American Translators Association
The Voice of Interpreters and Translators

FINAL PROGRAM

54TH ANNUAL CONFERENCE
SAN ANTONIO • TEXAS

Marriott Rivercenter
November 6-9, 2013
What’s New?

New! SDL Trados Studio 2014 is faster, more intuitive and even more powerful
New! Fresh new translation environment with innovative new features
New! Integrated alignment application to build a Translation Memory from previous translations regardless of file size and format

Easier, smarter, faster ... enjoy translation!

www sdl com/Studio2014
www translationzone com/Studio2014
American Translators Association
The Voice of Interpreters and Translators

54th Annual Conference
San Antonio, Texas

Marriott Rivercenter November 6-9, 2013

REWARD:
Over 1,500 attendees ready to network and learn!

Visit us on Facebook to see daily photos, post comments, get updates, and more. Visit bit.ly/ATA2013.*

See who’s tweeting about this event! Search #ata54 at www.twitter.com. Use #ata54 to join the conversation.*

Check out what you can see and do while visiting San Antonio on our online pinboard. Go to bit.ly/1g4eWFt.*

ATA’s Conference App puts the entire event at your fingertips. Learn more on page 3. Using any computer or mobile device, get the app by visiting www.tripbuilder.com/ata2013.

Get the app by scanning this QR code with your mobile device.

*All social media sites can be accessed directly using the ATA Conference App.

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Events are open to registered attendees unless otherwise noted.

This program is subject to change.
Cancelled sessions have been cancelled by the speakers involved, not by ATA

Program Design Teresa Kelly
Cover Design Ellen Banker

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Cover Design Ellen Banker
Communicate on a Global Level

New technologies and globalization have had a major impact on the fields of translation and interpretation. Training is no longer an option, but a necessity. Professionals in these continually evolving areas need to sharpen their skills to remain current and to take advantage of increasingly diverse opportunities.

The NYU School of Continuing and Professional Studies (NYU-SCPS) offers professional-level courses and certificates on-site and online.

- M.S. in Translation (online Spanish/English, online French/English, and on-site Chinese/English)
- Noncredit Certificate in Translation (fully online)
  Arabic to English, English to French, English to Portuguese, English to Spanish, French to English, German to English, Hebrew to English, Spanish to English, General Translation
- Noncredit certificate in Medical Interpreting in Spanish/English, Chinese/English, and non-language specific
- Noncredit Certificate in Court Interpreting in Spanish/English
- Professional development opportunities for practicing translators and interpreters
- Foreign-Language Proficiency Testing in Arabic, Spanish, Chinese, and many other languages

Translation courses can be taken by ATA members to meet ATA recertification requirements

For details visit: scps.nyu.edu/x95

For information on the M.S. in Translation call 212-998-7100
For all other programs, call 212-998-7200

Go to the source

For authoritative information
John Benjamins Publishing Company is internationally reputed for its specialist literature for the translation industry. MEET US AT THE BOOTH!

Introduction to Healthcare for Interpreters and Translators
2013.
Ineke H.M. Crezee

The Benjamins Translation Library
2013.

Game Localization
Translating for the global digital entertainment industry
Minako O’Hagan and Carmen Mangiron

The ATA Scholarly Monograph Series
2012.
From the Classroom to the Courtroom.
A practical guide to interpreting in the U.S. justice system.
Elena M. de Jongh

Handbook of Translation Studies Vol. 4
2013.
The key reference for Translation & Interpreting Studies.
Both in print and online!

Journals
Target, Babel, Interpreting, Terminology, Translation and Interpreting Studies (the official journal of ATISA), and Translation Spaces.

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**The Conference App: New & Improved!**

This FREE app puts the entire conference at your fingertips and lets you connect with attendees like never before.

**What devices can I use?** You can use any laptop or desktop computer, iPhone, iPad, Blackberry, Android phone or tablet, as well as any mobile device with a web-enabled browser.

**Who can get the app?** Only registered attendees can access the app. If you have registered, visit the Information counter to receive your username and password.

**How can I get the app?** Using your computer or mobile device, simply visit www.tripbuilder.com/ata2013.

**What’s the BEST part?** The app will be available AFTER the conference so you can take advantage of its features even after leaving San Antonio!

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**Set up your “MyProfile”**

- Go to the “MyProfile” section of the app
- Click “Edit” to enter contact info, submit Matchmaking selections, and upload your résumé
- Click “Save Profile” so your details will appear in the Attendee section

**Additional Tips:**

- New attendees are being added daily. Sync the app on your mobile device or click “refresh” on your web browser.
- The app can be used on multiple devices. Use the same username and password so information will be shared between devices.

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**Donate Your Tote!**

ATA will donate your tote to Haven for Hope, the San Antonio Food Bank, and St. Jude’s Ranch. If you don’t plan on using your tote after the conference, let us give it to someone who will. Collection bins are located in the Grand Ballroom Foyer.

Have for Hope offers a place of hope and new beginnings for men, women, and families faced with homelessness.

The San Antonio Food Bank provides food to more than 58,000 people each week in Southwest Texas.

St. Jude’s Ranch for Children helps transform the lives of abused and at-risk children, young adults, and families.

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**Experiencing technical difficulties?** Click the “Support” icon or contact support@tripbuildermedia.com.
ASTM Meetings
Wednesday, Conference 17

Join your colleagues to help shape the language industry as we develop standards for T&I and language services

8:00am - 12:00pm
Subcommittee F43.01 on Language Interpreting

1:00pm - 5:00pm
Subcommittee F43.03 on Language Translation

Open to all ATA conference attendees

ASTM is a globally recognized leader in the development and delivery of international voluntary consensus standards
With 30 years of experience, Idem has unique ISO 9001:2008 certified QA processes ensuring the highest and most consistent quality translations for the life sciences and legal industries. Contact Idem today to learn more about joining our team of expert translators for medical device, pharmaceutical, patent, and general medical translations.

www.idemtranslations.com

For nearly 15 years, Hays and ATA have been partnering to provide a professional liability insurance product that is both affordable and contains the broad breadth of coverage required of translators and interpreters.

https://ata.haysaffinity.com

Global Language Solutions is a full-service ISO 9001:2008 and EN 15038:2006 certified translation and interpreting agency based in Orange County, CA. GLS provides culturally and linguistically accurate document translations, localization services, conference interpreting, and more in 100+ languages. Clients include leaders in life sciences, healthcare, manufacturing, and technology industries.

www.globallanguages.com

Kilgray Translation Technologies delivers computer-aided technologies for the translation industry. All products of Kilgray, such as memoQ, the memoQ server, QTerm, memoQWebTrans, and Language Terminal are designed to facilitate, speed-up, and optimize the entire translation process.

www.kilgray.com

Want to be a Sponsor at next year’s ATA Annual Conference?

Contact Caron Mason at caron@atanet.org or +1-703-683-6100, Ext. 3003 to learn how you can promote your company to over 1,500 attendees.

www.multilingual.com

ATA recognizes our sponsors for their support of the translation and interpreting fields. Each company provided its own description.

Sponsors as of October 1.

Program Advertisers

John Benjamins Publishing page 2
New York University page 2
SDL Cover 2
University of Maryland page 4
U.S. Department of State, Office of Language Services page 4
Wordfast Cover 4
Seminar A: Extreme Interpreting: Strategies & Techniques for Interpreting Trauma
Marjory Bancroft (Presented in English, Advanced, Room: Salon A)
Every interpreter faces trauma. Whether you interpret for refugees, for a doctor who informs a mother her child has died, for rape survivors, or for victims of domestic violence, you will interpret trauma. This workshop will focus on how to interpret traumatic material, secondary trauma for interpreters, the importance of debriefing, and how to develop a wellness plan. The speaker will offer specific techniques and each attendee will draft a wellness plan with measurable objectives. Not for the faint of heart, this is intended for interpreters who seek to expand their horizons.

Seminar B: Lifecycle of a Contract: Common Challenges & Hands-On Training
Luciana Carvalho, DS (Presented in English, All Levels, Room: Salon B)
This hands-on seminar will give an overview of Brazilian and American Contract Law, highlighting the main differences between common law and civil law. Topics such as contract formation (preliminary negotiations, offer, acceptance, counteroffer, etc.), contract structure, and drafting will be discussed. The speaker also will address, through activities based on authentic excerpts, specific contract terminology and common challenges to legal translation (binomial, false cognates, polysemic words, absence of equivalents, etc.). The goal is to raise translator awareness when working across two legal genres.

Seminar C: Literary Translation Workshop
Ros Schwartz, DS (Presented in English, Advanced, Room: Salon C)
This workshop is for translators from French into English only. An excellent level of French is required. The speaker will share her techniques and experience regarding how to translate a literary text. The focus will be on creative translation strategies and the role of the translator as an author. Attendees will receive a text in advance to give them time to prepare.

Seminar D: Mexican Civil Procedure for Spanish—English Translators
Thomas L. West III (Presented in English, Advanced, Room: Salon D)
We will start by looking at the differences between substantive law and procedural law, and between the civil law tradition and the common law tradition. Then we will discuss each of the stages of a civil lawsuit in Mexico under the Code of Civil Procedure for the Federal District: the etapa preliminar, etapa declaratoria, etapa probatoria, etapa conclusiva, etapa impugnativa, and etapa ejecutiva. At each point we will examine a typical document from that stage of the proceedings. We will pay particular attention to the different kinds of evidence and consider pitfalls for translators into English.

Seminar E: Creating Your Digital Portfolio: A Practical Workshop
Marcela Reyes (Presented in English, Intermediate, Room: Salon J)
The competitive translation market continues to change, as does the way translators prospect for work. Since most are trying to eliminate the paper trail, translators must re-learn how to effectively and professionally showcase their work. Online portfolios are not limited to artists. An online portfolio will increase your visibility and digital identity and offer you a unique opportunity to stand out from the crowd. This hands-on workshop, using five tools, will explore the essential elements of your portfolio, offer a step-by-step process to build your own e-portfolio, and provide tips for branding and marketing.

Robin Bonthrone (Presented in English; All Levels, Room: Salon K)
This seminar will focus on the concepts, terminology, and issues surrounding German company forms, corporate organization, and corporate governance. The speaker will explain many of the abbreviations and acronyms used, from the simple “BGB-Gesellschaft,” through the EK, the OHG, and main types of limited partnership (including the “& Co. KG” and the KGaA), down to the various forms of cooperation (GmbH, AG, SE). The speaker will examine aspects of company organization, especially the governing bodies (“Organe”) of corporations, including the implementation of shareholder meetings and other aspects of corporate governance and intercompany agreements.

Seminar G: Medical Terminology Workshop for Interpreters
Esther Diaz & Graciela Zozaya (Presented in English, Intermediate, Room: Salon A)
Staff interpreters and, increasingly, bilingual staff are expected to interpret across a variety of specialty departments. This workshop will broaden your knowledge of the terminology associated with cardiology and gastroenterology. Learn about basic anatomy, physiology, common diseases, diagnostic tests, and treatment, and then practice interpreting with your colleagues. Resources such as glossaries and websites will be provided. All languages are welcome, but practice will be enhanced if you bring a language partner. Do not miss this fast-paced, hands-on workshop!

Seminar H: Plain Language Translation
Malcolm Williams (Presented in English, All Levels, Room: Salon B)
The speaker will discuss how the techniques developed by the Plain Language movement can be applied to translations from French and other languages into English. These techniques will help translators achieve greater clarity, coherence, and concision to make the target text more accessible to the reader. Techniques to be discussed will include using vigorous verbs, avoiding or explaining jargon, inserting lists, changing sentence and paragraph structures, and creating headings. Through work on non-plain text, attendees will develop plain language skills and an appreciation for this increasingly popular approach to writing and editing.

Seminar I: Master Class in Spanish—English Literary Translation
Lisa Carter (Presented in English, Advanced, Room: Salon C)
Take your translation to a level beyond words and incorporate style. In order to better appreciate a writer’s style and the challenges involved in capturing it in translation, we will examine a short literary work in depth. Participants will receive the Spanish text in advance to prepare a draft translation into English. During this collaborative workshop, we will study elements of style and discuss various approaches taken to capture that voice in translation.

Seminar J: Transcription/Translation of Forensic Recordings: Procedures, Protocols, & Ethics
Judith Kenigson Kristy (Presented in English, All Levels, Room: Salon D)
The transcription and translation (TT) of a forensic recording must adhere to rigorous procedures, protocols, and ethics for the end product to qualify as “evidence.” Whether the recording is of a body-wire or a bilingual interrogation, the TT practitioner faces challenges related to sound quality, use of slang and unintelligible segments, not to mention the daunting task of presenting expert witness testimony afterward. This workshop introduces basic concepts, software and expert tips about the TT process, from calculating fees to bulletproofing your testimony. Participants will receive a CD containing the presentation and practice recordings to try out at home.

Seminar K: Management Accounting for Freelancers: You Gotta Do It
Jonathan Hine (Presented in English, Intermediate, Room: Salon J)
Management accounting is not what a CPA does (that is financial accounting). Using the example of a freelancer or project coordinator, we will examine how management accounting helps us make decisions about subcontracting, set up ad hoc projects without becoming a translation company, reduce overhead, make time to translate/interpret, buy technology and tools, and even take a vacation. Examples will focus on career-changers and part-timers contemplating full-time freelancing. (Although not a substitute for professional advice, this seminar should help you ask better questions to find the right professional.)

Seminar L: Workshop on Fiendishly Difficult Japanese Sentences
Richard Walker, DS (Presented in English, All Levels, Room: Salon K)
This workshop will detail how to efficiently parse long, convoluted, complex sentences in Japanese and render them in English. The first part will consist of a lecture on techniques and approaches, after which participants will divide into groups to tackle real-life examples before presenting their results and insights. The goal is for accomplished translators to start thinking and talking about processes that are generally left to intuition, and for newer translators to start developing tools they can use when confronted with difficult passages.
Preconference Seminars ✴

Get a head start on learning!

These three-hour educational opportunities are specifically chosen to provide the in-depth and insightful training you need. *Ticket Required. See ATA Onsite Registration.*

Leadership Training ✴

Key volunteers are invited!

Members of ATA Division Leadership Councils and ATA Chapter/Affiliate Boards are invited to attend this interactive training to help you become a more effective leader. Learn how to motivate volunteers, define roles, work with ATA, and use social media to get the word out.

Wednesday • 9:00am - 12:00pm • Salon M

Buddies Welcome Newbies ✴

New to the ATA Annual Conference?

“Newbies” (first-time attendees) are paired up with “Buddies” (seasoned attendees) to get the most from their conference experience. Take part in some getting-to-know-you activities during this mutually rewarding event.

Wednesday • 5:15pm - 6:00pm • Salon J

Welcome Reception ✴

Welcome to the ATA 54th Annual Conference!

The American Translators Association invites you to spend an evening with colleagues and friends. This is the event that starts it all and is the highest attended event of the conference. Enjoy a selection of hors d’oeuvres and a hosted bar. *Bring your red drink tickets!*

Wednesday • 6:00pm - 7:00pm • Salon I

Division Open House ✴

Get to know the ATA Divisions!

Meet and mingle with your fellow Division members and newcomers. If you are not a member, come learn about these professional interest groups and how they provide specialty- and language-specific information and networking. *Bring your red drink tickets!*

Wednesday • 7:00pm - 8:00pm • Salons A-D & J-M

*Sponsored by Idem Translations, Inc.*

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**EVENT SCHEDULE**

**Wednesday, November 6**

Registration
7:30am - 7:30pm, Grand Ballroom Foyer

Coffee Breaks
8:30am - 9:00am and 1:30pm - 2:00pm, Grand Ballroom Foyer

Preconference Seminars
9:00am - 5:00pm

Leadership Training
9:00am - 12:00pm, Salon M

Buddies Welcome Newbies
5:15pm - 6:00pm, Salon J

Welcome Reception
6:00pm - 7:00pm, Salon I

Division Open House
7:00pm - 8:00pm, Salons A-D & J-M

*Events are open to registered attendees unless otherwise noted.*
Stretch, Breathe, & Move 🏃

Chase away the tension from travel and translation!

Wake up, breathe, gather strength through yoga, connect with energy through Qi Gong, and have some fun with dance. Enjoy exercises to help translators with what you need most—targeted relaxation and stretching just where it feels best.

Thursday - Saturday • 6:30am - 7:15am • Conference 18
Sponsored by Corporate Translations

For the Love of T&I 🎨

Join this project with a purpose!

Learn about the passion we all share for the translation and interpreting fields by taking part in this interactive exhibit that will inspire your mind and refresh your soul. Attendees will be asked why they love translating or interpreting, and be provided the opportunity to share their statements with others.

Thursday - Saturday • 24-hour Exhibit • Grand Ballroom Foyer

Opening Session 🎯

Start the conference off right!

President Dorothee Racette and President-Elect Caitilin Walsh 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 • Salon I

Presentation of Candidates & Election 🎯

Exercise your right to vote!

Hear the candidates voice their opinions and then let them hear your opinion by voting for the board members of your association. You must be an Active or Corresponding member of ATA to vote.

Thursday • 9:30am - 11:00am • Salon I

Speed Networking 🎯

More contacts than you ever thought possible!

Accelerate your marketing potential in a very different environment from the typical networking get-together. Don’t miss this fun, exciting, and effective way to meet more people and generate more business than any other single event.

Thursday • 6:00pm - 7:00pm • Salon G

Tool Tutorials 🎯

Tutorial descriptions provided by the tool vendors.

- Making SDL Trados Studio Work for You
  (Intermediate, lecture-style presentation)
  You’ve got your license for SDL Trados Studio ... now let’s see how you really put it to work! We’ll cover the basics, the new features, and the platform to provide you with a practical workout.
  Thursday • 11:30am - 12:30pm • Conference 18

- Using MadCap Lingo for Localization
  (Beginner, lecture-style presentation)
  This demonstration will illustrate typical workflow models for using MadCap Lingo from the vantage point of the content developer managing the translation process (sending content out for translation), as well as the independent translator working with the files to provide translated material.
  Thursday • 2:30pm - 3:30pm • Conference 18

- Wordfast Pro: Latest and Greatest Features
  (Intermediate, lecture-style presentation)
  This tutorial will provide a live demonstration of some of the latest features of Wordfast Pro and a preview of what’s to come. Attendees should have a working knowledge of CAT tools, specifically Wordfast Pro, but the tutorial will also provide general information so that beginners can get a feel for the program.
  Thursday • 4:00pm - 5:00pm • Conference 18
Division Annual Meetings ★

Share your common interests!

ATA Divisions hold their annual meetings to discuss new developments and ideas, announce election results, and plan for the future. Network with colleagues that share common languages or specialties. Division members and nonmembers are encouraged to attend.

