Linguists, and 10,000 Translated Pages of Protection Orders</td>
<td>Yuri V. Balashov, Ida Chen, Janet C. Fasy, and Suzana Volquarts (All Levels)</td>
</tr>
<tr>
<td>MED</td>
<td>-3</td>
<td>A Biologist’s Insight into the Development of New Drugs and Medical Devices</td>
<td>Joanne Archambault (Intermediate)</td>
</tr>
<tr>
<td>IC</td>
<td>-2</td>
<td>Online Reputation Management</td>
<td>Marcela Jenney (Intermediate)</td>
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<tr>
<td>S</td>
<td>-3</td>
<td>Pre-judgment Remedies and the “Medidas Cautelares”: Similarities and Differences</td>
<td>Graciela S. Santos <strong>DS</strong> (Presented in Spanish, Advanced)</td>
</tr>
<tr>
<td>LT</td>
<td>-3</td>
<td>Working with Non-Trados Studio Clients/Translators</td>
<td>Tuomas S. Kostiainen (All Levels)</td>
</tr>
<tr>
<td>I</td>
<td>-3</td>
<td>Note-Taking for Dialogue Interpreting Settings: Adapting Long-Consecutive Techniques</td>
<td>Katharine Allen (All Levels)</td>
</tr>
</tbody>
</table>

**DS** = Distinguished Speaker
### Literary Division

**After Hours Café**

**Friday, 9:00pm - 11:00pm**

**Drink in poetry, prose, and drama at this coffeehouse “open mic” reading!**

Read your original or translated excerpt, listen to readings from our multitalented members, or both. If reading, don’t forget to bring your works with you.

Coffee and tea will be available.

*Open to all ATA conference attendees.*

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**Stretch, Breathe, & Move**

**Thursday, Friday, & Saturday**

**6:30am - 7:15am**

**Chase away all the tension from travel and translation!**

Wake up gently and connect with energy, flexibility, strength, and agility through an eclectic mix of Qi Gong (Chinese energy work), yoga, and dance. Exercises are easy and fun.

*Open to all ATA conference attendees.*
Schedule
Friday, October 28, 2011

11:30am – 12:30pm

G -5  Formal But Fluent: Style and Register in Translations of German Financial Reports  Robin Bonthrone (Advanced)

ST -5  Translating English Technical Texts, Part II  Mathilde Fontanet DS (Advanced)

TP -2  Tweeting to Teach: How to Mine the Internet to Train the Next Generation of Interpreters  Elena Langdon and Cristiano A. Mazzari (All Levels)

J -5  Current Topics in the Scientific and Medical Research Fields for Japanese Translators  Matthew F. Schlecht (All Levels)

TRM -1  Research Skills for Translators  Elizabeth H. Adams (Intermediate)

P -5  The Language of International Contracts  Valdelane Azeve Clayton (Presented in Portuguese, All Levels)

L -4  Overview of Editing Basics for the Translation Professions  Greer Lleuad DS (All Levels)

ATA -8  Keyboarded Certification Exam: History and Status  Gabe Bokor, Geoffrey S. Koby, and Alan K. Melby (All Levels)

C -3  Translating United Nations Documents into Chinese, Part I: Organization and Operation  Bok Kow Tom DS (All Levels)

F -2  Good News/Bad News: Translating Press Releases from French—English  Thomas L. West III (All Levels)

IC -4  Doing Great by Doing Good: Working with the Nonprofit Sector  Omar Postigo-Martel (Advanced)

LAW -4  The End is Near: Translation of Terms Related to Company Dissolution  Naomi J. Sutcliffe de Moraes (Advanced)

IC -5  Making the Whole More Than the Sum of Its Parts: Cooperation in Virtual Translator Work Groups  Frederike A. Butler and Jessa M. Clark (Intermediate)

S -5  Comparative Punctuation (English—Spanish)  Maria Barros (Presented in Spanish, All Levels)

LT -5  Machine Translation Post-Editing Techniques  Laurie M. Gerber (Intermediate)

I -5  Impact of Processing Discourse in Conference Interpreting  Georganne Weller (All Levels)

DS = Distinguished Speaker

Special Events

Stretch, Breathe, & Move
6:30am - 7:15am, see page 12

Exhibit Hall
8:30am - 6:00pm, see page 2

Job Marketplace
8:30am - 6:00pm, see page 10

Tool Tutorials
10:00am - 5:00pm, see page 8

After Hours Café
9:00pm - 11:00pm, see page 12

Why should you attend?
Past attendees provide the answer:

“The variety of sessions stimulated my desire to learn new things.”

“Amazing speakers who are generous with their time and all the diverse discussion topics.”

“The great feeling of enthusiasm and excitement in an international atmosphere with a relaxed spirit.”

“Quantity and quality of specific information offered.”

Visit www.atanet.org/conf for abstracts, bios, and more.

Preliminary Program 13
BodyWorks Massage

Enjoy a complimentary 10-minute seated massage from a certified massage therapist when you visit the Exhibit Hall.

Sponsored by Corporate Translations

Sessions

2:30pm - 3:30pm

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>Translating German–English in the Renewables Sector: A Theoretical Overview</td>
<td>Craig Morris (All Levels)</td>
</tr>
<tr>
<td>ST</td>
<td>Warming Up to HVAC: Components, Processes, and Design Criteria</td>
<td>Stefanie Strobel (Intermediate)</td>
</tr>
<tr>
<td>TP</td>
<td>Teaching Translators to Read Between the Lines</td>
<td>Pedro Cano, Grant Hamilton, Eve E. Hecht, Milena Savova, and Cris Silva (All Levels)</td>
</tr>
<tr>
<td>J</td>
<td>Japanese–English Certification Workshop - iHayo, Newby, Nielsen, Prener Sasaki-Summers, Suzuki, Tat, and Wagner (Presented in English and Japanese, All Levels)</td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>Korean Language Division Annual Meeting</td>
<td>Vanja H. Haam (All Levels)</td>
</tr>
<tr>
<td>P</td>
<td>Introduction to Subtitling Techniques and Strategies for English–Portuguese Translators</td>
<td>Carolina Allara de Carvalho and Bianca Bold (All Levels)</td>
</tr>
<tr>
<td>SL</td>
<td>Slavic Languages Division Annual Meeting</td>
<td>Becky Blackley (All Levels)</td>
</tr>
<tr>
<td>IT</td>
<td>Style in Translation</td>
<td>Tim Parks (Presented in English and Italian, All Levels)</td>
</tr>
<tr>
<td>C</td>
<td>Translating United Nations Documents into Chinese, Part II: Challenges and Solutions</td>
<td>Bok Kow Tsim (Advanced)</td>
</tr>
<tr>
<td>F</td>
<td>French Language Division Annual Meeting</td>
<td>Bruce Papp (All Levels)</td>
</tr>
<tr>
<td>IC</td>
<td>Résumé Workshop</td>
<td>Christiane Fine and Virginia Hinders (All Levels)</td>
</tr>
<tr>
<td>MED</td>
<td>Learning Medical Terminology Through Medical Case Studies</td>
<td>Zarita Araujo-Lane and Richard Lane (Intermediate)</td>
</tr>
<tr>
<td>IC</td>
<td>The Entrepreneurial Linguist: Lessons from Business School</td>
<td>Judy A. Jenner (All Levels)</td>
</tr>
<tr>
<td>LT</td>
<td>Do-It-Yourself Machine Translation</td>
<td>Rubén R. de la Fuente and José Palomares (Intermediate)</td>
</tr>
<tr>
<td>I</td>
<td>Uncharted Training Territory: Reaching Interpreters in the Field</td>
<td>Barbara Maser-Mercer (Intermediate)</td>
</tr>
</tbody>
</table>

Sessions are presented in English unless otherwise stated.
## Daily Agenda

### Registration
**7:30am - 6:00pm**

### Continental Breakfast
**7:30am - 8:30am**

### Sessions
**8:30am - 5:00pm**, see pages 12-15

---

### Why should you attend?
Past attendees provide the answer:

"Opportunities to learn, progress, and raise the bar of our work through inspiration, motivation, experience, and the support of our colleagues."

"Meeting and greeting colleagues, known and unknown, is always the most valuable part of the conference experience."

"Getting involved with the organization and having access to so many professionals in the same place."

"It's like a supermarket for translators and interpreters. You find everything you need with plenty of choices and variety."