**Arabic Language Division**
Thursday • 5:00pm - 5:30pm
Conference 6

**Chinese Language Division**
Friday • 12:30pm - 1:00pm
Conference 6

**Educators Division**
Saturday • 12:30pm - 1:00pm
Conference 12

**French Language Division**
Friday • 5:00pm - 5:30pm
Conference 17

**German Language Division**
Thursday • 5:00pm - 5:30pm
Salon B

**Interpreters Division**
Friday • 5:00pm - 5:30pm
Salon D

**Italian Language Division**
Friday • 12:30pm - 1:00pm
Conference 11

**Japanese Language Division**
Friday • 5:00pm - 5:30pm
Conference 11

**Korean Language Division**
Saturday • 12:30pm - 1:00pm
Conference 6

**Language Technology Division**
Thursday • 12:30pm - 1:00pm
Salon M

**Literary Division**
Saturday • 12:30pm - 1:00pm
Salon L

**Medical Division**
Thursday • 12:30pm - 1:00pm
Salon C

**Nordic Division**
Thursday • 12:30pm - 1:00pm
Conference 6

**Portuguese Language Division**
Saturday • 12:30pm - 1:00pm
Conference 7

**Science & Technology Division**
Friday • 12:30pm - 1:00pm
Salon A

**Slavic Languages Division**
Friday • 5:00pm - 5:30pm
Conference 7

**Spanish Language Division**
Thursday • 5:00pm - 5:30pm
Salon I

**Translation Company Division**
Thursday • 5:00pm - 5:30pm
Salon L

**Arabic Language Division**
Thursday • 5:00pm - 5:30pm
Conference 6

**Chinese Language Division**
Friday • 12:30pm - 1:00pm
Conference 6

**Educators Division**
Saturday • 12:30pm - 1:00pm
Conference 12

**French Language Division**
Friday • 5:00pm - 5:30pm
Conference 17

**German Language Division**
Thursday • 5:00pm - 5:30pm
Salon B

**Interpreters Division**
Friday • 5:00pm - 5:30pm
Salon D

**Italian Language Division**
Friday • 12:30pm - 1:00pm
Conference 11

**Japanese Language Division**
Friday • 5:00pm - 5:30pm
Conference 11

**Korean Language Division**
Saturday • 12:30pm - 1:00pm
Conference 6

**Language Technology Division**
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Salon M

**Literary Division**
Saturday • 12:30pm - 1:00pm
Salon L

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Salon C

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Conference 6

**Portuguese Language Division**
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Conference 7

**Science & Technology Division**
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Salon A

**Slavic Languages Division**
Friday • 5:00pm - 5:30pm
Conference 7

**Spanish Language Division**
Thursday • 5:00pm - 5:30pm
Salon I

**Translation Company Division**
Thursday • 5:00pm - 5:30pm
Salon L

Events are open to registered attendees unless otherwise noted.
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 totally exhilarating.
Thursday - Saturday  •  6:00am - 7:00am  •  Salon M

Résumé Exchange ✨
Ready to Work? Ready to Hire?
Freelancers and company reps can meet to build potential partnerships. Find your future employer or find qualified employees. Bring your résumés and business cards to share. Areas will be designated for a variety of languages and areas of specialization so you can make the connections that are right for you.
Friday  •  6:00pm - 7:00pm  •  Salon G

Networking Breakfast ✨
Bring your coffee, croissant, comments, and questions!
Hosted by ATA's Translation Company Division, you're invited to join the TCD leadership to learn how to grow your business by being part of the TCD. A small section of tables will be reserved at the general continental breakfast for this event.
Friday  •  7:30am - 8:30am  •  Grand Ballroom Foyer

Business Practices Mixer ✨
Get down to business!
Join your colleagues of the Business Practices Yahoo!® discussion group to learn more about this valuable business-oriented ATA online forum. A cash bar will be available.
Friday  •  7:00pm - 8:00pm  •  Conference 18

Annual Meeting of All Members ✨
Get involved in your association!
Find out what your association has accomplished and the goals that are being set 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  •  Salon I

After Hours Café ✨
Take part in this coffeehouse “open mic” reading!
Hosted by ATA's Literary Division, this event lets you drink in poetry, prose, and drama. 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.
Friday  •  9:00pm - 11:00pm  •  Conference 18

Spend some time in the hub! The center of conference activity can be found in the Grand Ballroom Foyer. Here are some things you can find there:

Hospitality Table
The Austin Area Translators and Interpreters Association (AATIA) provides insider’s tips for everything to see and do.

Certification Center
Learn about the ATA Certification Exam, including how it is graded, how to become a grader, and how to get your CEPs.

ATAware Store
Show pride in your association with shirts, caps, mugs, pens, and more! Publications are also available.

You can also get your Language Dots, learn more about the ATA eConference, pick up a copy of the Daily Newsletter, participate in the interactive exhibit For the Love of T&I, and take a moment to Donate Your Tote.
Tool Tutorials
Tutorial descriptions provided by the tool vendors.

- **SDL Trados Studio: Everything You Wanted to Know and More**
  (Intermediate, lecture-style presentation)
  Here’s your chance to ask questions, participate as we go along, or just sit and listen. This tutorial will show you how to get more out of the Studio platform, as well as ways to get back your investment.
  Friday • 11:30am - 12:30pm • Conference 18

- **Translating Structured Data with Virtus**
  (Beginner, lecture-style presentation)
  Come learn how to use Virtus to alleviate the monotony of translating spreadsheet and database tables while automatically producing consistent, standardized output. In this tutorial, attendees will receive an overview of the tool’s basic functionality and discover the tool’s advanced customization and data standardization features.
  Friday • 2:30pm - 3:30pm • Conference 18

- **Translating with memoQ**
  (Beginner, hands-on workshop, laptop recommended with specific tool installed)
  This tutorial will introduce memoQ, one of the most innovative and widely used translation tools available. We will discuss its unique features and how to improve your use of the tool. Attendees will also be given the opportunity to ask questions.
  Friday • 4:00pm - 5:00pm • Conference 18

**Wifi Zone**
Stay connected!
Use your laptop, pad, or tablet to check email, tweet, blog, and update your status with free wireless Internet.
Network: Marriott_Conference / Password: HaysWifi
Thursday, 9:00am - 6:00pm • Friday, 8:30am - 6:00pm • Saturday, 8:30am - 2:00pm • Salon D Foyer
Sponsored by Hays Affinity

**Event Schedule**
**Friday, November 8**

For the Love of T&I - see page 8
24-hour Exhibit, Grand Ballroom Foyer

Zumba
6:00am - 7:00am, Salon M

Stretch, Breathe, & Move - see page 8
6:30am - 7:15am, Conference 18

Registration
7:30am - 6:00pm, Grand Ballroom Foyer

Continental Breakfast
7:30am - 8:30am, Grand Ballroom Foyer

Networking Breakfast
7:30am - 8:30am, Grand Ballroom Foyer

Annual Meeting of All Members
8:30am - 9:30am, Salon I

Exhibit Hall - see page 20
8:30am - 6:00pm, Salon E

Wifi Zone
8:30am - 6:00pm, Salon D Foyer

Coffee Breaks
9:30am - 10:00am, 11:00am - 11:30am, and 3:30pm - 4:00pm, Grand Ballroom Foyer

Sessions - see page 14
10:00am - 5:00pm

Tool Tutorials
11:30am - 5:00pm, Conference 18

Division Annual Meetings - see page 9
CLD, ILD, & S&TD, 12:30pm - 1:00pm
FLD, ID, JLD, & SLD, 5:00pm - 5:30pm

Résumé Exchange
6:00pm - 7:00pm, Salon G

Business Practitioners Mixer
7:00pm - 8:00pm, Conference 18

After Hours Café
9:00pm - 11:00pm, Conference 18

*Events are open to registered attendees unless otherwise noted.*
Tell us what you think & WIN!

Win a Complimentary Conference Registration!

Complete the Overall Event Survey by December 1 and you’ll be entered to win a registration for next year’s conference in Chicago!

You can find the Overall Event Survey in two places:

#1: Using your mobile device, go to the ATA Conference App and click the “Survey” icon.

#2: Using your laptop or desktop computer, go to the ATA Conference App at www.tripbuilder.com/ata2013 and click the “Survey” icon.

One winner will be notified after December 1.

Win the ATA eConference, an ATA Webinar, or an item from the ATAware Store!

Complete a Session Survey and you’ll be entered to win the ATA eConference, an ATA Webinar, or an item of your choice from the ATAware Store.

You can find a Session Survey in three places:

#1: Using your mobile device, go to the ATA Conference App. In the “Sessions” section, find the sessions you attended and click the “Survey” icon for each session.

#2: Using your laptop or desktop computer, go to the ATA Conference App at www.tripbuilder.com/ata2013. In the “Sessions” section, find the sessions you attended and click the “Survey” icon for each session.

#3: Paper surveys are located outside each session room.

Two winners will be announced daily.

Pre-order the ATA eConference and get all this:

- Over 150 sessions available to watch, listen, and learn!
- Sync-to-slide technology for a multimedia experience
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- Audio for your MP3 player to listen to sessions anywhere
- Up to 10 CEPs for ATA-Certified Members

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

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 the ATAware Store located in the Grand Ballroom Foyer!
Student Breakfast ✯
*Start building your professional network!*

Students are invited for an informal exchange of ideas, experiences, and opportunities. Let us get to know you and find out how ATA can support you as you get ready for your career. A section of tables will be reserved at the general continental breakfast for this event.

Saturday • 7:30am - 8:30am • Grand Ballroom Foyer

---

Board Meeting ✯
*Observe the proceedings!*

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

Saturday • 1:00pm - 4:30pm • Conference 18
Sunday • 8:30am - 11:00am • Conference 12

---

Closing Session & Reception ✯
*Share one last goodbye ... until next year!*

Look back on four days of networking, learning, and fun with a photo slideshow and get a preview of what's in store for next year's conference in Chicago! Winners of the “Stay & Win” drawing will be announced. The presentation will be followed by a reception. A cash bar will be available.

Saturday • 5:15pm - 7:00pm • Salon H

---

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, country, and global dance music. A cash bar will be available.

Saturday • 9:00pm - 12:00am • Salon I

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**Events are open to registered attendees unless otherwise noted.**

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**EVENT SCHEDULE**

**Saturday, November 9**

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**For the Love of T&I - see page 8**
24-hour Exhibit, Grand Ballroom Foyer

**Zumba - see page 10**
6:00am - 7:00am, Salon M

**Stretch, Breathe, & Move - see page 8**
6:30am - 7:15am, Conference 18

**Registration**
7:30am - 5:00pm, Grand Ballroom Foyer

**Continental Breakfast**
7:30am - 8:30am, Grand Ballroom Foyer

**Student Breakfast**
7:30am - 8:30am, Grand Ballroom Foyer

**Sessions - see page 14**
8:30am - 5:00pm

**Exhibit Hall - see page 20**
8:30am - 2:00pm, Salon E

**Wifi Zone - see page 11**
8:30am - 2:00pm, Salon D Foyer

**Certification Exam (written) - Registration is closed**
8:30am - 11:30am, Conference 17

**Coffee Breaks**
9:30am - 10:00am, 11:00am - 11:30am, and 3:30pm - 4:00pm, Grand Ballroom Foyer

**Division Annual Meetings - see page 9**
EdD, KLD, LD, & PLD, 12:30pm - 1:00pm

**Certification Exam (keyboarded) - Registration is closed**
1:00pm - 4:00pm, Conference 17

**Board Meeting**
1:30pm - 4:00pm, Conference 18

**Closing Session & Reception**
5:15pm - 7:00pm, Salon H

**Conference Dance Party**
9:00pm - 12:00am, Salon I
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<td>Common Pitfalls in English—Scandinavian Translation</td>
<td>Tess Whitty</td>
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<td>Conference 7</td>
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<td>Handle with Care: Practical Considerations for Using the New Machine Translations of Chinese Patents</td>
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<td>Conference 12</td>
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<td>Turkish Children’s Literature: Teaching Contemporary Values through Traditional Tales</td>
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<td>Aaron Ruby</td>
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<td>Minnila Malthota and Carol Velanda</td>
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<td>Yulya Tsapina</td>
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<td>Feast and Famine for Freelance Translators</td>
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<td>Laurence Bogoslaw</td>
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<td>Corinne McKay and Jill R. Sommer</td>
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<td>The Dynamics of Negotiation</td>
<td>Yolene Petrow-Toosie</td>
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<td>Salon M</td>
<td>LT</td>
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<td>Emerging Translation Technology Companies and Services</td>
<td>Brian McCannell</td>
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<td>2:30PM - 3:30PM</td>
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<td>The Pitfalls of Video Game Localization</td>
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<td>Death (and Rebirth) in Venice: Nine English Translations of Thomas Mann’s Novella</td>
<td>Jeffrey Buntrock, Geoffrey Koby, and Sarah Koby</td>
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<td>Ellen Sowchek</td>
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<td>John Maffett DS</td>
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<td>A Home for Trainers: An Initiative of the National Council on Interpreting in Health Care</td>
<td>Esther Diaz</td>
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<td>Fabio Torres</td>
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<td>Ensuring Payment Before, During, and After the Project</td>
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<td>Translating Court Decisions from Spanish—English</td>
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<td>Cultural Sensitivity in Political Translation</td>
<td>Neil Gours</td>
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<td>Software Localization in the Medical Device Industry: What’s Happening Behind the Scenes</td>
<td>Marta Hoeh DS and Karen Nicolin</td>
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<td>Managing Interpreting Projects: When Only Extreme Project Management Will Do</td>
<td>Cristina Silva</td>
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<td>Putting an End to Childish Ways: Looking at Translation Technology through a Grown-Up Lens</td>
<td>Jost Zetsche</td>
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| P-2  | 100 Most Difficult Words to Translate into Portuguese, Part II  
Tereza Briago |
| K-4  | Tool Kits and Technical Tips for Korean Translators  
Peter Yoon |
| G-4  | Deconstructing Willie  
Ruth Boggs and Michael Magee |
| F-3  | Tips and Tricks for Maintaining French-Language Skills When You Don’t Live in France  
Eve Lindemuth Bodeux |
| ST-4 | Earth Extinction Events: History and Future  
John Melfi  
DS |
| LAW-4 | Forms of Relief in Immigration Law and the Role of Translation in the Immigration Process  
Olga Shustachuk |
| MED-5 | English→Spanish Medical Translation in 2013: Almost Everything Remains to Be Done  
Pablo Magierza |
| I-4 | The Multiple Roles of Interpreters at the Nuremberg Trials  
Nancy Schweda Nicholson  
DS |
| I-5 | 10 Essential Principles to Growing Your Language Business  
Marcos Reyes |
| S-4 | Manual de dialectología hispánica: verbos variables II  
André Maskowitz |
| LT-4 | Is Machine Translation Secure?  
David Canek |
| TP-3 | Teaching Translation in the Polyglot Classroom  
Enrica Ardaghia, Anne Fountain, Anastasia Lakhtikova, Elizabeth Lave McCoy, and Patricia Phillips Batoma |
| AFA-3 | Preparing to Take ATA’s Certification Exam: Questions and Answers  
Geoffrey Koby and Jonathan Mendoza |
| T-4 | Localization at Google: Establishing a Voice  
Sven Hermansen |

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**BEG** = Beginner (Attendees with 1-3 years of experience)  
**INT** = Intermediate (Attendees with 4-6 years of experience)  
**ADV** = Advanced (Attendees with 7+ years of experience)  
**ALL** = All Levels (Attendees of all levels of experience)  

**DS** = Division Distinguished Speakers  

Session abstracts begin on page 25.
## Friday, 11:30 AM - 12:30 PM

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<td>It's Not Just What You Say, but How You Say It!</td>
<td>Layla Penha</td>
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<td>Conference 11</td>
<td>K  -5</td>
<td>Workshop on Korean-Language Reference Material</td>
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<td>Conference 12</td>
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<td>Translators and Self-Published Authors: A Partnership for the New Digital Publishing Age</td>
<td>Rafa Lombardino</td>
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<td>Vive la différence: Leveraging the Natural Strengths of French and English to Write Better in Both</td>
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<td>Salon B</td>
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<td>Custody, Visitation, Support and Domestic Violence: An Overview for Court Interpreters</td>
<td>Jennifer De La Cruz</td>
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<td>Assertive, Not Aggressive: Dealing with Conflict</td>
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<td>Salon K</td>
<td>TP  -2</td>
<td>Preparing Translation Students to Be Critical Readers of Machine Translation</td>
<td>Leonardo Giannossa, Alan Melby, Uwe Muegge, Patrick Phillips Batuma, and Jan Ritzdorf</td>
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<td>ATA Code of Ethics and Professional Practice Workshop</td>
<td>Carolin Walsh</td>
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<td>Salon M</td>
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<td>More than a Coffee Break Amusement: Localizing Casual and Social Media Games</td>
<td>Frank Dietz and Christoph Niedermair</td>
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Session abstracts begin on page 25.