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### Schedule

**Friday, October 28, 2011**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Speaker(s)</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am - 6:00pm</td>
<td>Registration</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7:30am - 8:30am</td>
<td>Continental Breakfast</td>
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</tr>
<tr>
<td>8:30am - 5:00pm</td>
<td>Sessions</td>
<td>Translating Standard Operating Procedures</td>
<td>Maia Costa (Intermediate)</td>
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<tr>
<td></td>
<td></td>
<td>Mind All the Gaps in Spanish—English Technical Translation</td>
<td>Kevin P. Costello (All Levels)</td>
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<td></td>
<td></td>
<td>Workshop on the ATA Code of Professional Conduct and Business Practices</td>
<td>Courtney Sears-Ridge and Cathlin Walsh (All Levels)</td>
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<tr>
<td></td>
<td></td>
<td>Japanese Language Division Annual Meeting</td>
<td>Courtney M. MacNab (All Levels)</td>
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<tr>
<td></td>
<td></td>
<td>Lexicographer in Desperation, Translator in Desperation</td>
<td>Heejae Lee DS (Presented in Korean, Advanced)</td>
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<tr>
<td></td>
<td></td>
<td>Translating Digital Media: Marketing 2.0</td>
<td>Jon Ritzdorf (Intermediate)</td>
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<tr>
<td></td>
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<td>How Virtual Networking Is Changing the Mentality of Russian Freelancers: A Case Study</td>
<td>Ekaterina Ryabtseva (All Levels)</td>
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<tr>
<td></td>
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<td>Class Action (Italian Style)</td>
<td>Barbara Arrighetti (Presented in Italian, Intermediate)</td>
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<tr>
<td></td>
<td></td>
<td>Chinese Language Division Annual Meeting</td>
<td>Bin Liu (All Levels)</td>
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<tr>
<td></td>
<td></td>
<td>Eugène Ionesco: Translating the Untranslatable</td>
<td>Alexander Rainof (Presented in French, All Levels)</td>
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<tr>
<td></td>
<td></td>
<td>Interpreter Freelancing 101: How to Work with Agencies</td>
<td>Elizabeth Colón (Beginner)</td>
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<tr>
<td></td>
<td></td>
<td>Not Your Mother’s Latin: Boning Up on Medical Terminology for Certification</td>
<td>Katharine Allen and Marjory A. Bancroft (Intermediate)</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Smart Marketing Strategies for Translation Companies</td>
<td>Grant Hamilton (All Levels)</td>
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<tr>
<td></td>
<td></td>
<td>Manual de dialectología hispánica: verbos variables</td>
<td>Andre Moskowitz (Presented in Spanish, All Levels)</td>
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<tr>
<td></td>
<td></td>
<td>Tool Update Forum</td>
<td>Alan K. Melby (Advanced)</td>
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<tr>
<td></td>
<td></td>
<td>Court Interpreting and Ethics</td>
<td>Yvette Hoveysepian Bearce (All Levels)</td>
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</tr>
</tbody>
</table>

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**Visit [www.atanet.org/conf](http://www.atanet.org/conf) for abstracts, bios, and more.**
Boston cream pie, invented at the Omni Parker House, is the official state dessert of Massachusetts.

Sessions

Closing Session & Reception ★

Saturday, 5:15pm - 7:00pm

Share one last goodbye ... until next year!

Look back on four days of networking, learning, and fun with photos and video clips. Get a preview of what’s in store next year in San Diego. The presentation will be followed by a reception. A cash bar will be available.

Open to all ATA conference attendees.

Conference Dance ★

Saturday, 9:00pm - 12:00am

It’s time to celebrate!

Join us for entertainment that promises to get you on your feet. Mingle, laugh, and dance the night away as DJ Funky J spins a mix of Brazilian, salsa, disco, pop, funk, 80s, and global dance music.

Open to all ATA conference attendees.

Sessions are presented in English unless otherwise stated.
### Schedule
Saturday, October 29, 2011

#### 10:00am - 11:00am

<table>
<thead>
<tr>
<th>G</th>
<th>German Language Division Annual Meeting&lt;br&gt;Ruth A. Gentes Krawczyk (All Levels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST</td>
<td>A Dilemma for Language Services Providers and Translators: Subject Matter Expertise and Internet Style&lt;br&gt;Manisha Mittal DS (Intermediate)</td>
</tr>
<tr>
<td>LSP</td>
<td>The Importance of Linguistic Discretion in the Age of Facebook&lt;br&gt;John Watkins (All Levels)</td>
</tr>
<tr>
<td>J</td>
<td>This Doesn’t Make Sense! Are They Careless, Illogical, or What?&lt;br&gt;Nichia Tetsuo DS (All Levels)</td>
</tr>
<tr>
<td>K</td>
<td>Translating Korean↔English Bilingual Texts&lt;br&gt;D. Bannon (All Levels)</td>
</tr>
<tr>
<td>P</td>
<td>Why Can’t We Understand Each Other If We Speak the Same Language?&lt;br&gt;Isabel Pinto France DS (Intermediate)</td>
</tr>
<tr>
<td>SL</td>
<td>Notes on Notes, or How to Secure the Correct Meaning When Translating Securities Stuff&lt;br&gt;Maksym Kozub (Intermediate)</td>
</tr>
<tr>
<td>C</td>
<td>Chinese Sensitivities in Language and Visual Choices&lt;br&gt;Hua (Barbara) Y. Robinson (Presented in English and Mandarin, All Levels)</td>
</tr>
<tr>
<td>TP</td>
<td>Out Damned Theory!&lt;br&gt;Mark Freehill (All Levels)</td>
</tr>
<tr>
<td>ATA</td>
<td>Standards, Part II&lt;br&gt;Glen H. Nordin, Richard D. Brecht, and Sue Ellen Wright (All Levels)</td>
</tr>
<tr>
<td>I</td>
<td>“Do You Think My Patient’s Crazy?” How to Handle the Zingers in Community, Medical, or Legal Interpreting&lt;br&gt;Marjory A. Bancroft (Advanced)</td>
</tr>
<tr>
<td>MED</td>
<td>Medical Division Annual Meeting&lt;br&gt;Patricia M. Thickstun (All Levels)</td>
</tr>
<tr>
<td>IC</td>
<td>Win-Win: How to Set a Fair Price for Your Work&lt;br&gt;Jonathan T. Hine (All Levels)</td>
</tr>
<tr>
<td>S</td>
<td>Should I Use the Translation Memory or the Glossary?&lt;br&gt;Cristina Marquez de Cambray DS (Presented in Spanish, All Levels)</td>
</tr>
<tr>
<td>TRM</td>
<td>From Chaos to Clarity: Thoughts on Migrating and Compiling a Central Termbase&lt;br&gt;Elias H. Ferguson (Intermediate)</td>
</tr>
<tr>
<td>I</td>
<td>The Challenges Interpreting for Official Foreign Visitors&lt;br&gt;Michelle F. Cohen (All Levels)</td>
</tr>
</tbody>
</table>

**DS = Distinguished Speaker**

Visit www.atanet.org/conf for abstracts, bios, and more.