4:00PM - 5:00PM

**MEL** -4 Challenges of Scientific and Technical Terminology in Arabic→English Translation
Christina Schoeb

**SL** -4 When to Be “Polite” (or Not) in User Interface Localization
Larsa Zlatic

**J** -4 Japanese→English Certification Workshop

**L** -5 Contemporary Brazilian Short Stories: Translating Authors from Brazil into English and Spanish
Rafa Lombardino

**F** -6 Haitian Adoptions for U.S. Couples: Multitasking and Exploring Historical Context, Social Problems, and Legal Issues
Roger Pironi

**TRM** -3 Term Extraction: 1,000 Term Candidates—Now What?
Barbara Inge Karsch

**ST** -11 Beautiful Translations: Foundations for the Personal Care and Cosmetics Industry
Karen Tkaczyk

**MED** -8 Assisting Researchers in the Translation and Submission of a Manuscript for Publication
Sergio Lozano

**I** -7 New Frontiers in Simultaneous (Tele)Interpreting
Hayley Goodstein

**IC** -8 How to Use Social Media and Blogging to Find New Clients
Catherine Christaki

**S** -13 Preparing for ATA’s English→Spanish Certification Exam, Part II
Rudy Heller and Julio Lombardini Andreotti

**LT** -7 Six Things to Make You a Better Trados Studio User
Tuomas Kastainen

**FIN** -3 Credit Derivatives: Key Concepts, Applications, and Terminology
Rolf Lemster

**LSC** -5 (Most) Everything You Always Wanted to Know about Audio and Video Production but Were Afraid to Ask
Cristina Silva

**T** -14 Translation Standards in ASTM and ISO: What It Means for You
Alan Melby, Bill Rivers, and David Rumsey

**K** -1 Mije, “American Imperialist” or “Made in the USA”? Translating North Korean
Jisu Kim

**SL** -5 A CAT Breed for the Slavic Soul
Konstantin Lukshin

**J** -5 New Roles of Language Professionals in the Automotive Industry Today
Masako Mayes

**TP** -9 New Technologies for Interpreter Training
Marcelle Castro

**ST** -6 Time for a New Hip?
Joanne Archambault

**I** -8 The Good, the Bad, and the Ugly: Online Training for Interpreters
Marjory Bancroft

**MED** -9 Understanding U.S. Health Professions to Avoid Common Translation and Interpreting Errors
Michelle Scott

**I** -9 Enhancing Short-Term Memory for Accurate Interpreting
Roda Roberts

**IC** -9 Win-Win: How to Set a Fair Price for Your Work
Jonathan Nine

**S** -6 Barbarismos ortotipográficos
Jorge de Buen Ónna

**T** -8 Fashionable Translations: From Designer Labels to Clothing Labels
Percy Balemans

**G** -3 Austriacisms for Beginners, Part II
Dagmar Jenner and Judy Jenner

**L** -6 Exporting Spanish Culture through Theater Translation
Jorge Braga

**T** -9 Two Important New Translation Standards: TIPP and XLIFF
Alan Melby and Andrzej Zydron
### Conference 6
  Carl Sullivan
- **I** - 3 | Legal Interpreting: Certification and Beyond  
  Vania Haam

### Conference 7
- **I** - 10 | How to Conduct a Webinar-Supported Multilingual Teleconference  
  Nao Otsuka
- **P** - 4 | Make Hay while the Sun Shines: Demystifying Pun Translation  
  Bianca Bold
- **J** - 7 | Translating Figures of Speech in Japanese Documents  
  James Davis
- **TP** - 5 | Successful Transitioning: Teaching Students to Thrive in the Translation Industry  
  Steven Gendell, Eve Hecht, Jon Ritzdorf, Milena Savova, and Rosene Zaros

### Conference 11
- **J** - 6 | Coping with the Ambiguity of Japanese  
  Hiromi Morikawa
- **ST** - 8 | Explosives and Bombing-Related Terminology  
  Christina Schoeb

### Conference 12
- **TP** - 4 | Online Interpreter Training: U.K. Study and Format  
  Helena El Mazi
- **ST** - 7 | Basics of Virology  
  Tapani Ronni
- **LAW** - 9 | Interpreting Slang and Taboo Language for the Courts, Part I  
  Alfonso Villaseñor

### Salon A
- **L** - 7 | Setting Freelance Translation Rates in a Technologically Changing Market  
  Andrew Levine
- **S** - 9 | Music and Meaning for Interpreters  
  Armando Ezquerra Hasbun

### Salon B
- **LAW** - 10 | The Art of Saying No  
  Heather Barclay
- **S** - 10 | Multicultural Challenges When Translating and Interpreting in Educational Settings  
  Monica Villalobos

### Salon C
- **ST** - 7 | Basics of Virology  
  Tapani Ronni
- **LAW** - 9 | The Neuroscience of the Triadic Encounter: Paralinguistic Elements Meet Synapses  
  Juan Felipe Gutierrez Sanín

### Salon D
- **IC** - 10 | Setting Freelance Translation Rates in a Technologically Changing Market  
  Andrew Levine
- **IC** - 11 | Investigative Negotiation: The Art of Asking Why  
  Jeana Clark

### Salon H
- **L** - 7 | Making the Leap from Legal and Commercial Translations to Literary Translation  
  Marianne Reiner
- **T** - 11 | Translation Standards  
  Maria Brau

### Salon I
- **T** - 10 | Bilingual Writing for Big Business: A Workshop  
  Maggy Uplinger
- **G** - 3 | New International Financial Reporting Standards 2013: Guidance for German—English Translators  
  Robin Bonthrone

### Salon J
- **G** - 2 | Managing German or American Lawyer Expectations on Legal Translations  
  Thomas Mann
- **L** - 8 | 10 Tips for Aspiring Literary Translators  
  Lisa Carter

### Salon K
- **LSC** - 6 | Delegating: The Beginning of a Great Outcome  
  Ines Iris
- **LSC** - 7 | Juggling Clients, Employees, and Linguists: A Business Owner's Perspective  
  Michael Bearden

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Tell us what you think & WIN!  
Learn more on page 12.
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<td>Why First Impressions Matter!</td>
<td>Dagmar Dolatschko</td>
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<td>Opening or Closing Doors? How the Translation of Educational Documents Affects the Analysis of Credentials</td>
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<td>Going &quot;All-In&quot;</td>
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<td>Nurse, I Want My F****** Pills Now! Interpreting Profanity in Health Care</td>
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<td>A Successful Transition from Translator to Interpreter</td>
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<td>Security Clearances: A Gateway to Opportunity</td>
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<td>Dealing with IFRS Terminology When Translating Audited Financial Statements into Spanish</td>
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<td>What’s in a Line Break?</td>
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<td>Timor-Leste: A Snapshot of the Translating/Interpreting Scenario in Post-Conflict Areas</td>
<td>Marco Goncalves</td>
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<td>The Process and Benefits of EN 15038:2006 Certification</td>
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<td>Speech Translation: Fully Automated, or the Human in the Loop?</td>
<td>Hassan Sowaf</td>
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<td>Intuition in Literary Translation</td>
<td>Severine Hubscher-Davidson</td>
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<td>The Cow Went to the Swamp: Idioms and Metaphors in Translation</td>
<td>Clarissa Surek-Clark</td>
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<td>Onsite Contract Work: Tips and Traps</td>
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<td>Translating the Discourse of Architectural Design</td>
<td>Tamara M. Cabrera</td>
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<td>Arbitration: Terminology, Sources, and Problems</td>
<td>David Kendall</td>
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<td>Who Am I and What Am I Doing Here? Medical Interpreters and Professional Identity</td>
<td>Elena Langdon Fortier</td>
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<td>Best Practices for Interpreter Self-Care</td>
<td>Fabio Torres</td>
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<td>¿Sin vergüenza o sinvergüenza? (Shameless or Shameful?)</td>
<td>Eva DeVallessar</td>
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<td>ATS: Acronym Translation Strategies</td>
<td>Jennifer Marcas</td>
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<td>SaaS vs. Purchased Software: What Is It Really Worth?</td>
<td>Justin Rice</td>
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<td>Machine Translation Demystified</td>
<td>Joy Marciana</td>
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1-Stop Translation Booth: 48
www.1stoptr.com

1-Stop Translation is your one stop source for all your Asian language needs. Since 2001 we have been providing translation, interpretation, desktop publishing, subtitling, dubbing, and localization services to our diverse worldwide clientele. Our global offices are always ready to provide 24-hour assistance for your most urgent inquiries.

AccessOnTime Booth: 2
www.accessontime.com

AccessOnTime provides language services including interpretation in-person / over-the-phone, recorded statements, document translation and transcription and non-emergency medical logistics nationwide. Our core competency is in the workers’ compensation arena, but we offer our language services across all business sectors.

Barinas Booth: 8
www.barinas.com

Barinas is your simultaneous interpretation equipment partner. Whether you rent or buy from us, we are in business to take care of all your conference equipment needs, including as-needed technician services. We offer a 10% discount on rentals for ATA members.

Broaahmam Booth: 23
www.braahmam.net

Thinking of entering or expanding in Asia? Have legacy premium content to handle? Are your products or services mission capable? Need support to communicate effectively across cultures? Talk to Braahmam, go global with us. Providing bespoke solutions in translation, localization, globalization, internationalization, engineering, digital learning, mobile, multimedia for 14 years.

Broca Booth: 72
www.broca.ca

Broca is workflow and document management software specifically designed for the translation industry. Broca enables companies to monitor capacity, manage translation requests, bill clients, and analyze productivity in a secure, user-friendly system.

Capiche Booth: 49
www.capiche.pro

Mobile Video Interpreting Platform is a remote interpreting ecosystem that unlocks the potential of the industry and empowers the independent interpreter. Interpreters can work from the comfort of their home offices while growing global business. Clients can access vetted professional interpreters through their mobile device or laptop.

CETRA Language Solutions Booth: 32
www.cetra.com

CETRA Language Solutions, founded in 1997 by Dr. Jiri Stejskal who served as ATA president from 2007 to 2009, provides translation, transcription, interpreting, sign language interpreting, and website localization services in nearly 100 languages for public and private sectors. We welcome applications from translators and interpreters in all languages.

Clarus Language Solutions Booth: 61
www.claruslanguagesolutions.com

Clarus Language Solutions specializes in global communication. We are the leader in conference language services, which includes simultaneous interpretation, equipment rentals, teleconference interpreting, and wired and wireless push-to-talk discussion systems for up to 27 languages at once. We also supply, multilingual studio services including voiceovers and subtitling.

CLS Lexi-Tech Ltd Booth: 71
www.cls-lexitech.ca

CLS Lexi-Tech offers customized translation and communication solutions. Being part of the CLS Communication family, our global presence allows us to respond to the most complex requirements in any language. Our professional linguists provide a wide range of services, including, writing, editing, proofreading, final formatting, and translation including French translation.

Conference Rental USA Booth: 51
www.conferencerenral.com

Lead sub-rental provider for language interpretation equipment with experience on high-profile international congresses (G20). Conference Rental has the largest inventory including new generation interpreter consoles, digital infrared language distribution systems, and ISO-4043 booths. Our conference technicians are dedicated to supporting you with setup, operation, and dismantling of interpretation systems.

Corporate Translations Booth: 34
www.corptransinc.com

Corporate Translations is a preferred and leading provider of translations to the world’s top pharmaceutical, biotech, and medical device companies. Our success and continual growth is directly related to our ability to recruit the highest quality translation experts available and foster prosperous relationships with each of them.

CulturaLink Booth: 37
www.theculturalink.com

CulturaLink is a leader in language and cultural solutions. Our team of experts provide a one source solution for organizations seeking consulting, training, interpretation, and translation services. We welcome interpreters and translators in all languages to visit our booth to learn more about partnering with our team.

Divergent Language Solutions Booth: 10
www.divergentls.com

Divergent Language Solutions is a full-scale language services provider specializing in the translation of legal, financial, corporate, and technical documents. With a combined 90 years of experience, the Divergent team has a proven track record in translation, localization, interpreting, corporate and bankruptcy law, private equity, real estate and distressed investing.

FedSys, Inc. Booth: 11
www.fedsys.com

FedSys is dedicated to providing operational support to government customers throughout the United States as well as within the most austere and hostile global operating environments. Areas of focus include organizational development, training and mentoring, military intelligence, information operations, information technology, cyber security, threat assessment, interpretation and translation, and administrative support.

GeoWorkz Booth: 57-58
www.geo-workz.com

GeoWorkz is the industry’s first on-demand, subscription-based, translation technology solution. Powered by Lionbridge, it lets you drive your business with usage-based subscription models, based on a proven, high-performance, secure, Software-as-a-Service (SaaS) infrastructure.

GLOBO Language Solutions Booth: 18
www.globolanguage.com

GLOBO is a leading language services company that provides 24/7 on-demand interpreting services, combining best-in-class linguists with cutting-edge technology to deliver immediate communication in any language by telephone or video. GLOBO’s portfolio of services also includes on-site interpretation, translation, transcreation, localization, global and social media, and consulting.
Kiva
Booth: 45
www.kiva.org
Kiva’s online platform lets individuals lend as little as $25 to help create opportunity around the world. Kiva relies on a dedicated corps of volunteer translators to ensure that each loan profile is understandable to lenders and complies with Kiva’s policies.

Landmark Audio Technologies
Booth: 62
www.landmarkfm.com
Landmark Audio sells and rents FM transmitters and receivers for interpreters. Both mobile and stationary units available. High quality and low prices distinguish Landmark equipment. Based on Digital FM technology, serving the ATA community for the past six years.

LanguageWorks
Booth: 66
www.languageworks.com
LanguageWorks provides expert, scalable, and customizable language services. Our unbeatable combination includes work of the highest caliber, rapid turnaround times, and excellent customer service. Collaborating with carefully selected linguists with subject-matter expertise, we leverage our industry expertise and technology know-how to provide cost-effective solutions. LanguageWorks has been ISO-certified since 2005.

MadCap Software, Inc.
Booth: 46
www.madcapsoftware.com
MadCap Software, Inc. is a leading software provider of technical communication tools used to create knowledge bases, online Help systems, policy and procedure manuals, software documentation and more. MadCap Software’s fully integrated suite of products provide single-sourcing content development solutions for multi-language and multi-channel publishing, including the web, print, desktop and mobile devices.

MCIS Language Services
Booth: 17
www.mcislanguages.com
MCIS Language Services offers the highest quality, most responsive, and cost effective solutions to meet all of your language needs (24/7) in over 200 languages, including ASL and Aboriginal languages. We offer free professional interpretation services to eligible victims and agencies.

Hays Companies
Booth: 38
ata.haysaffinity.com
For nearly 15 years, Hays and ATA have been partnering to provide a professional liability insurance product that is both affordable and contains the broad breadth of coverage required of translators and interpreters.

Institute for Applied Linguistics, Kent State University
Booth: 30
appling.kent.edu
The Institute for Applied Linguistics is a leading university-based translator research and training program (B.S., M.A., Ph.D.). Programs focus on research skills, specialized translation, CAT tools, software localization, and project management. The M.A. provides training in translation for French, German, Japanese, Russian, Spanish, and Arabic (starting Fall 2014).

Interpreter Education Online
Booth: 81
www.interpretereducationonline.com
We are an online language-specific training and testing program for legal and healthcare interpreters. We are an approved CEU provider through many state and national organizations. Our programs are available in 13 language combinations and can be utilized by individual students as well as organizations.

InTrans Book Service, Inc
Booths: 3-4
www.intransbooks.com
InTrans Book Service, Inc is a purveyor of reference and educational material to professional translators and interpreters.

John Benjamins Publishing Co
Booth: 78
www.benjamins.com
John Benjamins Publishing, a leading publisher in language study, has been the official publisher of the ATA Scholarly Monograph Series since 1993. ATA members receive 30% off each hardcover copy in the collection. We also offer other relevant books and journals, including Babel, Interpreting, Target, and Translation and Interpreting Studies.

Kilgray Translation Technologies
Booths: 5-7
www.kilgray.com
Kilgray Translation Technologies delivers computer-aided technologies for the translation industry. All products of Kilgray, such as memoQ, the memoQ server, qTerm, memoQWebTrans, and Language Terminal are designed to facilitate, speed-up, and optimize the entire translation process.

EXHIBITORS
Exhibitors as of October 1.
The ATA Exhibit Hall brings companies together in one place to fit the unique needs of translators and interpreters.

Get a first-hand look at the new publications and products that you will actually use. Visit schools offering language programs designed for your development. Meet with companies and organizations that are here to recruit your services.

Visit the Exhibits!
Thursday • 9:00am - 6:00pm
Friday • 8:30am - 6:00pm
Saturday • 8:30am - 2:00pm
Salon E

Want to be an Exhibitor at next year’s ATA Annual Conference?
Contact Caron Mason at +1-703-683-6100, Ext. 3003 or caron@atanet.org to learn how you can promote your company to over 1,500 attendees.
Monterey Institute of International Studies
www.miis.edu

The Monterey Institute of International Studies offers two-year or one-year (experienced professionals) MA degrees in Translation, Translation & Localization Management, Translation & Interpretation, and Conference Interpretation in Chinese, French, German, Japanese, Korean, Portuguese (MATLM only), Russian, and Spanish. Ask about our short course workshops, online technology courses, and customized language enhancement courses.

Morningside Translations
www.morningtrans.com

Morningside Translations is a global translation services firm with headquarters in New York City. We serve all major industries and specialize in providing patent, legal, intellectual property, business, marketing, financial, life sciences, and corporate translation, as well as interpretation and multimedia services for law firms and companies around the globe.

National Language Service Corps
www.nlscorps.org

The National Language Service Corps seeks new members who are fluent in both English and another language. NLSC is a volunteer organization that supports federal agencies that need professional language support for domestic and international assignments during times of crises, emergencies, and non-emergencies—wherever language skills are needed.

New York University School of Continuing and Professional Studies
www.scps.nyu.edu

NYU-SCPS offers 14 graduate certificates and 17 industry-specific master’s programs, including an M.S. in translation. This degree prepares students to produce English text from French, Spanish, or Chinese and become effective translators in a variety of professional fields. French and Spanish are available online, and Chinese is offered onsite.

nlg GmbH - next level globalization
www.nlgworldwide.com

nlg GmbH is a respected full-service provider of translation and localization services in the life sciences, automotive, manufacturing, energy, and power generation industries. We focus on establishing long-term relationships with clients and suppliers that ensure mutually beneficial processes and results.

Ntrepid Corporation
www.ntrepidcorp.com/virtus

Ntrepid Corporation designs and builds products that solve unique problems. Ntrepid’s Virtus® Translator is a highly customizable CAT tool optimized for proper noun phrases. Virtus automatically translates spreadsheets and databases rapidly, accurately, at significant time and cost savings to translators, translation companies, and their customers. Now available online.

Paragon Language Services, Inc.
www.paragons.com

Paragon is a full-service language solutions provider, renowned for our high quality translation, localization, and enterprise language solutions for clients across a number of industries. We only collaborate with linguists who are certified and accredited by internationally recognized institutions to provide our clients with the highest quality language solutions.

Payoneer Inc.
www.payoneer.com

Founded in 2005, Payoneer is a leading global payments company accelerating growth for its customers by improving the way they pay partners, affiliates, and independent workers in more than 200 countries. Payoneer’s complete payment solution includes: Prepaid debit cards, global bank transfers, local e-wallets, and local currency paper checks.

Plunet Inc.
www.plunet.com

With offices in Würzburg, Berlin, and New York City, Plunet develops and markets business and translation management software.

RR Donnelley
www.rrtranslations.com

RR Donnelley is passionate about language. Skilled linguists managed by quality-focused account staff utilize professional methodologies and technology to provide our clients with accurate translations. In addition to the strength of our global network, we understand the specific needs of each market and offer a localized approach to translations.

Satellite Station, Inc.
www.sstatation.com

Satellite Station is a translation/localization company specialized in CCJK. The company has been based in the San Francisco Bay Area and in Tokyo, Japan since 1985. Good communication and the best quality is our goal. We are here to solve all of the language needs for business going to Asia and around the world.

SDL
www.translationzone.com

SDL enables global businesses to enrich their customers’ experience through the entire customer journey. SDL’s technology and services help brands to predict what their customers want and engage with them across multiple languages, cultures, channels, and devices. SDL has over 1,500 enterprise customers, 400 partners, and a global infrastructure.