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#### Special Events

**Stretch, Breathe, & Move**<br>6:30am - 7:15am, see page 12

**Tool Tutorials**<br>8:30am - 5:00pm, see page 8

**Exhibit Hall**<br>8:30am - 6:00pm, see page 2

**Job Marketplace**<br>8:30am - 6:00pm, see page 10

**Featured Panel Session**<br>4:00pm - 5:00pm, see page 14

**Closing Session & Reception**<br>5:15pm - 7:00pm, see page 16

**Conference Dance**<br>9:00pm - 12:00am, see page 16
### Sessions

**11:30am - 12:30pm**

<table>
<thead>
<tr>
<th>Session Code</th>
<th>Title</th>
<th>Presentation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>G</strong></td>
<td>Editing: An Art Form</td>
<td>Jan-Philipp Sendker DS (Presented in German, All Levels)</td>
</tr>
<tr>
<td><strong>ST</strong></td>
<td>Technical Writing for Into-English Translators</td>
<td>Karen M. Tkaczyk (Advanced)</td>
</tr>
<tr>
<td><strong>LSP</strong></td>
<td>Localizing eLearning Projects: Strategies and Best Practices</td>
<td>Stephan Gruben and Mauro Rodriguez (Intermediate)</td>
</tr>
<tr>
<td><strong>J</strong></td>
<td>Game Translation for Newbies</td>
<td>Alex O. Smith DS (Beginner)</td>
</tr>
<tr>
<td><strong>K</strong></td>
<td>Some Strategies for English–Korean Translation</td>
<td>Heejae Lee DS (Presented in Korean, Advanced)</td>
</tr>
<tr>
<td><strong>P</strong></td>
<td>How Green Is Your Translation? Understanding Environmental Concepts</td>
<td>Marsel N. de Souza (Presented in English and Portuguese, Intermediate)</td>
</tr>
<tr>
<td><strong>L</strong></td>
<td>Translating Art Songs for Performance: Rachmaninoff’s Six Choral</td>
<td>Ronnie Apte and Mark Herman (All Levels)</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Introduction to Gaming Translation</td>
<td>Yuanxi Ma and Di Wu (All Levels)</td>
</tr>
<tr>
<td><strong>TP</strong></td>
<td>Complementary Views on Sight Translation: Implications for Training</td>
<td>Gloria R. L. Sampaio (Advanced)</td>
</tr>
<tr>
<td><strong>F</strong></td>
<td>Mistakes in Legal Translation: What Consequences?</td>
<td>Frederic Houbert (Presented in French, All Levels)</td>
</tr>
<tr>
<td><strong>LAW</strong></td>
<td>Culture and the Color Wheel</td>
<td>Arlene M. Kelly (All Levels)</td>
</tr>
<tr>
<td><strong>MED</strong></td>
<td>Interpreting for the Third Age of Limited-English-Speaking Patients</td>
<td>Janet E. Bonet and Janet M. Erickson-Johnson (All Levels)</td>
</tr>
<tr>
<td><strong>IC</strong></td>
<td>Blogging 101</td>
<td>Corinne McKay and Riccarda Schiaffina (All Levels)</td>
</tr>
<tr>
<td><strong>S</strong></td>
<td>Spanish Language Division Annual Meeting</td>
<td>Marzena Jenney (Presented in Spanish, All Levels)</td>
</tr>
<tr>
<td><strong>LT</strong></td>
<td>Language Technology Division Annual Meeting</td>
<td>Michael Metzger (All Levels)</td>
</tr>
<tr>
<td><strong>I</strong></td>
<td>Lights, Camera, Action: Over-the-Phone and Webcast Interpreting</td>
<td>Cristina Silva (Intermediate)</td>
</tr>
</tbody>
</table>

**2:30pm - 3:30pm**

<table>
<thead>
<tr>
<th>Session Code</th>
<th>Title</th>
<th>Presentation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>G</strong></td>
<td>False Friends: “Slippage” and the Peculiar Use of English in</td>
<td>Linda L. Gaus, Rainer Klett, Trisha Kovacic Young, and Nina Satlier-Hovidar (All Levels)</td>
</tr>
<tr>
<td></td>
<td>German-Language Texts</td>
<td></td>
</tr>
<tr>
<td><strong>ST</strong></td>
<td>Science and Technology Division Annual Meeting</td>
<td>Karen M. Tkaczyk (All Levels)</td>
</tr>
<tr>
<td><strong>LSP</strong></td>
<td>Filtering the Reviser’s Bias: An Econometric Approach to the Fair</td>
<td>Fabrizio Calabrese (Advanced)</td>
</tr>
<tr>
<td></td>
<td>Assessment of Translators’ Performance in Banca d’Italia</td>
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</tr>
<tr>
<td><strong>J</strong></td>
<td>Japanese Translation Programs in the U.S.</td>
<td>James L. Davis, Tonya Pound, and Michio Tsuchi DS (All Levels)</td>
</tr>
<tr>
<td><strong>K</strong></td>
<td>Tonality and Pacing in Korean Subtitle Translation</td>
<td>D. Bannon (All Levels)</td>
</tr>
<tr>
<td><strong>P</strong></td>
<td>ANACpedia</td>
<td>Fernanda Silva (Presented in Portuguese, Intermediate)</td>
</tr>
<tr>
<td><strong>L</strong></td>
<td>Literary Division Annual Meeting</td>
<td>Emilia Balke (All Levels)</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Nuts and Bolts in Chinese–English Translation II: Dealing with the</td>
<td>Yuanxi Ma and Di Wu (All Levels)</td>
</tr>
<tr>
<td></td>
<td>Parts of Speech</td>
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<tr>
<td><strong>TP</strong></td>
<td>Distance Education for Interpreters: Benefits, Challenges, and</td>
<td>Irina Y. Jesionowski and Nestor Wagner (All Levels)</td>
</tr>
<tr>
<td></td>
<td>Perspectives</td>
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</tr>
<tr>
<td><strong>F</strong></td>
<td>Translating for Quebec</td>
<td>Grant Hamilton (All Levels)</td>
</tr>
<tr>
<td><strong>LAW</strong></td>
<td>Let’s Get REAL!</td>
<td>Andy Benzo (Presented in English and Spanish, All Levels)</td>
</tr>
<tr>
<td><strong>MED</strong></td>
<td>How to Stand Out as a Medical Interpreter: Beyond Core Competencies</td>
<td>Ariel Lenarduzzi (All Levels)</td>
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<tr>
<td><strong>IC</strong></td>
<td>100% Match: How to Deliver the Quality Translation Agencies Want</td>
<td>Rene P. Frohberger and Eugenia A. Tumanova (All Levels)</td>
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<tr>
<td><strong>S</strong></td>
<td>Subtitling: Translating Feature Films into Latin American Spanish</td>
<td>Sandra B. Ramacciotti Giorgio (Presented in Spanish, All Levels)</td>
</tr>
<tr>
<td><strong>LT</strong></td>
<td>Xbench: A Free Tool for Terminology and Quality Assurance</td>
<td>Riccarda Schiaffina (All Levels)</td>
</tr>
<tr>
<td><strong>I</strong></td>
<td>Cognitive Theory of Simultaneous Interpreting and Training</td>
<td>Erik Camayd-Freixas (All Levels)</td>
</tr>
</tbody>
</table>