Strategic Agenda LLP
www.strategicagenda.com

Strategic Agenda is a software and translation services company focused on the international public sector. Strategic Agenda’s main product is TranslationProjex, an easy to use translation project management system that helps freelancers and small and medium-sized agencies to effectively manage their translation workflows.

Terminotix
www.terminotix.com

Founded by translation professionals over 10 years ago, Terminotix Inc. is a company specializing in computer-aided translation (CAT). Terminotix aims to help linguistic services departments and translation firms boost the performance of coordinators, translators, editors, and terminologists through effective CAT solutions.
The Center for Translation Studies
www.translation.illinois.edu

The Center for Translation Studies is a collaboration among the School of Literatures, Cultures, and Linguistics, the Creative Writing Program, and Dalkey Archive Press to educate translators and to prepare them for the exciting opportunities available to them in today’s global economy.

Tradovision, Inc.
www.tradovision.com

Tradovision, Inc. is a world-class language service company based in Northern Virginia. We offer a full range of services and solutions for translation, proofreading, localization, desktop publishing, and voice-over in nearly 120 languages and dialects. We specialize in Asian and Middle Eastern languages, including Arabic, Farsi, Dari, Pashto, and Kurdish.

Translation and Interpretation Network
translationandinterpretation.com

Translation & Interpretation Network (TIN) is the leader in providing translation and interpretation services (70 languages), as well as interpreter trainings, in the DFW area and the greater Austin area. Our training, certification, and supervision process ensures quality service and follows best practices as prescribed by ATA, NCIIHC, IMIA, and NAJIT.

TransPerfect Translations
www.transperfect.com

TransPerfect is a family of companies providing global business services in over 170 languages. TransPerfect is headquartered in New York and provides a full range of language and business services including professional translation, interpretation, website translation, subtitling, voice-overs, multicultural marketing, diversity and inclusion consulting, and litigation support to multinational companies.

TÜV SÜD America
www.tuv-sud-america.com

Create a competitive advantage by becoming certified to EN 15038, the quality management standard for translation service providers. TÜV SÜD America’s technical experts audit beyond the checklist of EN 15038 to strengthen customer confidence, improve process efficiency, reduce errors, and prevent recurring problems. Visit us at www.tuvamerica.com for more information.

U.S. Department of State,
Office of Language Services
languageservices.state.gov

The Office of Language Services maintains a 232-year tradition of interpreting and translating support to the President and Secretary of State with a core staff of 60 in Washington and an impressive team of contract linguists, now working in over 100 language combinations.

University of Denver
universitycollege.du.edu

Gain the practical knowledge and transferable skills needed to become an effective translator in Spanish-English and English-Spanish translation through a Translation Studies master’s degree or graduate certificate, offered online or on campus by University College, the college of professional and continuing studies for working adults at the University of Denver.

University of Maryland
gst.umd.edu

Advance your professional skill set and career readiness in translation, conference and public service interpreting, and translation and localization project management through the Department of Communication’s Graduate Studies in Interpreting and Translation, offering Masters of Professional Studies degrees, Graduate Certificates, and short courses in the College of Arts and Humanities.

University of Wisconsin at Milwaukee
www4.uwm.edu/letsci/translation

UWM’s Graduate Program in Translation offers professional training in a dynamic online environment. Students collaborate with faculty and classmates from around the world to develop the skills needed to succeed in a thriving international market. Our program can prepare you to be: an in-house translator, a freelancer, and more.

Wordfast
www.wordfast.com

As the #1 provider of platform-independent translation memory technology, Wordfast specializes in user-friendly and high-value TM tools for corporations, translation agencies, educational institutions, and freelance translators. Driven primarily by the positive reviews of users and industry experts, Wordfast has grown to become the second most widely used translation memory software worldwide.
NEW SESSIONS

I-15 I Am Invisible, I Am a Phone Interpreter, and Love It
Lourdes Pumarejo
Presented in English with Spanish examples; ALL (Saturday, 4:00-5:00pm, Room: Salon K)

K-4 Tool Kits and Technical Tips for Korean Translators
Peter Yoon
Presented in Korean; ALL (Friday, 10:00-11:00am, Room: Conference 11)

K-5 Workshop on Korean-Language Reference Material
Jisu Kim
Presented in Korean; ALL (Friday, 11:30am-12:30pm, Room: Conference 11)

L-12 Feminist Lexis in English Translations of Women’s Writing in Urdu
Sami Rafiq
Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Conference 6)

LSC-10 The Dynamics of Negotiation
Yelena Petrovaa-Toolie
Presented in English; INT (Thursday, 11:30am-12:30pm, Room: Salon L)

LT-10 Machine Translation Demystified
Jay Marciano
Presented in English; ALL (Saturday, 4:00-5:00pm, Room: Salon M)

LT-11 Business Case: Implementation of Systran 7 Premium Translator
Paulo Camargo
Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Salon M)

MED-14 Nurse, I Want My F****** Pills Now! Interpreting Profanity in Health Care
Alvaro Vergara-Mery
Presented in English with Spanish examples; BEG (Saturday, 2:30-3:30pm, Room: Salon C)

S-13 Preparing for ATA’s English→Spanish Certification Exam, Part II
Rudy Heller and Julia Lambertini Andreotti
Presented in English and Spanish; ALL (Friday, 4:00-5:00pm, Room: Salon I)

ST-11 Beautiful Translations: Foundations for the Personal Care and Cosmetics Industry
Karen Tkaczyk
Presented in English; INT (Friday, 4:00-5:00pm, Room: Salon B)

T-14 Translation Standards in ASTM and ISO: What It Means for You
Alan Melby, Bill Rivers, and David Rumsey
Presented in English; ADV (Friday, 4:00-5:00pm, Room: Salon A)

T-15 Why First Impressions Matter!
Dagmar Dolatschko
Presented in English; BEG (Saturday, 2:30-3:30pm, Room: Conference 11)

TIP-1 Timor-Leste: A Snapshot of the Translating/Interpreting Scenario in Post-Conflict Areas
Marco Gonzales
Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Salon K)

CANCELLED SESSIONS

Sessions have been cancelled by the speakers involved, not by ATA.

IT-1 Andrea Camilleri’s English Voice: Translating Montalbano’s Novels from Sicilian

IT-2 Rhyme and Reasoning: The Joys and Challenges of Translating Poetry

IT-3 Rhyme and Reasoning: The Joys and Challenges of Translating Poetry

IT-4 Cognates and False Cognates in Italian Legal Translations

L-9 Open Discussion on Translating Formally Structured Poetry

L-11 Working with Authors: Help or Hindrance?

LAW-7 Tape Transcription and Translation in the Pre-Custodial and Custodial Settings

LSC-1 Remote Project Management

LT-3 Introduction to Human Language Technology for Translators

LT-9 Practical Applications of Digital Recording, Voice Recognition, OCR Scanners, and Other Technologies

MED-12 Promising Practices for Patient-Centered Communication with Vulnerable Populations

MEL-2 Strategies in Arabic Translation

S-1 Note-Taking in Consecutive Interpreting: Friend or Foe?

S-8 Preparing to Interpret for a High-Profile Criminal Trial

T-3 Travelling the Intercultural Highway

T-7 Future Vision of the Translation Industry: Where the Jobs Are

For the latest session updates, schedule changes, and announcements...

DAILY NEWSLETTER
Pick up your copy every morning

CONFERENCE APP
Click to “sync” your mobile device or “refresh” your web browser
ATA Activities

ATA-1 Orientation Session for First-Time Conference Attendees
Corinne McKay and Jill R. Summer
Presented in English; BEG (Thursday, 11:30am-12:30pm, Room: Salon K)

Is this your first time attending ATA’s Annual Conference? Do not be shy—we would love to meet you! The speakers will provide tips to help you get the most out of the conference and answer your questions. This will be a great opportunity to network with other first-time attendees from around the country and around the world!

ATA-2 ATA Mentoring Program Orientation
Eric Chiang, Paula Gordon, and Susanne van Eyl
Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Conference 6)

This session will provide an orientation for members interested in becoming a mentor or mentee in ATA’s Mentoring Program. Attendees will learn how ATA’s Mentoring Program works, who is eligible to be a mentee, who is eligible to be a mentor, and when and how to submit an application.

ATA-3 Preparing to Take ATA’s Certification Exam: Questions and Answers
Geoffrey Koby and Jonathan Mendoza
Presented in English; BEG (Friday, 10:00-11:00am, Room: Salon L)

This forum will be of interest to ATA members seeking a better understanding of ATA’s certification exam. The speaker will answer questions about certification policies and procedures. Tips on how to prepare for the exam will also be given.

ATA-4 ATA Code of Ethics and Professional Practice Workshop
Caitlin Walsh
Presented in English; ALL (Friday, 11:30am-12:30pm, Room: Salon L)

While codes of ethics sometimes appear dry and boring as written, applying them in real-life situations can create interesting and juicy dilemmas. We will examine how ATA’s Code of Ethics and Professional Practice applies to real-life situations and discuss some of the gray areas of professional conduct in translation and interpreting. This session fulfills the ethics requirement for maintaining ATA certification.

ATA-5 Buddies and Newbies Debriefing: Tips for Post-Conference Follow-Up and Networking
Helen Ely and Jamie Hurzt
Presented in English; BEG (Saturday, 4:00-5:00pm, Room: Conference 11)

We want to hear your thoughts on the Buddies and Newbies activities at this year’s conference. In addition to evaluating the usefulness of this new program, participants will receive tips on how to continue the networking experience after the conference. What do you do with all of those business cards you collected, and how do you follow up with potential contacts? The speaker will introduce attendees to other sources of potential contact with colleagues, such as through ATA’s divisions, listservs, and local chapters. Participants will also be invited to suggest ways in which this program can be improved.

ATA Activities Related Sessions

J-4 Japanese→English Certification Workshop
S-7 Preparing for ATA’s English→Spanish Certification Exam, Part I
S-13 Preparing for ATA’s English→Spanish Certification Exam, Part II

C-1 Managing Chinese-Language Projects: Tips for Project Managers
Evelyn Yang Goral
Presented in English; INT (Friday, 10:00-11:00am, Room: Conference 6)

What pitfalls await when a client requests a translation in Traditional Chinese? To serve clients, it is NOT enough to know the differences between Traditional and Simplified characters, or between Mandarin and Cantonese. It is important to understand the fine nuances among writing styles. The speaker will discuss how project managers can determine the right style for a client who requests a Chinese translation, even when the client has minimal knowledge of the Chinese language. The speaker will share tips for evaluating whether a translation is ready for publication, as well as discuss China’s translation-related standards.

C-2 The Nuts and Bolts of Chinese→English Translation IV: Adding and Deleting from the Source Text
Di Wu
Presented in English; ALL (Friday, 11:30am-12:30pm, Room: Conference 6)

The speaker will analyze some of the finer points of Chinese→English translation, including adding/deleting words, rearranging word order, and changing the meaning of the source text slightly to make the translation sound grammatically correct in the target language. Many examples will be used to illustrate these points. Attendees will be encouraged to share their translation tips.

C-3 Handle with Care: Practical Considerations for Using the New Machine Translations of Chinese Patents
Irina Knizhnik
Presented in English; INT (NEW TIME: Thursday, 11:30am-12:30pm, Room: Conference 11)

The European Patent Office, in collaboration with Google, has introduced a system of machine translation for patents from the People's Republic of China. This system offers some unique benefits, as well as some unique challenges, to translators. The speaker will discuss this system, with examples from practical experience.

F-1 Bringing The Painting to Life: A Case Study in Transcreation
Ellen Sawchek
Presented in English and French; ALL (Thursday, 2:30-3:30pm, Room: Conference 17)

When a U.S. distributor acquired the rights to the 2011 French animated feature film Le Tableau (The Painting), it faced a dilemma: the film came with English subtitles. What do you do if most of your target audience (in this case, children) has not yet learned to read, reads too slowly, or lacks the knowledge to understand the jokes and cultural references contained in the original? The answer: transcreation. The speaker will use script excerpts and film clips to help attendees understand the process of transcreation and the role played by the translator in bringing the final English-language version of The Painting to the screen.

F-2 The Reader Over Your Shoulder
Ron Schwartz
Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Conference 17)

The speaker will discuss the challenges of re-translating Antoine de Saint-Exupéry’s The Little Prince. Examples from the book will be used as the basis for a wider discussion on the art of literary translation. The speaker will also discuss how she uses her literary translation skills in her commercial work, with a focus on the music and rhythm of language.

F-3 Tips and Tricks for Maintaining French-Language Skills When You Don’t Live in France
Eve Lindemuth Bedaux
Presented in English; ALL (Friday, 10:00-11:00am, Room: Conference 17)

Whether French is your source or target language, if you live outside a French-speaking country, you need to maintain your French-language skills: reading, writing, speaking, and listening. Come hear new approaches to things you can do to maintain your language skills. We will look at “traditional” methods as well as those the digital age has to offer. If you have a good tip, please share it.

F-4 Vive la différence: Leveraging the Natural Strengths of French and English to Write Better in Both
Lillian Clementi
Presented in English; ALL (Friday, 11:30am-12:30pm, Room: Conference 17)

Despite the close kinship between English and French, the two languages can present striking differences, making elegant translation between these frères ennemis both challenging and treacherous. The speaker will focus on problems in
comparative grammar and style and examine ways of solving them using the natural strengths of each language. Topics will include passive and modal verbs, the effective use of prepositions, and improving flow. Although the speaker is an French–English translator, the session will also be useful for English–French translators and native francophones writing in English.

F-5 The French They Never Taught You
Thomas L. West III
Presented in English; ALL (Friday, 2:30-3:30pm, Room: Conference 17)

They taught you the difference between savoir and connaître, but did they teach you the situations where connaître does not mean “to know?” They taught you the sequence of tenses after “si,” but did they teach you how the conditional is often used in journalism? And what is to be made of a sentence like “Et le public de rire?” In this session, we will look at constructions that are not commonly taught in French classes (but come up in translation work all the time), including words with unexpected meanings that can catch even a seasoned translator off guard.

F-6 Haitian Adoptions for U.S. Couples: Multitasking and Exploring Historical Context, Social Problems, and Legal Issues
Roger Floriani
Presented in French; ALL (Friday, 4:00-5:00pm, Room: Conference 17)

Translating international adoption files from English–French poses a unique challenge. The translation of a number of documents pertaining to a wide array of disciplines (vital records, financial statements, psychological evaluations, health certificates, etc.) requires the translator to use a variety of styles, registers, and terminology. In addition, cultural, and linguistic strands that shaped Haitian history is needed to produce a good quality translation for this type of project. The speaker will discuss these issues and use examples from actual translations to illustrate relevant points.

French Related Sessions
SEM-C Literary Translation Workshop
SEM-H Plain Language Translation
ST-6 Time for a New Hip?
T-10 Bilingual Writing for Big Business: A Workshop

Financial T&I

FIN-1 CMBS, RMBS, and ABS of CDO: Some Insights into the “Alphabet Soup”
Ralf Lemster
Presented in English; INT (Thursday, 11:30am-12:30pm, Room: Conference 17)

Financial translators are often confronted with “trader-speak” that needs to be deciphered and transformed into language that target readers can actually understand. The speaker will examine a number of acronyms and similar concepts commonly used in the context of structured investment products, securitizations, and similar structures.

FIN-2 Foreign Account Tax Compliance Act: The Long Arm of the Law
 Lorena Pike
Presented in English; ADV (Friday, 2:30-3:30pm, Room: Salon K)

The Foreign Account Tax Compliance Act (FATCA), enacted in March 2010, is designed to prevent tax fraud by U.S. citizens and residents who hold bank accounts in foreign countries. It also applies to foreign entities that have investments in the U.S. This entails a change in reporting and withholding practices that will affect financial institutions, individuals, and corporations worldwide. This session will describe FATCA, its requirements, enforcement, and the countries with which the IRS has signed an agreement. Attendees will also learn about the most common terms encountered in FATCA agreements that are already in place.

FIN-3 Credit Derivatives: Key Concepts, Applications, and Terminology
Ralf Lemster
Presented in English; INT (Friday, 4:00-5:00pm, Room: Salon K)

Credit derivatives have been at the forefront of discussions surrounding the financial crisis—Warren Buffett even called them “financial weapons of mass destruction.” Whatever your fundamental views, these instruments are now established firmly in financial texts. Credit derivatives pose numerous challenges for financial translators, such as terminology that is complex and evolving constantly. We will look at the key concepts of credit derivatives, their primary fields of application, and the main technical terms financial translators need to know.

Financial T&I Related Sessions
SEM-F The Company They Keep: A Guide for German–English Translators
LAW-2 Language of the Law: Tips for Translators of Legal Documents
LAW-11 Arbitration: Terminology, Sources, and Problems
S-11 Dealing with IFRS Terminology When Translating Audited Financial Statements into Spanish
SL-6 Translating Administrative Documents Between English and Polish

G-1 Austriacisms for Beginners, Part II
Daymar Jenner and Judy Jenner
Presented in German; INT (Saturday, 8:30-9:30am, Room: Salon K)

The speakers will address the lexical challenges translators and interpreters might encounter when dealing with Austriacisms. Expect unusual-sounding terms that are an inherent part of life in Austria, including Spital, Bildungskarenz, Deckung, Ablertigung, and Partezettel. Attendance at “Austriacisms for Beginners, Part I” is not required.

G-2 Managing German or American Lawyer Expectations on Legal Translations
Thomas Mann
Presented in English; ALL (Saturday, 10:00-11:00am, Room: Salon K)

This session is intended to help German-language legal translators manage the expectations of their clients (American or German lawyers) in a transactional or litigation context. What are the responsibilities of the translator and the lawyer in situations where the law governing the source document needs to be explained to the client? The speaker will examine the challenges of terminological incongruency between the German and the U.S. legal concepts, as well as some of the more nasty features of traditional legal writing (both in Germany and the U.S.). Tips on how to meet these challenges will also be given.

Robin Bonithrone
Presented in English; ADV (Saturday, 11:30am-12:30pm, Room: Salon K)

2013 has seen a number of significant additions to the International Financial Reporting Standards (IFRSs), in particular the new IFRSs 10, 11, 12, and 13 following their endorsement by the European Union. Consequently, translators are now faced with a wealth of new terminology, both in English and German, in the areas covered by the new standards (e.g., accounting for joint ventures and fair value measurement). This session will focus on the new accounting concepts and terminology and what German–English translators need to know.

G-4 Deconstructing Willie
Ruth Briggs and Michael Magee
Presented in English and German; ALL (NEW TIME: Friday, 10:00-11:00am, Room: Conference 12)

The speaker will focus on her years of experience translating the “road stories” written by Willie Nelson’s daughter, which have been published on Nelson’s website. Attendees will be invited to participate in translating samples from the blog.

German Related Sessions
SEM-F The Company They Keep: A Guide for German–English Translators
L-2 Death (and Rebirth) in Venice: Nine English Translations of Thomas Mann’s Novella
LAW-3 Revisiting Standards of Care and Liability for Legal Translators
I-1 The Dos and Taboos of Conference Interpreting and Why You Should Heed Them
Yuliya Triapina
Presented in English; ALL (Thursday, 11:30am-12:30pm, Room: Salon D)

The world of conference interpreting has both clear-cut standards and implicit rules. Topics will include equipment standards and team composition, the “unwritten rules” of behavior in the booth and interpreter etiquette, and what to look for in a contract. This session is intended for recent graduates of interpreting schools, interpreters with experience in other settings (e.g., judicial interpreting), conference organizers, and agencies.

I-2 Best Practices When Interpreting for Children
Fabio Torres
Presented in English; ADV (Thursday, 2:30-3:30pm, Room: Salon D)

Interpreters who continue to develop their interpreting skills will have an invaluable tool when faced with assignments involving interpreting for children. This session will explore the cognitive differences between children and adults during the interpreting encounter. Attendees will learn how to build trust with children. Attendees will also investigate best practices for facilitating the interpreting session.

I-3 How May I Help You?
Rachelle LeCaptain and Erin Ramler
Presented in English; BEG (Thursday, 4:00-5:00pm, Room: Salon D)

How interpreters interact with the people around them influences their ability to facilitate effective communication. Good customer service demonstrates professionalism and drives client support for interpreters and their services. In this session, attendees will gain practical customer service skills for on-the-job application, with special focus given to health care interpreting. Attendees will also receive resources for improving their customer service strategies.

I-4 The Multiple Roles of Interpreters at the Nuremberg Trials
Nancy Schweda Nicholson
Presented in English; ALL (Friday, 10:00-11:00am, Room: Salon D)

Drawing on the speaker's interviews with three interpreters, this session will examine the numerous roles played by language specialists during the Nuremberg trials. Particular focus will be given to the linguistic and ethical challenges encountered at the pre-trial stage and in the courtroom. Although emphasis has usually been placed on the seminal contribution of simultaneous interpreting at these trials, consecutive interpreting was also widely employed, primarily during the interrogations, stage. The speaker will also discuss the “nuts-and-bolts” of the language management procedures used prior to and during the trials.

I-5 Origin and Challenges of Simultaneous Interpreting: The Nuremberg Experience, Part I
Sigfried Ramler
Presented in English; ADV (Friday, 11:30am-12:30pm, Room: Salon D)

This session will deal with the practice of simultaneous interpreting at the Nuremberg trials. Consecutive interpreting in the four working languages (German, English, French, and Russian) at the international trial would have been laborious and inefficient. A new method had to be found to deal with the challenges of making the proceedings accessible not only to everyone in the courtroom, but through the media to the world beyond the trial venue. The speaker, one of the few surviving members of the Nuremberg interpreting team, will present examples of the particular language challenges encountered when employing this breakthrough method of interpreting at the trials, including overcoming both human and technical obstacles.

I-6 Origin and Challenges of Simultaneous Interpreting: The Nuremberg Experience, Part II


I-7 New Frontiers in Simultaneous (Tele)Interpreting
Hayley Goodstein
Presented in English; ALL (Friday, 2:00-3:30pm, Room: Salon D)

The International Boundary and Water Commission (IBWC) U.S. Section recently implemented the ZipDXN bilingual teleconferencing system with simultaneous interpreting technology. This system has streamlined interaction between IBWC’s U.S. and Mexican Sections and increased engagement with external stakeholders. The speaker will discuss the professional and technical challenges and successes encountered by IBWC’s language specialists when implementing this solution. The speaker will also detail how this technology could be used in other interpreting scenarios.

I-8 The Good, the Bad, and the Ugly: Online Training for Interpreters
Marjorie Bancroft
Presented in English; INT (Saturday, 8:30-9:30am, Room: Salon D)

Find out how online interpreter training protects you from liability, enhances your status, and differentiates you from the competition. Come learn what types of training are available (e.g., distance learning, e-learning, hybrid programs), how to identify good training, and which programs are available (more than you think!). With a focus on medical and legal interpreting, attendees will explore the world of interpreter training online.

I-9 Enhancing Short-Term Memory for Accurate Interpreting
Roda Roberts
Presented in English; ALL (Saturday, 8:30-9:30am, Room: Salon D)

Short-term memory (STM), also referred to as working memory, plays a very important role in both consecutive and simultaneous interpreting. It is a major factor responsible for the production of accurate and complete interpreting. After analyzing how STM functions in the two main modes of interpreting, the speaker will discuss methods for improving STM.

I-10 How to Conduct a Webinar-Supported Multilingual Teleconference
Naoko Otaka
Presented in English; ALL (Saturday, 10:00-11:00am, Room: Conference 7)

A teleconference among multiple language speakers with their interpreters can be lengthy, distractive, unproductive, and daunting for everyone involved. The speaker will provide an overview of how to conduct a multi-language teleconference smoothly and effectively using a webinar system and conference call lines. Attendees will learn from actual examples and gain practical knowledge on how to organize or provide interpreting services for a multi-language teleconference, including required equipment and procedures.

I-11 The Neuroscience of the Triadic Encounter: Paralinguistic Elements Meet Synapses
Jean-Felipe Gutierrez Sanchez
Presented in English; ALL (Saturday, 11:30am-12:30pm, Room: Salon D)

Body language has been known to be a powerful communication conveyor. Some researchers claim that as much as 70% of all human communication is nonverbal or paralinguistic. Recent research suggests that most, if not all, of these nonverbal interactions are carried out via our facial expressions, body posture, and eye movements. Human beings are amazingly equipped to communicate very complex and nuanced emotional cues before they have uttered a syllable. This session will examine the subtle ways we express, or give away, our emotions and beliefs through nonverbal communication.

I-12 A Successful Transition from Translator to Interpreter
Christopher Dimmick
Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Salon D)

This session will explore how translators can broaden their current skills to branch out into the interpreting field. The common challenges and pitfalls of interpreting will be explored. Attendees will participate in interactive interpreting exercises designed to gauge their own strengths and to discover what skills need to be developed to meet the challenges interpreters face. Attendees will become more familiar with the professional development opportunities that are available to help them transition successfully from translation to interpreting work.

I-13 Best Practices for Interpreter Self-Care
Fabio Torres
Presented in English; ADV (Saturday, 4:00-5:00pm, Room: Salon D)

Interpreters often feel vicarious stress when interpreting for patients and clients who have experienced devastating illness, trauma, and abuse. As a result, interpreters must learn to practice basic techniques of self-care. This session will teach attendees how interpreters need to “decompress” and deal with the emotional encounters. Attendees will learn from actual examples and gain practical knowledge on how to organize or provide interpreting services for a multi-language teleconference, including required equipment and procedures.

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NEW: I-15 I Am Invisible, I Am a Phone Interpreter, and Love It
Lourdes Pumarejo
Presented in English with Spanish examples; ALL (Saturday, 4:00-5:00pm, Room: Salon K)
The speaker will provide an overview of telephonic interpreting. Topics will include the requirements and technology involved, how to handle stress, and the dos and don’ts of telephonic interpreting. This session is intended for Spanish-English speakers.

Interpreting Related Sessions
SEM-A Extreme Interpreting: Strategies and Techniques for Interpreting Trauma
LSC-2 Managing Interpreting Projects: When Only Extreme Project Management Will Do
MED-9 Understanding U.S. Health Professions to Avoid Common Translation and Interpreting Errors
P-3 It’s Not Just What You Say, but How You Say It
S-9 Music and Meaning for Interpreters

IC Independent Contractors
IC-1 Feast and Famine for Freelance Translators
Catherine Christaki
Presented in English; ALL (Thursday, 11:30am-12:30pm, Room: Salon H)
Freelance translators are well aware of the feast or famine phenomenon. Work is never steady—one month you are snowed under an avalanche of projects and the next you are sitting in front of your computer wondering where (or when) the next project will come. The speaker will provide tips on how to handle both feast and famine cycles, highlighting ways to avoid and/or get through them unharmed and how to turn them into positive experiences career-wise.

IC-2 Ensuring Payment Before, During, and After the Project
Ted Wozniak
Presented in English; ALL (Thursday, 2:30-3:30pm, Room: Salon H)
Late and non-payments are a fact of life in all businesses. The Internet and the rise of translator “auction” portals, while increasing the translator’s exposure to the global market, have also made it easier for unscrupulous people to delay payment or even intentionally defraud freelancers. This session will cover the steps that all translators can and should take to minimize the risk of not being paid for their services. Topics will include actions to take before, during, and after the project, standard business practices regarding accounts payable, and resources for checking a company’s bone fides, dunning, and collection procedures.

IC-3 Time Management for Freelancers: How to Get Things Done!
Corinne McKay and David Rumsey
Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Salon H)
Poor time management is a major pitfall for many freelancers. Without a system for scheduling and prioritizing, we can end up earning less than we want or need, feeling that we have no free time, and suffering significant stress in our work and personal lives. In this session, we will examine concrete ways to organize the day, prioritize what matters, and tame the beasts of modern life such as e-mail and smartphones. We will also look at case studies of how successful freelancers manage their time.

IC-4 How I Use the ASTM Standards to Develop a Team Approach with My Clients
Helen Eby
Presented in English, BEG (Thursday, 4:00-5:00pm, Room: Salon K)
Even though the ASTM standards do NOT cover linguistic issues, they do address many other issues that are part of the translation process. This makes them tremendously useful in framing a productive conversation with direct clients. The speaker will discuss how she incorporated the ASTM standards when developing a form for use in initial conversations with clients and how it has led to productive teamwork.

IC-5 10 Essential Principles to Growing Your Language Business
Marcela Reyes
Presented in English; INT (Friday, 10:00-11:00am, Room: Salon H)
As you think about your approach to increasing your client base, growing your language business, making your name known, and having an effective strategy in the current economy, you need to apply 10 essential principles to creating a sustainable, profitable, and ultimately successful business. Some of the things you will learn during this session include how to develop a solid and distinctive brand, advance your business through social media, and how to build the reputation of your business to separate it from the competition.

IC-6 Assertive, Not Aggressive: Dealing with Conflict
Judy Jenner
Presented in English, ALL (Friday, 11:30am-12:30pm, Room: Salon H)
At some point in their careers, both translators and interpreters will have to deal with conflict. It could be an unsatisfied client, a deponent who insists the interpreter has a conflict of interest, a client who does not want to pay, or any number of issues. Conflict is a normal, yet stressful, part of running a small business. Using the basics of conflict resolution, the speaker will suggest ways to resolve tricky situations successfully. Examples will be drawn from the speaker’s own practice.

IC-7 Social Media for Translators
Catherine Christaki
Presented in English, INT (Friday, 2:30-3:30pm, Room: Salon H)
Translators and interpreter communities on social media have been growing rapidly in the past few years. This session will provide an overview of the three most commonly used social networks (Facebook, Twitter, LinkedIn) and offer tips on how they can be used for enhancing a linguist’s online presence. The main topic covered will be the basics of a good profile, what to share and where to find content, how to use social media for business, whom to follow, and the most common mistakes made by users. The session will close with a question-and-answer segment.

IC-8 How to Use Social Media and Blogging to Find New Clients
Catherine Christaki
Presented in English, INT (Friday, 4:00-5:00pm, Room: Salon H)
Translators are constantly told that in order to find direct clients they need a website, a blog, and a powerful social media presence. Then what? Finding potential clients using the power of the web is a personalized process toward matching each translator with the desired client. This session will explore tools and ideas to generate leads and approach potential clients using blogging and social networks such as Twitter, Facebook, and LinkedIn.

IC-9 Win-Win: How to Set a Fair Price for Your Work
Jonathan Hine
Presented in English, ALL (Saturday, 8:30-9:30am, Room: Salon H)
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. Attendees will also learn about calculating the break-even price and tracking sales volume and revenue. Topics will also include evaluating life-changing moves, setting quality to clients, building operating reserves, and surviving business cycles.

IC-10 Setting Freelance Translation Rates in a Technologically Changing Market
Andrew Levin
Presented in English, ADV (Saturday, 10:00-11:00am, Room: Salon H)
How well are you keeping up with the pace of change? Freelance translators used to freely raise their rates over time, but a survey published last year shows that translation rates have steadily fallen since the financial crisis. Downward pressure on costs is being exerted by the emergence of new technologies aimed at increasing productivity. This session will help freelancers establish rates when working with machine translation (post-editing), voice recognition software and auto-text input in computer-assisted translation tool environments, and with other tools that are gaining in popularity to squeeze the most work from each hour.
SESSION ABSTRACTS

BEG = Beginner   INT = Intermediate   ADV = Advanced   ALL = All Levels

IT-1 Andrea Camilleri’s English Voice: Translating Montalbano’s Novels from Rhyme and Reasoning: The Joys and Challenges of Translating Poetry
Cognates and False Cognates in Italian Legal Translations

IT-3 Rhyme and Reasoning: The Joys and Challenges of Translating Poetry

IT-4 Translating Dialect Literature

J-1 The Pitfalls of Video Game Localization

J-2 Finding the Right Japanese→English CAT Tool

J-3 Why Do Translators Make Simple Mistakes?

J-4 Japanese→English Certification Workshop

J-5 New Roles of Language Professionals in the Automotive Industry Today

J-6 Coping with the Ambiguity of Japanese

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Figures of speech enrich a language and provide the reader with colorful images, as well as connections to other events, places, and times. However, in addition to recognizing a figure of speech as a unit of meaning, the translator must remain as faithful as possible to the intended meaning of the original while attempting to match the register, style, and tone of the document in question. The speaker will suggest strategies for dealing with figures of speech and provide examples in which Japanese figures of speech are translated into English in ways that provide equivalent impact.

Korean

K-1 Mije, “American Imperialist” or “Made in the USA”? Translating North Korean
Jisu Kim
Presented in Korean; ALL (Friday, 8:30-9:30am, Room: Conference 6)

Limited direct contact between North and South Koreans over more than half a century has created differences between the languages spoken and written north and south of the 38th Parallel. Ignoring the differences between the two languages can cause not only personal misunderstanding but also political or military conflict. The speaker will discuss these linguistic differences in terms of vocabulary, pronunciation, and grammar, based on her recent work for the U.S. Department of State, U.S. Department of Defense, and on a PBS documentary concerning North Korean refugees.

Carl Sullivan
Presented in English; INT (Friday, 10:00-11:00am, Room: Conference 6)

The demand for quality Korean—English translation far exceeds the supply in this highly critical language pair. This session will provide specifics on the basic aspects of Korean—English translation, including the latest guidelines and examples of difficult problems.

K-3 Legal Interpreting: Certification and Beyond
Vanie Haeun
Presented in English and Korean; ALL (Saturday, 11:30am-12:30pm, Room: Conference 6)

There is a high demand for competent legal interpreters, but very few successfully obtain court certification (the key credential for courtroom work). The need is essential for carrying out each assignment successfully. This session will focus on strategies for identifying and utilizing various reference books, electronic devices, mobile phone apps, and websites that are useful for Korean interpreters and translators. A list of useful references from ATA’s Korean Language Division website will also be provided.

NEW: K-4 Tool Kits and Technical Tips for Korean Translators
Peter Roon
Presented in Korean; ALL (Friday, 10:00-11:00am, Room: Conference 11)

Many Korean translators may not be aware of the numerous tools and helpful technical tips available for Korean—English translation. We will examine various tools and programs, including the Hangul Word Processor program, and compare several Korean optical character recognition programs. The session will also cover proofreading tips using PDF file editing and commenting options, as well as tips for counting words and information on tools to help with working with multiple files.

NEW: K-5 Workshop on Korean-Language Reference Material
Jisu Kim
Presented in Korean; ALL (Friday, 11:30am-12:30pm, Room: Conference 11)

Competent interpreters and translators must keep up with an ever-changing world and study terminology and concepts for assignments across a spectrum of disciplines. Accordingly, identifying and selecting appropriate reference material is crucial for the job. This session will explore a variety of tools and resources useful for Korean—English translation.

L-1 Turkish Children’s Literature: Teaching Contemporary Values through Traditional Tales
Louise Miller
Presented in English; ALL (Thursday, 11:30am-12:30pm, Room: Conference 12)

The speaker will display and discuss 10 recent Turkish illustrated children’s books, together with their English translations and other samples of translated Turkish illustrated children’s literature. The issues of voice, cultural appropriateness, and the literacy of the translation when moving between distinct cultural spheres will also be discussed.

L-2 Death (and Rebirth) in Venice: Nine English Translations of Thomas Mann’s Novella
Jeffrey Bruntsiek, Geoffrey Koby, and Sarah Koby
Presented in English; ALL (Thursday, 2:30-3:30pm, Room: Conference 12)

The speakers will examine all nine of the German—English translations of Death in Venice by Thomas Mann. Seven of these were published in the past 25 years, and the two oldest translations come across as flat and uninspired to today’s reader. The speakers will also discuss how the cultural background has changed since the novella was first published in 1913. Evident strategies of the translators will also be addressed. Topics will include the translators’ faithfulness to the source text, the treatment of homoerotic passages, and how the characters of Aschenbach and Tadzio are portrayed in each translation.

L-3 Translators and Self-Published Authors: A Partnership for the New Digital Publishing Age
Rafa Lombardino
Presented in English; INT (Friday, 11:30am-12:30pm, Room: Conference 12)

We are witnessing a paradigm shift in the publishing industry. An increasing number of authors are now making their work available to readers through online and print-on-demand platforms, cutting out the publisher as the middleman. The most ambitious among these authors have turned to translators to help them expand their readership across borders, languages, and cultures. This speaker will discuss her own experiences helping self-published authors make their books available to foreign markets. Attendees will learn about making initial contact with authors, the negotiation process, marketing assistance, language awareness, and the efforts to build an audience.

L-4 Translating Dialect Literature
Luigi Bonafelli, Gaetano Cipolla, John DuVal, Joseph Perricone, and Florence Russo
Presented in English; ALL (Friday, 2:30-3:30pm, Room: Conference 12)

The session will discuss the specific problems encountered in translating dialect literature and the various strategies that can be adopted to resolve them. Special focus will be given to Italian dialect literature, including poetry.