Sessions are presented in English unless otherwise stated.
**Schedule**

Saturday, October 29, 2011

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4:00pm - 5:00pm

**G - 12**  
The China Trilogy: A Bilingual Reading and Discussion  
Linda A. Marianiello and Jan-Philipp Sendker **DS** (Presented in German, All Levels)

**ST - 12**  
Transforming Science into Dreams: Beauty Care Rhetoric?  
Agnes E. M. Meilhac (Advanced)

**LSP - 10**  
Risks and Opportunities in Insurance Translation  
Reinhard M. Kurz and Anli van der Walt (Intermediate)

**J - 12**  
Necessary Editing Skills for Japanese Voice-Overs and Subtitles  
Hiro Tsuchiya (Presented in Japanese, Intermediate)

**K - 8**  
Sul Lung: Cold or Corny? A Look at Korean Slang  
Dani “David” Kim (Presented in English and Korean, All Levels)

**P - 10**  
Topics in Literary Translation  
Jayme Costa Pinto (Presented in Portuguese, All Levels)

**L - 7**  
Translations of Eastern Religious Texts: Tradition for Working Translators  
D. Bannon, R. Todd Cornell, and Stanley J. Zbroza II (All Levels)

**C - 9**  
Translating Chinese Plant and Animal Names  
Jeffrey A. Keller (Advanced)

**TP - 8**  
Challenges and Rewards of Teaching Translation and Interpreting in Language Neutral Classrooms: A Community College Experience  
Cristiano A. Mazzei (All Levels)

**F - 7**  
La traduction de la poesie, complexites analytiques et prosodiques  
Bonaventure Balla Omgba (Presented in French, Advanced)

**LAW - 7**  
How to Get Sponsored for a Government Security Clearance and Land a Job in Forensic Transcription/Translation  
Elena G. Rojas (Advanced)

**MED - 9**  
Mission Critical: Core Competencies for Medical Interpreters on the Front Line  
Dale Lupo and Lena Toosie (Intermediate)

**IC - 12**  
Smart Business for Translators and Interpreters  
Chris Durham, Grant Hamilton, Judy Jenner, Corinne McKay, and Francesca Samuel (All Levels)

**S - 13**  
“User-Friendly” Translation: English→Spanish Translation in a High-Tech World  
Maddalena Sanchez Zampaulo (All Levels)

**LT - 10**  
Training a Dragon: Using Speech-to-Text to Boost Productivity  
Andrew D. Levine (All Levels)

**I - 14**  
Interpreting: A Lifelong Learning Process  
Enrica J. Ardemagni and Joy Connell (All Levels)

**DS = Distinguished Speaker**

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**Visit [www.atanet.org/conf](http://www.atanet.org/conf) for abstracts, bios, and more.**

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**Daily Agenda**

---

**Registration**

7:30am - 5:00pm

**Continental Breakfast**

7:30am - 8:30am

**Sessions**

8:30am - 5:00pm, see pages 16-19

**Certification Exam**

8:30am - 11:30am  
1:00pm - 4:00pm

Two exam sittings will be offered. Eligibility and pre-registration are required. To learn more and to obtain the necessary Exam Registration Form and Eligibility Requirements Form, visit [www.atanet.org/certification](http://www.atanet.org/certification).

**Board Meeting**

1:00pm - 3:30pm

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**Why should you attend?**

Past attendees provide the answer:

“The chance to meet and reconnect with other like-minded professionals.”

“The opportunity to hone my skills and the chance to meet clients I’ve never met face-to-face.”
ATA eCONFERENCE

Now YOU can decide when and where to attend sessions!

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- Sync-to-slide technology that creates a virtual multimedia experience
- Unlimited access to session content
- Convenient and flexible learning, available on demand
- Audio for your MP3 player to listen to sessions anywhere

Attention ATA-Certified Members:

The ATA eConference is approved for Continuing Education Points. Earn one point for each hour viewed, up to a maximum of 10 points!

Pre-Order the ATA eConference and Save!

The special price of only $99 is offered to ATA conference attendees who pre-order.

To pre-order, see form on page 21. You may also order the DVD-ROM for an additional $30. After the conference, the price will be $149 for ATA Members and $179 for Nonmembers.

Learn more at www.atanet.org/conf/2011/dvdrom.htm
Conference Registration
52nd Annual Conference of the American Translators Association
Marriott Copley Place
Boston, Massachusetts
October 26-29, 2011

Join ATA & Save
Receive discounted registration fees as well as 3 months free membership when you register for the conference and join ATA at the same time!
To take advantage of this special offer, complete the application on the reverse side.

Cancellation Policy
Cancellation requests received in writing by October 14, 2011 are eligible for a refund, subject to a $25 administrative fee.
Refunds will not be honored after October 14, even in the case of program changes or session and event cancellations.

3 Ways to Register
Register online at www.atanet.org/conf/2011
Fax registration form to +1-703-683-6122
Mail registration form to ATA, 225 Reinekers Lane, Suite 590, Alexandria, Virginia 22314 USA

Don’t Forget!
- Include payment with form
- Make your hotel reservations
- Tell a friend about this event

Last Name First Name Middle ATA Membership#

Street Address (Please indicate if this is a new address.) Apt/Suite

City State/Province Zip/Postal Code Country

Telephone Fax Email

Employer/School (Only list employer or school if you want it to appear on your badge.)

Optional: Provide onsite contact information to appear in the List of Attendees (email or phone)

☐ This will be my first time attending an ATA Annual Conference

Registration Fees

<table>
<thead>
<tr>
<th></th>
<th>ATA Member</th>
<th>Nonmember</th>
<th>ATA Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Registration</td>
<td>$325</td>
<td>$445</td>
<td>$160</td>
</tr>
<tr>
<td>One-day (indicate day)</td>
<td>$165</td>
<td>$225</td>
<td>N/A</td>
</tr>
<tr>
<td>Standard Registration</td>
<td>$390</td>
<td>$535</td>
<td>$180</td>
</tr>
<tr>
<td>One-day (indicate day)</td>
<td>$195</td>
<td>$270</td>
<td>N/A</td>
</tr>
<tr>
<td>Late Registration</td>
<td>$470</td>
<td>$640</td>
<td>$210</td>
</tr>
<tr>
<td>One-day (indicate day)</td>
<td>$235</td>
<td>$320</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Preconference Seminar Fees

☐ Seminar A 9am-12pm $50
☐ Seminar B 9am-12pm $50
☐ Seminar C 9am-12pm $50
☐ Seminar D 9am-12pm $50
☐ Seminar E 9am-12pm $50
☐ Seminar F 9am-12pm $50
☐ Seminar G 9am-12pm $50
☐ Seminar H 2-5pm $50
☐ Seminar I 2-5pm $50
☐ Seminar J 2-5pm $50
☐ Seminar K 2-5pm $50
☐ Seminar L 2-5pm $50
☐ Seminar M 2-5pm $50
☐ Seminar N 2-5pm $50

Proceedings, Paperback Format
$35 per copy x _____ = $_________
All attendees receive the Proceedings in CD format, including session handouts and more.