L-5 Contemporary Brazilian Short Stories: Translating Authors from Brazil into English and Spanish
Rafa Lombardino
Presented in English; ALL (Friday, 4:00-5:00pm, Room: Conference 12)

The Contemporary Brazilian Short Stories website is a literary translation effort created in 2011 to promote Brazilian literature in English. In 2013, a sister site, escritasbrasileirasdeapracaualidade.com, was created to publish the work of contemporary Brazilian writers in Spanish. Attendees will learn more about the project and see examples of short stories that have presented some challenges. Topics will include how to accommodate for a variety of subjects and styles from authors coming from different parts of the country, as well as how to convey all of the color and flavor of the Portuguese spoken in Brazil.

L-6 Exporting Spanish Culture through Theater Translation
Jorge Braga
Presented in English, ADV (Saturday, 8:30-9:30am, Room: Salon L)

Hispanic drama in English translation is currently enjoying a period of great popularity thanks to the production of actable versions, both in Britain and America. Can translators guarantee the comprehension and acceptability of Spanish drama in English while offering a particular vision of Spain and its culture? To help answer this question, the speaker will analyze a collection of contemporary translated Spanish works. Specific focus will be given to goals, register, and treatment of recurrent topics.
The speaker will share the top 10 insights, epiphanies, and attitude adjustments that helped her become a successful literary translator. Tips will address the actual work of creative translation and navigating the publishing industry. An interactive question-and-answer period will follow, so bring your doubts to ask a veteran. Learn the secrets and specifics that will allow you to take the next steps toward your own successful career in literary translation.

CANCELLLED: L-9 Open Discussion on Translating Formally Structured Poetry

L-10 Intuition in Literary Translation
Severine Nabach-Olivard
 Presented in English; ALL (Saturday, 4:00-5:00pm, Room: Conference 6)

Intuition is often said to be a necessary component of literary translation. As translators, we must capture implied meanings in a text and figure out how to transfer these effectively for a different audience. But what is the role of intuition in this process, and how can translators learn to use it to their advantage? In this session, we will examine how intuitions manifest themselves when translating into English. We will also address ways to determine when such intuitions should be trusted and when they should be avoided. Attendees will be provided with many examples in English of both successful and unsuccessful intuitive translations.

CANCELLLED: L-11 Working with Authors: Help or Hindrance?

NEW: L-12 Feminist Lexis in English Translations of Women’s Writing in Urdu
Sami Rehri
 Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Conference 6)

There have been several women writers in Urdu who have expressed feminist concerns regarding the exploitation of Muslim women in a patriarchal society. These writers have also depicted female consciousness, angst, and aspirations through a distinct feminist vocabulary. A close reading of the translations of the works of Qurumalain Hyder, Ismat Chughtai, and Rashid Jahan can provide some surprising insights on how feminist vocabulary is created across languages and cultures.

Literary Translation Related Sessions
SEM-C Literary Translation Workshop
SEM-I Master Class in Spanish—English Literary Translation
F-2 The Reader Over Your Shoulder
P-4 Make Hay while the Pun Shines: Demystifying Pun Translation
P-5 A Feast of Olympic Proportions: Translating Rio’s Literary Voices into English
P-6 The Cow Went to the Swamp: Idioms and Metaphors in Translation

Decision-making process for the English translation. Topics will include the methodology of deciphering source-language text, the use of bilingual legal dictionaries, and case law. A glossary will be provided.

LAW-2 Language of the Law: Tips for Translators of Legal Documents
Hadasah Weiner
 Presented in English; BEG (Thursday, 2:30-3:30pm, Room: Salon B)

This session will highlight the challenges involved in translating legal documents into U.S. English. Legal documents will include the differences in legal process and structures, as well as standard legal terms that might not have precise equivalents in the target language. Whether you are translating from or into English, this session should help you recognize “unique” aspects of the U.S. legal system, identify potential pitfalls, and increase your comfort level when dealing with recurring words and phrases. Financial translators who encounter legal documents and terminology in their work will also benefit from this session.

LAW-3 Revisiting Standards of Care and Liability for Legal Translations
Thomas Mann
 Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Salon B)

The speaker will examine how translators could be held liable for the poor translation of legal documents and explore what they can do to protect themselves against such liability. Using a hypothetical case, the speaker will discuss some basic legal grounds and standards that could be applied to determine translator liability.

LAW-4 Forms of Relief in Immigration Law and the Role of Translation in the Immigration Process
Olga Shoshachuk
 Presented in English; ALL (Friday, 10:00-11:00am, Room: Salon B)

All of the documents filed with the U.S. Citizenship and Immigration Services must be translated. In this session, the speaker will provide an overview of immigration proceedings— including interviews, court hearings, and appeals—in order to explain the removal process and the forms of relief from removal. The document translation and transcription involved in the process will also be discussed. A list of resources in English and Russian will be provided.

LAW-5 Custody, Visitation, Support and Domestic Violence: An Overview for Court Interpreters
Jennifer De La Cruz
 Presented in English with Spanish examples; ADV (Friday, 11:30am-12:30pm, Room: Salon B)

This session will provide an overview of some of the most common themes discussed in a court of family law. By comparing family codes in the U.S. and Mexico, attendees will learn how the law defines the family unit, how the courts interpret custody when this unit has become divided, and some of the complexities of self-represented litigant hearings. The speaker will also explore the ethical and personal challenges that can stem from interpreting in highly emotional situations. Language-specific vocabulary and resources will be provided.

LAW-6 Culture Clashes in Legal Translation and Interpreting
Luciana Carvalho
 Presented in English; ALL (Friday, 2:30-3:30pm, Room: Salon B)

This session will explore culture clashes in legal translation and interpreting. The speaker will discuss how cultural values affect legal translation and legal interpretation by examining the culture-specific features of common law and civil law traditions. Through actual examples, the speaker will identify and discuss situations in which cultural values are likely to be at odds. The speaker will also discuss the role of legal interpreters and translators play when dealing with—and avoiding—culture clashes.

CANCELLLED: LAW-7 Tape Transcription and Translation in the Pre-Custodial and Custodial Settings

Final Program | www.atanet.org/conf/2013
What does it take to manage an interpreting project sanely and successfully? We will look at a traditional model of the Project Management Body of Knowledge, created by the Project Management Institute, in order to examine how it applies to interpreting projects. We will identify stakeholders, develop a plan of action (project charter), discuss risks in the planning phase (e.g., interpreter fatigue, faulty equipment), and address client education. How do you manage freelancers and in-house interpreting teams? How do you manage client expectations during the execution, monitoring, and controlling phases? These are just some of the topics to be discussed.

LSC-3 How to Avoid the Most Costly Mistakes in the Localization Industry
Michael Gárdenas and Derrick Fajardo
Presented in English; ALL (Saturday, 10:00-11:00am, Room: Salon B)

The speakers will discuss the mistakes they have observed and committed in the localization industry in the past 28 years, as well as how to avoid them. Topics will include: 1) how to recognize when the project is going into disaster mode (and how to save it), 2) making sure you have the best in tools and technology, 3) developing the best localization teams, and 4) the importance of policies and procedures. The speaker will unveil the secrets to avoiding the traps, pitfalls, quick-sand, falling anvils, and other hazards that can befall a localizer.

LSC-4 Language Services for Unicorns and Other Creatives
Virginia Anderson
Presented in English, ADV (Friday, 2:30-3:30pm, Room: Salon L)

The speaker will discuss how to provide language services to unicorns—creatives in the fields of design, entertainment, advertising, and marketing. Unicorns need special cultural consulting and magical language services to launch brands, websites, films, and marketing campaigns on an international scale. Both unicorns (creatives) and horses (regular customers) ask for translation languages, but they need services such as consulting, script translation, cultural research, and transcription. Learn to reveal and tame the hidden needs that these enchanting creative customers do not really know how to request.

LSC-5 (Most) Everything You Always Wanted to Know about Audio and Video Production but Were Afraid to Ask
Cristina Silva
Presented in English, INT (Friday, 4:00-5:00pm, Room: Salon L)

What do you do when your clients ask about audio and/or video production? The speaker will walk you through many multimedia projects—from pre- to post-production—from the point of view of a language services provider. Where do you find voice-over talent? What is the difference between a home and a studio recording? Do you need a voice coach and a sound engineer? How is a 30-second commercial different from voice prompts for the telephone company? What are some deliverables to your client? These are just some of the questions to be addressed during this session.

LSC-6 Delegating: The Beginning of a Great Outcome
Ines Iran
Presented in English; BEG (Saturday, 10:00-11:00am, Room: Salon M)

A common mistake is to think that our businesses would not work without our involvement in every task. Staying away from the “kitchen” and developing strategies, objectives, and metrics are essential approaches in order to get to the next level. Once we delegate, the biggest challenge is to track and monitor what we no longer do. A balance scorecard is a great measurement system that is easy to use, prepare, and communicate. It helps us make the right decisions, stay on the right path, and diagnose and align resources with our objectives.

LSC-7 Juggling Clients, Employees, and Linguists: A Business Owner’s Perspective
Michael Boarden
Presented in English, ALL (Saturday, 11:30am-12:30pm, Room: Salon M)

This session will focus on the everyday challenges language services providers face as they work for their clients while managing a team of project managers and support staff in a fast-paced and competitive market that requires them to do more with less. The speaker will reveal best-practice solutions and sustainable methods to maximize efficiency without sacrificing the integrity of either the translation process or the final product. Attendees will receive tips to help them leverage their work and maximize their potential for success.
The demands of mobile and web startups are fueling rapid innovation in translation and localization technology and services. This session will provide an overview of the most interesting emerging technologies and services and explain how they are being used by technology companies. The speaker will discuss the leading approaches to hybrid translation being used by these companies and the role professional translators and localization professionals play in their supply chains.

LT-2 Putting an End to Childish Ways: Looking at Translation Technology through a Grown-Up Lens
Jost Zeitzsche
Presented in English; ALL (Thursday, 2:30-3:30pm, Room: Salon M)
We have made huge strides in our willingness to accept what translation technology has to offer, but all too often we forget that maturity and rely on emotions rather than reason. During this overview of translation technology, the speaker will discuss some strategies for how you can personally evaluate whether your organization should purchase an SaaS option or the software outright.

CANCELLED: LT-3 Introduction to Human Language Technology for Translators

LT-4 Is Machine Translation Secure?
David Canek
Presented in English; ALL (Friday, 10:00-11:00am, Room: Salon J)
Machine translation has received a lot of attention recently, and it seems that quite a few professional translators turn to it to boost their productivity. An issue that has been brought up many times but seldom analyzed systematically is security. This session will provide a sober analysis of the legal, technical, and practical aspects of security in relation to machine translation. Attendees will leave with a better idea of the true cost of software (i.e., not just the price). The session will also demonstrate devices and techniques that will enhance translator mobility, such as cloud storage services and web-based printing.

LT-5 Dealing with Tags
Tuomas Kostiainen
Presented in English; ALL (Friday, 11:30am-12:30pm, Room: Salon J)
The move from Word as the translation environment to computer-assisted translation (CAT) tool-specific environments (e.g., Trados Studio and memoQ) has created a new problem for many translators: tags. What are they, where do they come from, and do we really need them? This session will answer those questions and show how to avoid dealing with tags during translation, as well as how to avoid them in the first place by using proper settings or external tag-cleaning tools such as CodeZapper, Studio, memoQ, and Wordfast will be used during this session, but the information will be useful for users of other tools.

NEW: LT-10 The Dynamics of Negotiation
Yelena Petrova-Toolsio
Presented in English; INT (Thursday, 11:30am-12:30pm, Room: Salon L)
Negotiation is a common mechanism for resolving differences among language partners regarding the allocation of resources. Broadly viewed, these negotiations are social decision-making processes involving interdependent parties who do not share identical preferences, and in this way are essential elements of the business enterprise. We will explore the major concepts and theories of negotiation, as well as the dynamics of interpersonal and intergroup conflict and its resolution. Attendees will develop skills relevant to a broad range of contexts.

Language Services Companies Related Sessions
C-1 Managing Chinese-Language Projects: Tips for Project Managers
T-6 Two Sides of a Coin: Software Localization from Both the Translator’s and Project Manager’s Perspectives

NEW: LSC-8 The Process and Benefits of EN 15038:2006 Certification
Charles Clark
Presented in English; ALL (Saturday, 4:00-5:00pm, Room: Salon L)
The translation and localization industry is inundated with software (e.g., computer-assisted translation tools, project management software, and accounting software). This session will examine the value of software in terms of the mechanism used to purchase it—SaaS (software as a service) or purchased license. Attendees will leave with a better idea of the true cost of software (i.e., not just the price). The session will also be helpful to your professional development and what you should reject.

NEW: LSC-10 The Legal Aspects of Translation
John Conley
Presented in English; ALL (Saturday, 4:00-5:00pm, Room: Salon M)
The use of machine translation is finally becoming more mainstream. Is the next step automated speech translation? What challenges does speech input present? Can speech translation ever be trusted? If so, where? Where does the human fit into the process? Samples of real scenarios will be presented.

CANCELLED: LSC-9 SaaS vs. Purchased Software: What Is It Really Worth?
Justin Rice
Presented in English; BEG (Saturday, 4:00-5:00pm, Room: Salon L)
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The recent developments in machine translation (MT) technology will shape translation processes forever. The speaker will discuss how an entry-level MT engine can benefit freelance translators and translation companies. Terminology management is also an essential step that improves quality, since it identifies the terminology beforehand. The speaker will discuss how using this terminology to pre-translate files allows generalist translators to translate complex content at higher productivity.

Language Technology Related Sessions

C-3 Handle with Care: Practical Considerations for Using the New Machine Translations of Chinese Patents
J-2 Finding the Right Japanese—English CAT Tool
K-4 Tool Kits and Technical Tips for Korean Translators
LSC-9 SaaS vs. Purchased Software: What Is It Really Worth?
SL-5 A CAT Breed for the Slavic Soul
T-9 Two Important New Translation Standards: TIPP and XLIFF-doc

MED-1 Training and Ethical Challenges in Health Care Interpreting
Minilla Mahatra and Carol Velandia
Presented in English with Spanish examples; INT (Thursday, 11:30am-12:30pm, Room: Salon C)
This session will highlight successful training tools related to real-world clinical encounters in health care institutions. Emphasis will be placed on developing competency skills and compliance with ethical and professional protocols leading to effective communication among patients, health care providers, and medical interpreters. This session will focus on the issues and challenges relevant to the dynamics of rendering accurate and culturally sensitive communication. Attendees will participate in a role-playing segment and group discussion, incorporating key lessons learned throughout the session.

MED-2 A Home for Trainers: An Initiative of the National Council on Interpreting in Health Care
Esther Diaz
Presented in English; ALL (Thursday, 2:30-3:30pm, Room: Salon C)
The National Standards for Healthcare Interpreter Training Programs were released by the National Council on Interpreting in Health Care in 2011. The standards provide guidance for trainers, curriculum developers, interpreters, and purchasers of interpreter services about what content, methodologies, and administrative structures should be used to prepare interpreters for work in this field. The speaker will discuss the final version of the National Standards for Healthcare Interpreter Training Programs and identify the areas of the standards that have required many programs to expand. The specific projects that support this growth, along with the lessons learned, will also be discussed.

MED-3 Software Localization in the Medical Device Industry: What’s Happening Behind the Scenes
Marina Hoeth and Karen Nicolin
Presented in English; ADV (Thursday, 2:30-3:30pm, Room: Salon K)
What does software localization in the medical device industry involve? The speaker will discuss how software localization teams, English-language content development teams, and software development teams collaborate to produce a final product ready to market. Aspects of project management will also be discussed. The speaker will outline the benefits of this collaboration, which can help reduce localization costs and accelerate the overall timeline of the project.

MED-4 Anatomy, Physiology, and Pathology: Strategies for Learning the Terminology and Preparing for National Medical Interpreter/Translator Certification Exams
Jaime Fatas
Presented in English with Spanish examples; ADV (Thursday, 4:00-5:00pm, Room: Salon C)
Due to the massive scope and complexity of anatomy, physiology, and pathology, strategic planning and studycover are fundamental in order to develop a conceptual understanding and lexical command of the related terminology. The speaker will discuss strategies to develop a comprehensive study plan for people who want to become medical translators and interpreters, to develop/improve their medical terminology/interpreting skills, and to prepare for the new national certification exams.

MED-5 English—Spanish Medical Translation in 2013: Almost Everything Remains to Be Done
Pablo Maguirea
Presented in English; ALL (Friday, 10:00-11:00am, Room: Salon C)
In 2013, many things remain to be done in medical translation. Translators need to learn to use the robust tools that are currently available and list them on their websites and CVs. We need to create a discipline called “paramedical translation.” We also need to create a code of good medical translation practices. Those who work with medical translators need to be aware of the degree of skill and continuing education required for the job.

MED-6 Start and End of Life: Pediatrics and Geriatrics
Harry Sasson
Presented in English with Spanish examples; ALL (Friday, 11:30am-12:30pm, Room: Salon C)
The speaker will analyze the similarities between pediatrics and geriatrics. By sharing actual experiences, the speaker will work with creating environments and setting expectations. Attendees will learn about different kinds of trauma, ways to cope with the “trauma pace,” and how to make these encounters more successful. We will cover different strategies that medical interpreters need to follow to have a less stressful outcome. Actual cases will be presented for study and group exercises will allow for further exploration of interpreting at a Level I trauma center.

MED-7 Medical Interpreting at a Level I Trauma Center
Alvaro Vergara-Mery
Presented in English with Spanish examples; ALL (Friday, 2:30-3:30pm, Room: Salon C)
In this session, attendees will learn the full meaning of interpreting in a trauma center. Interpreting trauma implies knowledge of advanced medical terminology, as well as having the energy and skills tailored to the stressful situations that a trauma call involves. Attendees will learn about the different kinds of trauma, ways to cope with the “trauma pace,” and how to make these encounters more successful. We will cover different strategies that medical interpreters need to follow to have a less stressful outcome. Actual cases will be presented for study and group exercises will allow for further exploration of interpreting at a Level I trauma center.

MED-8 Assisting Researchers in the Translation and Submission of a Manuscript for Publication
Sergio Lozano
Presented in English; INT (Friday, 4:00-5:00pm, Room: Salon C)
Presenting the results of biomedical research in an English-language journal is an important task for a researcher. Some researchers, especially beginners, do not know how to prepare and submit a manuscript to a peer-reviewed journal and do not have the necessary language skills. A research translator should be able to translate and prepare a manuscript for publication and provide help during the review process to avoid unnecessary delays and errors. This session will describe manuscript preparation and the publication process for translators working with researchers.