☐ ATA eConference (Get online access to sessions you missed. See page 20 for details.) $99 each x _____ = $_________
☐ ATA eConference + DVD-ROM $129 each x _____ = $_________

These special prices for the ATA eConference are offered only to attendees who pre-order.

Subtotal (Add total conference registration fees here) = $_________
Grand Total (If joining ATA, add Total Membership Dues from reverse side to Grand Total) = $_________

Credit Card: ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Credit Card Number Verification Code Expiration Date

If applying for ATA Membership, please provide this additional information:

Last Name                           First Name

Website Address

Native Language                     Native Country

I am a U.S. Citizen or permanent resident of the U.S.    Yes    No

Applicant’s Signature

☐ Please check this box if you have ever been an ATA member.

Print the letter of your last name under which you wish to be listed in the online Membership Directory: ___________

☐ Do not include my information on lists rented to qualified advertisers.

☐ Do not send me ATA broadcast announcements via email. (Does not include payment confirmations or receipts.)

☐ Do not list the following in the online Membership Directory:  
  ☐ Telephone Number
  ☐ Fax Number
  ☐ Email Address

If applying for Corporate, Institutional, or Joint Membership, please provide the following information:

Name of Corporation or Institution

Name of Contact Person                  Title

I hereby apply for ATA Membership:

☐ Associate Membership, $160 $________

☐ Student Membership, $80 $________
  (proof of student status required)

☐ Corporate Membership, $330 $________

☐ Institutional Membership, $200 $________
  (proof of nonprofit status required)

☐ Joint Membership, $410 $________
  (Individual & Corporate Membership combined)

International Postage for Non-U.S. Residents:

☐ Countries except Canada & Mexico, $35 $________

☐ Canada & Mexico only, $15 $________

Membership Directory: (optional)

☐ Printed 2012 Membership Directory, $25 $________

The online Membership Directory is free to all members and is continuously updated and available throughout the year.

Note: Corporate and Joint members will receive a complimentary copy of the printed Membership Directory

I also apply for the following Division(s) at no additional cost:

☐ Chinese Language Division

☐ French Language Division

☐ German Language Division

☐ Interpreters Division

☐ Italian Language Division

☐ Japanese Language Division

☐ Korean Language Division

☐ Language Technology Division

☐ Literary Division

☐ Medical Division

☐ Nordic Division

☐ Portuguese Language Division

☐ Science & Technology Division

☐ Slavic Languages Division

☐ Spanish Language Division

☐ Translation Company Division

Total Membership Dues (Add Total Membership Dues to Grand Total on reverse side) = $
Marriott Copley Place
110 Huntington Avenue, Boston, Massachusetts USA 02116
Phone: +1-617-236-5800

The award-winning Boston Marriott Copley Place is the host hotel of the ATA 52nd Annual Conference.

**Nearby Amenities:** Centrally located in the historic Back Bay district, the Marriott is connected to the Prudential Center and Copley Place that both offer an impressive variety of shopping and dining selections. Just blocks away is enchanting and historic Newbury Street lined with boutiques, salons, and unique dining.

**Easy Access:** The Marriott is steps away from the Prudential "T" Station (MBTA subway) so exploring Boston is easy. Boston Logan International Airport (BOS) is only four miles away.

**Learn More:** For more information, maps, directions, photos, and more, visit [www.atanet.org/conf/2011/hotel.htm](http://www.atanet.org/conf/2011/hotel.htm).

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**Special ATA Room Rates**

Single = $246 / Double = $266 (exclusive of tax)

ATA rates include complimentary in-room Internet

Take advantage of these discounted rates, available until October 5, 2011, or as space allows. Make your reservations today by visiting online at [www.atanet.org/conf/2011/hotel.htm](http://www.atanet.org/conf/2011/hotel.htm) or call the Marriott at +1-800-266-9432 and ask for the special ATA rate.

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**Reasons to Stay at the Host Hotel**

It’s not only convenient, it’s also a good business decision. You’ll find yourself networking in the elevator, in the lobby, in the lounge … who knows when just the right contact will be made? Plus, the ease of getting to meetings and events will keep you well rested and less stressed. You’ll simply have a better experience in the host hotel!

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**Need a Roommate?**

Use the [ATA Roommate Blog](http://www.ataroommates-boston.blogspot.com) to locate a potential roommate during your stay in Boston: [www.ataroommates-boston.blogspot.com](http://www.ataroommates-boston.blogspot.com)