MED-9 Understanding U.S. Health Professions to Avoid Common Translation and Interpreting Errors
Michelle Scott
Presented in English; ALL (Saturday, 8:30-9:30am, Room: Salon C)
With over 15 years of experience managing linguists for numerous languages, we have found that even veteran and/or certified translators and medical interpreters commonly use incorrect translations for U.S.-based health care providers. This session will provide descriptions of the education and roles of health professionals, including terminology for which no equivalents exist in other countries. Linguists can learn to avoid false cognates and other congruency errors by understanding nuanced terms, including “physician assistant” vs. “medical assistant,” “registered” vs. “licensed,” and “practitioner.” The content will be relevant for translators and interpreters, whether novice or advanced.

MED-10 The Art of Saying No
Heather Barclay
Presented in English; ALL (Saturday, 10:00-11:00am, Room: Salon C)
Studying and memorizing codes of ethics takes practice and skill; being able to adapt and enforce the code of ethics is an art. This is especially true of medical interpreters, as the nature of the job is often unpredictable and rarely fits the examples given in books, by colleagues, and during seminars. In the world of medicine, interpreters are often asked to perform duties that are outside their traditional role. In this session, attendees will learn how to set boundaries—and maintain them professionally—by saying “no.”
SESSION ABSTRACTS

MED-11 Translating and Interpreting Challenges in the Field of Space Medicine
Anna A. Royer
Presented in English; ALL (Saturday, 11:30am-12:30pm, Room: Salon C)
This session will focus on translating and interpreting medical terminology, nomenclatures, coding, and classification systems applied during pre- and post-flight assessments of the crew of the International Space Station. The challenges involved stem from the various clinical vocabularies that are used by the medical support services teams of the National Aeronautics and Space Administration, Canadian Space Agency, European Space Agency, Japan Aerospace Exploration Agency, and Russian Federal Space Agency. A comparative analysis of the various terminology used, along with possible solutions, will be provided during the session.

MEL-1 Translating Arabic Legal Text: Challenges and Solutions
Loushy Abdalla
Presented in English; ALL (Thursday, 2:30-3:30pm, Room: Conference 6)
The speaker will discuss the challenges facing translators of Arabic legal texts. Solutions and tips will also be offered for many common challenges.

MEL-2 Strategies in Arabic Translation
Faiza Sultan
Presented in English; ALL (Friday, 2:30-3:30pm, Room: Conference 6)
Over the past two millennia, the East succumbed to the dual authority of clergymen and state officials, from which the West managed to break free centuries ago. Clergymen worked with politicians to ensure the durability of their grip over the people, refusing the modern Western philosophy that invalidates everything metaphysical and mystical. Consequently, works of modern Western intellectuals were faced with adamant opposition in the East, since the majority of post-Industrial Revolution works discredited the occult and emphasized experience as the only source of knowledge. A shortage of translated Western works in the East was a natural result.

MEL-3 Arabic Translation: A Victim of Philosophobia
Faiza Sultan
Presented in English; ALL (Friday, 2:30-3:30pm, Room: Conference 6)

MEL-4 Challenges of Scientific and Technical Terminology in Arabic→English Translation
Christina Schoeb
Presented in English; ALL (Friday, 4:00-5:00pm, Room: Conference 6)
This session will discuss the challenges of translating scientific and technical terminology in Arabic→English translation. Topics will include the challenges of translating calques and scientific words that have been borrowed from foreign languages and have different meanings in Arabic. Examples will be given in Arabic.

P-1 Translation Activities for Aviation English Learning in Brazil
Fernanda Silva
Presented in English and Portuguese; ALL (Thursday, 4:00-5:00pm, Room: Conference 12)
This session will focus on the creation and implementation of a distance learning course for public employees of the Brazilian Civil Aviation Authority that was based on the principles of English for Specific Purposes. The speaker will discuss how translation activities were incorporated into the course as a learning tool to teach employees civil aviation terminology in English.

P-2 100 Most Difficult Words to Translate into Portuguese, Part II
Teresa Braga
Presented in English, ADV (Friday, 10:00-11:00am, Room: Conference 7)
Attendees should come to this session prepared to challenge their comprehension skills. Through the use of multiple examples, the speaker will discuss some of the most challenging words to translate into Portuguese. Learning how to avoid Portuguese is not the only thing attendees will take away from this session.
P-3  It’s Not Just What You Say, but How You Say It!
Layla Penha
Presented in Portuguese; ALL (Friday, 11:30am-12:30pm, Room: Conference 7)

Speech conveys not only the linguistic content of sentences, but also information on the speaker’s expression of attitudes and emotions. An interpreter’s expressiveness has a major influence on the way he or she is perceived by listeners. Conveying the message with the right pitch, tone, intonation, and stress is crucial for successful interpreting. The speaker will discuss how listeners assess the work of interpreters based on the sonority of speech. The speaker will also touch upon how acoustic phonetic tools can help interpreters enhance the quality of the speech they deliver by becoming more aware of their own speech patterns.

P-4  Make Hay while the Sun Shines: Demystifying Pun Translation
Blanca Bold
Presented in English; ALL (Saturday, 11:30am-12:30pm, Room: Conference 7)

Translators can expect to find wordplay in various text types and genres. In some genres, punning plays an essential role and should not be underestimated. The speaker will discuss several types of punning used in real ads in English and Portuguese (glossary provided). The possible functions of puns and the role of their context and content will be addressed, followed by a discussion of translation challenges (including the question of “translatability”) and practical tips to overcome them. Attendees will collaborate to suggest creative solutions to deal with these puns.

P-5  A Feast of Olympic Proportions: Translating Rio’s Literary Voices into English
Jayme Costa-Pinto
Presented in English and Portuguese; ALL (Saturday, 2:30-3:30pm, Room: Conference 7)

River of January is the unlikely name chosen by a Rio de Janeiro publishing house for a series of bilingual books about the city and its people, as depicted by exceptionally gifted local writers. This session will focus on one title of the series: The Old House, by Machado de Assis (translated by Mark Carlyon). Especially challenging sections to translate will be used to assess how something so close to the ears (and hearts) of Brazilian readers, and so unequivocally linked to the cultural heritage of an author with a keen eye for sociological observations, makes the transition into English. Topics will include idiomaticity, usage, and equivalence issues.

P-6  The Cow Went to the Swamp: Idioms and Metaphors in Translation
Clarissa Surek-Clark
Presented in English and Portuguese; ALL (Saturday, 4:00-5:00pm, Room: Conference 7)

Translating metaphors and idioms can be a daunting task even for experienced translators. Attendees will work together to find appropriate renditions to commonly used expressions in Lusophone countries. Examples in Portuguese and English will be used.

Portuguese Related Sessions

SEM-B  Lifecycle of a Contract: Common Challenges and Hands-On Training

L-5  Contemporary Brazilian Short Stories: Translating Authors from Brazil into English and Spanish

LAW-6  Culture Clashes in Legal Translation and Interpreting

S-3  English→Spanish Legal Translation: Pitfalls and Precautions
Sandro Tonassi
Presented in English and Spanish; ALL (Thursday, 4:00-5:00pm, Room: Salon I)

The speaker will discuss some of the most common English→Spanish legal mis-translations. He will demonstrate how the target-language terms are actually used in Spanish legal texts and offer suggestions on how to translate according to functional equivalency.

S-4  Manual de dialectología hispánica: variables variables II
André Mascaró
Presented in Spanish; ALL (Friday, 10:00-11:00am, Room: Salon I)

This session will explore dialectal variation and discuss the Spanish equivalents of verb phrases such as “to make your bed,” “clear the table,” “wash/do the dishes,” and “butter someone up.” You probably already know how to say these elementary phrases in Spanish, but do you know how to say them in all 20 Spanish-speaking countries? Find out during this session.

S-5  Quotation Marks
Jorge de Buen Urrutia
Presented in Spanish; ALL (Friday, 11:30am-12:30pm, Room: Salon I)

Quotation marks have nationalities. Their shape, use, and the way they mix with other symbols change significantly depending upon the region and language. Which quotation marks should be used in English? How are these symbols different in Spanish, French, Portuguese, and other languages? The speaker will provide some history behind quotation marks and try to give attendees a better understanding of them.

S-6  Barbarismos ortográficos
Jorge de Buen Urrutia
Presented in Spanish; ADV (NEW TIME: Saturday, 8:30-9:30am, Room: Salon I)

Throughout the centuries, each language has developed its own code, and these codes are not interchangeable. Attendees will learn important Spanish orthographic rules that are severely affected by the influences of other languages.

S-7  Preparing for ATA’s English→Spanish Certification Exam, Part I
Rudy Heller and Julia Lambertini Andreotti
Presented in English and Spanish; ALL (NEW TIME: Friday, 2:30-3:30pm, Room: Salon I)

This workshop offers a unique opportunity to gain valuable insight into ATA’s English→Spanish certification exam and the grading process from experienced English→Spanish exam graders. What are graders looking for? Which renditions are considered acceptable, and which ones would be marked as errors? How do graders assess point values? These questions and many others will be answered. Attendees are asked to submit a translated passage before the conference for the speakers to use during this hands-on discussion.

CANCELLATED: S-8  Preparing to Interpret for a High-Profile Criminal Trial

S-9  Music and Meaning for Interpreters
Armanda Ezquerra Harban
Presented in English and Spanish; ADV (Saturday, 10:00-11:00am, Room: Salon I)

Train your brain to expand or refresh your interpreting skills with a tool that surrounds us everywhere: music. Deconstructing messages in song is a fun, inexpensive approach that does not require the purchase of new equipment and can be done at any time. This session will help you decode meaning to improve your interpreting ability. We will review the recent studies and practices on the subject. You will learn how to expand your semantic range in order to convey target messages and context in both directions more accurately.

S-10  Multicultural Challenges When Translating and Interpreting in Educational Settings
Monica Villalobos
Presented in Spanish; INT (Saturday, 11:30am-12:30pm, Room: Salon I)

This session will review some of the difficulties that translators and interpreters face when working with families from different cultures in schools settings. The speaker will discuss examples typical of Hispanic cultures and Latino families. This session will offer solutions, approaches, and common ground to better serve bilingual parents and students. The speaker will review the impact of these challenges on special education, tests, curriculum, and meetings with parents.

S-11  Dealing with IFRS Terminology When Translating Audited Financial Statements into Spanish
Adolfo Gómez Zuránich
Presented in Spanish; ADV (Saturday, 2:30-3:30pm, Room: Salon I)

Given the ever increasing changes in financial reporting standards (e.g., International Financial Reporting Standards and Generally Accepted Accounting Principles, U.S.), on the basis of which financial statements (and explanatory notes) are prepared, financial translators should be technically proficient in dealing with...
the reporting framework used by companies when preparing financial statements. The speaker will discuss why it is important to standardize the financial reporting jargon used in Spanish (Latin America) for comparability and transparency of the financial information provided by companies.

**S-12 ¿Sin vergüenza o sinvergüenza? (Shameless or Shameful?)**

Eva Ovilievna
Presented in Spanish; INT (Saturday, 4:00-5:00pm, Room: Salon I)

“Sin vergüenza” demonstrates a disease prevention campaign gone wrong: a Spanish video produced in the U.S. that was intended to persuade persons to disclose their HIV disease status “without shame” actually suggested that such persons are “shameful.” How did this happen? The speaker will offer practical advice on avoiding embarrassing moments in disease prevention and public health, from negotiating the language to testing the message on the target audience. This session will be in Spanish.

**NEW: S-13 Preparing for ATA’s English→Spanish Certification Exam, Part II**

Rudy Heller and Jolita Lamberzini Andreetti
Presented in English and Spanish; ALL (Friday, 4:00-5:00pm, Room: Salon I)

See abstract for “S-7: Preparing for ATA’s English→Spanish Certification Exam, Part I.”

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**Spanish Related Sessions**

SEM-D Mexican Civil Procedure for Spanish→English Translators
SEM-E Master Class in Spanish→English Literary Translation
I-15 I Am Invisible, I Am a Phone Interpreter, and Love It
L-5 Contemporary Brazilian Short Stories: Translating Authors from Brazil into English and Spanish
L-6 Exporting Spanish Culture through Theater Translation
LAW-1 Mexican Appellate Court Decision: General Lessons for the Spanish→English Legal Translator
LAW-5 Custody, Visitation, Support and Domestic Violence: An Overview for Court Interpreters
LAW-8 Interpreter Error: Cause for Appeal?
LAW-9 Interpreting Slang and Taboo Language for the Courts, Part I
LAW-10 Interpreting Slang and Taboo Language for the Courts, Part II
MED-1 Training and Ethical Challenges in Health Care Interpreting
MED-4 Anatomy, Physiology, and Pathology: Preparing for National Medical Interpreter/Translator Certification Exams
MED-5 English→Spanish Medical Translation in 2013: Almost Everything Remains to Be Done
MED-6 Start and End of Life: Pediatrics and Geriatrics
MED-7 Medical Interpreting at a Level I Trauma Center
MED-14 Nurse, I Want My F***** Pills Now! Interpreting Profanity in Health Care
ST-10 Translating the Discourse of Architectural Design

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**SL-1 Live and Learn: One Translator’s Bicultural Education**

Natalia Strelkova
Presented in English; ALL (NEW TIME: Thursday, 4:00-5:00pm, Room: Conference 7)

Is translation an art or a craft? The speaker's years in the U.S. and Russia have been helpful in deciding how much of each should go into a translation. She will discuss how a translator can process textual information to convey to readers what the author of any text saw and felt, without sacrificing readability or proper English usage. Topics will include avoiding literalism and the dangers of miscommunication that can come when idioms are transplanted into a different culture.

**SL-2 Sound Effects in Russian→English Translation**

Vladimir Kervner and Lydia Razvan Stone
Presented in English; ALL (Thursday, 2:30-3:30pm, Room: Conference 7)

The translation of verbs referring to the production of a particular sound may present significant challenges; it certainly does in Russian→English translation. Bilingual dictionaries frequently add to the confusion. The speaker will attempt to cast some light on this situation by examining frequently encountered sound verbs from both languages. Attendees will try to identify the dimensions of sounds described by sound verbs and suggest strategies for their translation.

**NEW: SL-3 The Return of False Cognates and Other Fine Points of Russian→English Translation**

Steve Shabad
Presented in English; ALL (Friday, 2:30-3:30pm, Room: Conference 7)

As in any language pair, the key challenge for the Russian→English translator is to tread the fine line between crafting readable, idiomatic English and remaining as faithful as possible to the original text. This session will examine some of the main pitfalls in this process. Topics to be addressed include false cognates and some of the finer points of Russian phraseology that are often mistranslated. Although examples will come largely from legal and business documents, they can be applied to a wide range of subjects.

**SL-4 When to Be “Polite” (or Not) in User Interface Localization**

Larisa Zlatov
Presented in English; ADV (Friday, 4:00-5:00pm, Room: Conference 7)

Are there any firm rules for when to use the Slavic “vi” (formal or polite “you”) and when to use “ti” (informal “you”) in website and user interface localization? As a long-time localizer into Serbian and Croatian, the speaker has tried to come up with such rules, but there are still instances where both “vi” and “ti” seem correct. Such fuzzy expressions can make our translation inconsistent. The speaker will offer some strategies for choosing between the two terms.

**SL-5 A CAT Breed for the Slavic Soul**

Konstantin Lakshin
Presented in English; ADV (Friday, 4:00-5:00pm, Room: Conference 7)

For many years, efforts to develop computer-aided translation (CAT) tools have concentrated on analytic Western European languages. As a result, most existing tools disregard the highly inflected nature of Slavic languages, which makes them much less appealing for Slavic translators in terms of expected productivity gains. This session will focus on three core issues: 1) what Slavic-language translators should keep in mind when selecting a CAT tool; 2) what Slavic-friendly features are available, and what is still missing in existing CAT tools; and 3) what language technologies are available to make CAT tools more Slavic-friendly.

**SL-6 Translating Administrative Documents Between English and Polish**

Magdalena Perdek
Presented in English with Polish examples; INT (NEW TIME: Thursday, 11:30am-12:30pm, Room: Conference 7)

Administrative documents are not only filled with domain-specific terminology, but also feature characteristic discourse and style. These documents can prove to be quite challenging for a translator trying to facilitate intercultural communication. In this session, Polish and English documents related to employment, welfare, disability status, immigration, and tax reporting will be discussed. Examples of the most difficult terms will be included. These terms reflect not only the difference between legal and administrative systems, but also different approaches in writing styles.

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**Slavic Languages Related Sessions**

LAW-4 Forms of Relief in Immigration Law and the Role of Translation in the Immigration Process
MED-11 Translating and Interpreting Challenges in the Field of Space Medicine
ST-1  Problems, Solutions, and Precipitates: Translating for the Pharmaceutical, Chemical, and Cosmetics Industries
Karen Tkaczyk
Presented in English; ADV (Thursday, 11:30am-12:30pm, Room: Salon A)
Quality assurance systems and regulatory requirements often drive translation needs in the chemical industry. Translations in this area include standard operating procedures, quality assurance checklists, validation and qualification procedures, and test forms for use in laboratories and manufacturing plants. Through the use of specific examples, the speaker will explain the types of documents that form the backbone of a technical translation practice in this field. The areas that frequently cause problems during translation will also be discussed. Interaction and questions will be welcomed. This session is geared toward technical translators who already do some chemical work and wish to improve their understanding of the subject matter.

ST-2  Action-Packed Tour of a Modern Offshore Drilling Operation
John Moffett
Presented in English; ALL (Thursday, 2.30-3.30pm, Room: Salon A)
The speaker will discuss the types of hardware designed for use on modern oil exploration rigs, from the crown to the sub-sea. Attendees will learn about the variety and sizes of large steel robots that now do much of the heavy lifting on modern drilling rigs. Development and application will also be discussed. Questions will be encouraged.

ST-3  Offshore Oil and Gas Technology
Steven Marzouka
Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Salon A)
This session will provide an introduction to offshore oil and gas exploration and production. The discussion will include descriptions of the major technological developments that enable the production of oil and gas from deep-water fields and the technical challenges that must be overcome. The session will also focus on historical trends in the industry and on the future importance of hydrocarbons in the world energy market.

ST-4  Earth Extinction Events: History and Future
John Moffett
Presented in English; ALL (Friday, 10:00-11:00am, Room: Salon A)
Let’s take a look at the very big picture of Earth’s past three orbits around the Milky Way—and even go a bit into the future. Many are familiar with the theories associated with Earth’s most recent extinction events, but few are aware that the planet’s past is filled with a far more complex pattern of extinction events and probabilities. The speaker, a geologist and astrobiologist, will examine paleogeography and astrophysics in the context of our complex solar system. Learn how life on Earth has been significantly affected by the geometry and violence in a very crowded solar neighborhood.

ST-5  Achieving a Synthesis: How Scientific/Technical Translation Resembles and Differs from Organic Chemical Synthesis
Matthew Schlecht
Presented in English; ALL (Friday, 11:30am-12:30pm, Room: Salon A)
Both organic synthesis in chemistry and the technical translation field employ processes for assembling components into a defined whole. Both require years of experience and training. Organic synthesis is represented by a universal symbolism that is mutually intelligible to chemists who do not share a common language. Commonalities across languages exist for scientific and technical translation that are absent in other areas of translation. This session will cover multiple languages and examine how these processes are similar, yet different. Can the areas of scientific/technical translation and organic chemical synthesis learn valuable lessons from each other?

ST-6  Time for a New Hip?
Joanne Archambault
Presented in English; INT (Saturday, 8:30-9:30am, Room: Salon A)
Many surgeons consider total hip joint replacement to be the greatest surgical advance in the second half of the 20th century. Translating documents related to orthopaedic implants requires knowledge of medicine (anatomy, surgery, etc.) and engineering concepts. The speaker will review various types of hip implants, including how they are manufactured and implanted in a patient. Key terms and primary research strategies will be discussed using examples in French and English. The information provided will be useful to translators working on medical reports, legal claims, marketing material, regulatory filings, and clinical research articles involving the hip.

ST-7  Basics of Virology
Tapasi Ronni
Presented in English; INT (Saturday, 10:00-11:00am, Room: Salon A)
This session will provide an introduction to virology. What are viruses and how are they different from other microbes? Can viruses even be considered alive? How come antibiotics do not work against viral infections? Using influenza and AIDS as case studies, antiviral drugs and antiviral immunity will be reviewed briefly. New tools, including viral vectors for gene therapy, will also be discussed. This session will be useful for scientific and medical translators and interpreters.

ST-8  Explosives and Bombing-Related Terminology
Christina Schoeb
Presented in English; ALL (Saturday, 11:30am-12:30pm, Room: Salon A)
The speaker will provide an overview of English-language terminology related to bombs and explosives. Familiarity with this terminology will help translators and interpreters deal with situations involving bombing incidents and bombing-related court cases. This session will cover scientific language related to explosives chemistry, the various types of explosives, and bomb components.

ST-9  Going “All-In”
Christos Floros
Presented in English; INT (Saturday, 2:30-3:30pm, Room: Salon A)
The increased demand for online gambling products in many languages has opened a very lucrative market for translators. This session will focus on some techniques for translating terminology related to gambling. Attendees will be given an overview of the various casino games and types of sports betting, tips on tackling jargon, as well as leads on where to find potential clients.

ST-10  Translating the Discourse of Architectural Design
Tamara M. Cabrera
Presented in English; ALL (Saturday, 4:00-5:00pm, Room: Salon A)
Translating the discourse of architectural design is not an easy task. It involves understanding the design process, from concept to materialization, and the use of specific terminology to transfer complex ideas. This session will identify and address some of the main challenges associated with translating and interpreting the discourse of architectural design from English to Spanish. In addition to exploring how contemporary architects express themselves, the speaker will examine language-specific differences in English and Spanish.

NEW: ST-11  Beautiful Translations: Foundations for the Personal Care and Cosmetics Industry
Karen Tkaczyk
Presented in English; INT (Friday, 4:00-5:00pm, Room: Salon B)
This session will provide an overview of essential areas to understand in order to translate for the cosmetics, toiletries, soap, and detergent industry successfully. The speaker will introduce attendees to the regulatory affairs and key concepts behind the industry. A list of useful resources and reference material will also be provided.

Science & Technology Related Sessions
C-3 Handle with Care: Practical Considerations for Using the New Machine Translations of Chinese Patents
J-5 New Roles of Language Professionals in the Automotive Industry Today
MED-8 Assisting Researchers in the Translation and Submission of a Manuscript for Publication
MED-10 Challenges of Scientific and Technical Terminology in Arabic—English Translation
P.1 Translation Activities for Aviation English Learning in Brazil

Translation
T-1 Translating “Politically Correct” Language
Laurence Bogdonow
Presented in English; ALL (Thursday, 11:30am-12:30pm, Room: Salon J)
We may sometimes make fun of “politically correct” language, but it has become a vital strategy for conveying respect in English-language official documents. A common problem in translating such documents is preserving the spirit of respectful communication without overstressing target-language norms of grammar and
usage. In this hands-on workshop, attendees will receive a list of English phrases addressing such areas as gender-neutral communication, disabilities, and medical diagnoses. We will then brainstorm ideas for translating the phrases into other languages. Attendees will be encouraged to share their own relevant examples.

T-2 Cultural Sensitivity in Political Translation
Noel Grow
Presented in English; INT (Thursday, 2:30-3:30pm, Room: Salon J)

Translating political terms can be quite challenging. Political writing is country-specific, so how are key issues such as political ideologies and hot-button topics represented accurately and fairly in another language? How does a translator maintain cultural sensitivity when grappling with such challenges? This session will focus on the art of political translation and the dilemmas faced by the translator. The differences between the U.S. and Dutch political systems will be discussed as an example.

CANCELLED: T-3 Traveling the Intercultural Highway

T-4 Localization at Google: Establishing a Voice
Svein Hermannsen
Presented in English; ALL (Friday, 10:00-11:00am, Room: Salon M)

At Google, our voice is integral to our brand. Google talks to users in a different way than most other companies. That means our localization needs to work differently, too. Our translations should not only be correct and comprehensible—but engaging, lively, and idiomatic. These are not typical features of information technology language, and seasoned translators in this area may not be used to focusing on them. But at Google, we put natural language at the heart of our approach to localization quality and strive to unite it with our other business needs through innovative tools and processes.

T-5 More than a Coffee Break Amusement: Localizing Casual and Social Media Games
Frank Dietz and Christoph Niedermair
Presented in English; ALL (Friday, 11:30am-12:30pm, Room: Salon M)

Casual and social media games represent a large and expanding segment of the software industry that is expected to reach worldwide revenues of over $45 billion by 2016. This session will focus on the challenges inherent in localizing casual and social media games (e.g., length restrictions, platform-specific terminology, culture-specific content) and their integration into social networks.

T-6 Two Sides of a Coin: Software Localization from Both the Translator’s and Project Manager’s Perspectives
Eve Lindemuth Rodenax and Tessa Whitby
Presented in English; INT (Friday, 2:30-3:30pm, Room: Salon M)

In today’s global economy, software localization is one of the most sought-after and lucrative specializations for technical translators. This session will focus on the software localization process from both the project manager’s and translator’s perspectives, from file preparation to delivery. The speaker will provide practical guidelines for the dos and don’ts of localization, share resources, and offer techniques for ensuring consistency. We will also discuss why quality assurance and testing are indispensable before releasing a localized software product.

CANCELLED T-7 Future Vision of the Translation Industry: Where the Jobs Are

T-8 Fashionable Translations: From Designer Labels to Clothing Labels
Percy Balemans
Presented in English; INT (Saturday, 8:30-9:30am, Room: Salon J)

In addition to clothes, the fashion world also produces texts. These vary from reviews of the latest haute couture collections shown in Paris or London to the clothing labels sewn into the coat you bought. This session will provide background information about the fashion world. The speaker will discuss the type of fashion texts that are translated, the problems you may encounter when translating texts related to fashion, and how you can keep current with the fast-moving fashion world.

T-9 Two Important New Translation Standards: TIPP and XLIFF:doc
Alan Melby and Andraz Zdron
Presented in English; ALL (Saturday, 8:30-9:30am, Room: Salon M)

The lack of proper interoperability among computer-assisted translation tools has been a constant problem from the beginning. So far, XLIFF and TMX have failed to provide a real practical solution. The Linport Project is developing an open, vendor-independent format that can be used by many tools to package translation material. At the heart of Linport are TIPP and XLIFF:doc and translation specifications based on ISO/TS 11669. This session will provide a detailed breakdown of this new standards initiative and how it fits into the overall translation workflow.

T-10 Bilingual Writing for Big Business: A Workshop
Maggy Oppler
Presented in English with French examples; ALL (Saturday, 10:00-11:00am, Room: Salon J)

Bilingual writing has few rules and even fewer practitioners, yet respondents perfectly to the needs of companies around the world. Come explore bilingual writing as it has developed and is practiced at a Fortune 100 company. While samples provided will be in French, attendees can bring their own practice material. Attendees bringing their own material will need a marketing and a sales text in both the source and target language that deals with similar (but not identical) topics.

T-11 Translation Standards
Marie Brau
Presented in English; ALL (Saturday, 11:30am-12:30pm, Room: Salon J)

ISO 11669-2012 and ASTM F2575-06 (currently under revision) are mainly directed toward products and processes in the translation industry. The Interlanguage Roundtable Board (ILR), an informal association of U.S. government agencies, develops skill level descriptions to standardize proficiency and performance assessments. The ILR Skill Level Descriptions (SLDs) for Translation focus on the individual’s performance, prerequisite skills, and characteristic outputs in order to provide a basis for assessment before and after hiring. The speaker will discuss the current state of the ILR SLDs and their use in translation test development.

T-12 What’s in a Line Break?
Carolina Affonso de Carvalho and Bianca Bold
Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Salon J)

Have you ever paid attention to a line break? Subtitle translators learn to do what is called “spotting”—segmenting blocks of oral text into subtitles and deciding whether to divide each one into two lines. Since people do not read one word at a time, but sets of words, successful spotting conveys the message more seamlessly. Rhythmic and grammatical criteria can be applied to other contexts where text layout affects the reader’s experience (e.g., presentations, brochures, posters, banners, and websites). The speaker will demonstrate how a mere line break can add value to your translation.

T-13 ATIS: Acronym Translation Strategies
Jennifer Merce
Presented in English; ALL (Saturday, 4:00-5:00pm, Room: Salon J)

Acronyms, initialisms, and abbreviations can be cryptic even in the original language, but they present particular difficulties for translators. Acronyms are rarely found in dictionaries and are often unknown outside a specific field—or even a single company. We will explore tips and techniques for deciphering these tiny linguistic puzzles. In the process, we will review types of acronyms, discuss when they should and should not be translated, and explore unconventional strategies that are useful for a variety of challenges. An updated list of acronym translation resources will be presented along with techniques for finding additional resources.

NEW: T-14 Translation Standards in ASTM and ISO: What It Means for You
Alan Melby, Bill Rivers, and David Ramsay
Presented in English; ADV (Friday, 4:00-5:00pm, Room: Salon H)

National and international standards for translation continue to evolve. Leaders of ASTM Technical Committee F43, Language Services and Products (the U.S. national standards committee for the language enterprise) and International Standards Organization Technical Committee 37 (which has jurisdiction over translation) will discuss the latest developments in standards for translation services, including project specifications and certification for language services providers. The implications of these standards for practicing translators will also be addressed.
NEW: T-15  Why First Impressions Matter!
Dagmar Dolatshko
Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Conference 11)

What your work looks like is just as important as the content. Many translators are so focused on the words that they do not pay much attention to how they submit their work. Even the best translation will be discredited if the formatting is sloppy and causes a project manager hours of rework. This session will cover basic formatting techniques in multiple applications, the hazards of computer-assisted translation tools on formatting, and how to communicate questions and other aspects of your work effectively.

Translation Related Sessions

SEM-H  Plain Language Translation
F-1  Bringing The Painting to Life: A Case Study in Transcreation
J-1  The Pitfalls of Video Game Localization
LT-3  Software Localization in the Medical Device Industry: What's Happening Behind the Scenes
SL-4  When to Be “Polite” (or Not) in User Interface Localization

NEW: TIP-1  Timor-Leste: A Snapshot of the Translating/Interpreting Scenario in Post-Conflict Areas
Marco Goncalves
Presented in English; ALL (Saturday, 2:30-3:30pm, Room: Salon K)

Working as a translator/interpreter in post-conflict areas can be a very challenging job, but a very rewarding one as well. This session will focus on the challenges faced by interpreters and translators working with the United Nations Integrated Mission in Timor-Leste during the period that followed the 2006 crisis. The speaker will discuss some of the creative solutions implemented in the field to make interpreters’ lives a bit easier. Topics will also include accounts from operations in the field, the linguistic makeup of Timor-Leste, and the challenges/opportunities for global cooperation.
TRM-1  The Vocabulary of International Affairs
Joseph Mazza
Presented in English; ALL (Thursday, 4:00-5:00pm, Room: Salon J)

The head of the U.S. State Department’s translating team will provide a crash course in the vocabulary of international affairs. While translators may keep up with world events in newspapers and online, do they always understand the finer points behind the key terms? What are the buzzwords at Foggy Bottom (the State Department)? What subtopics are most important? Where can translators turn for help in researching this vocabulary? This session is intended for translators of any language.

James Phillips and Geoffrey Westgate
Presented in English; ALL (Friday, 2:30-3:30pm, Room: Salon A)

This fall, the World Intellectual Property Organization will make a multilingual database of technical terminology available on its website. The database, developed in the context of translating international patent applications filed under the Patent Cooperation Treaty, contains terminology in 10 languages: Arabic, Chinese, English, French, German, Japanese, Korean, Portuguese, Russian, and Spanish. In this session, the structure and contents of the database will be discussed and a demonstration given of the features offered by the online version. This session will be of interest to technical translators working in a variety of languages and subjects.

TRM-3  Term Extraction: 1,000 Term Candidates—Now What?
Barbara Inge Karsch
Presented in English; INT (Friday, 4:00-5:00pm, Room: Salon A)

In this session, we will compare manual term extraction with automated procedures and talk briefly about term extraction engines. The main focus will be on what to include in a termbase. This session will be of use to freelancer translators and translation project managers who have always wanted, but never mined, a text for new terms. A basic understanding of translation environment tools and terminology work will be helpful, but is not a prerequisite for attending the session.

TP-5  Successful Transitioning: Teaching Students to Thrive in the Translation Industry
Steven Gendell, Eve Hecht, Jan Ritzdorf, Milena Savova, and Rosene Zaros
Presented in English; ALL (Saturday, 11:30am-12:30pm, Room: Conference 12)

It has never been easier to break into the translation business, or has it? Increasingly, clients demand industry- and company-specific terminology, jobs require ever-faster turnaround times, and when contracting new translators, clients often take a sink-or-swim attitude. How can university programs and educators build better, stronger, faster, and more accurate translators who thrive on the challenges of this fast-paced and ever more cost-conscious industry? In this session, panelists will explore various approaches for helping students transition into their new careers successfully.
Speakers come from all over the world!

Being dedicated language professionals, speakers volunteer to share their experience and expertise. They are working translators and interpreters, attorneys, physicians, CEOs, and managers. Speakers are selected through a competitive peer-review process.

Find speaker bios using the Conference App or online at www.atanet.org/conf/2013/bios.php.

Luciana Carvalho, Portuguese Language Division
Jorge de Buen Unna, Spanish Language Division
Marita Hoeh, Medical Division
Thomas Mann, German Language Division
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Natalia Strelkova, Slavic Languages Division
Richard Walker, Japanese Language Division

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*Keep watching the ATA Website for the Call for Proposals!*

**L**
- TP-1 Anastasia Lakhtikova
- SL-5 Konstantin Lakshin
- S-7, S-13 Julia Lambertini Andreotti
- MED-13 Elena Langdon Fortier
- F-1 Rashelle LeCaptain

**FIN-1, FIN-3**
- Ralf Lemster
- IC-10 Andrew Levine
- F-3, F-6 Eve Lindemuth Bodeux
- L-3, L-5 Rafa Lombardino
- TP-1 Elizabeth Lowe McCoy
- MED-8 Sergio Lozano

**M**
- G-4 Michael Magee
- MED-1 Minilla Malhotra
- G-2, LAW-3 Thomas Mann
- LT-10 Jay Marciano
- ST-3 Steven Marzuola
- J-5 Masako Mayes
- TRM-1 Joseph Mazza
- LT-1 Brian McConnell
- ATA-1, IC-3 Corinne McKay
- T-9, T-14, TP-2 Alan Melby
- ADA-3 Jonathan Mendoza
- TP-6 Pilar Menéndez
- T-13 Jennifer Mercer
- S-2 Holly Mikkelson
- J-2 Tracy Miller
- L-1 Louis Mitler
- ST-2, ST-4 John Moffitt
- J-6 Hiromi Morikawa
- S-4 Andre Moskowitz
- TP-2 Uwe Muegge
- MED-5 Pablo Mugüerza

**N**
- J-4 David Newby
- MED-3 Karen Nicoulin
- T-5 Christoph Niedermair
- J-4 Satoko Nielsen

**O**
- I-14 Harry Obst
- J-4 Miyako Okamoto

**S**
- T-10 Maggey Oplinger
- L-10 Nao Otsuka

**P**
- P-3 Layla Penha
- SL-6 Magdalena Perdek
- L-4 Joseph Perricone
- LSC-10 Yelena Petrova-Toolsie
- TP-1, TP-2 Patricia Phillips Batoma
- TRM-2 James Phillips
- F-6 Roger Pioneri
- FIN-2 Lorena Pike
- J-4 Connie Prener
- I-15 Lourdes Pumarejo

**R**
- L-12 Sami Rafiq
- S-1, I-3 Siegfried Ramler
- L-7 Marianne Reiner
- SEM-E, IC-5 Marcela Reyes
- LSC-9 Justin Rice
- TP-2, TP-5 Jon Ritzdorf
- T-14 Bill Rivers
- I-9 Roda Roberts
- S-4 Tapani Ronni
- I-3 Erin Rosales
- MED-11 Anna A. Roer
- LAW-1 Aaron Ruby
- IC-3, T-14 David Rumsey
- L-4 Florence Russo

**S**
- J-4 Akiko Sasaki-Summers
- MED-6 Harry Sasso
- TP-5 Milena Savova
- LT-8 Hassan Sawaf
- ST-5 Matthew Schlecht
- MEL-4, ST-8 Christina Schoeb
- SEM-C, F-2 Ros Schwartz
- I-4 Nancy Schweda Nicholson
- MED-9 Michelle Scott
- SL-3 Steve Shabad
- LAW-4 Olga Shostachuk
- LSC-2, LSC-5 Cristina Silva
- P-1 Fernanda Silva

**ATA-1**
- Jill R. Sommer
- F-1 Ellen Sowchek
- LAW-8 Grecia St. John-Carver
- SL-2 Lydia Razran Stone
- SL-1 Natalia Strelkova
- K-2 Carl Sullivan
- MEL-3 Faiza Sultan
- P-6 Clarissa Surek-Clark
- J-4 Izumi Suzuki

**ST-1, ST-11**
- Karen Tkaczyk
- S-3 Sandra Tomasi
- I-2, I-13 Fabio Torres
- I-1 Yuliya Tsaplin

**W**
- J-4 Kendrick J. Wagner
- SEM-L Richard Walker
- ADA-4 Caitlin Walsh
- LAW-2 Hadassah Weiner
- SEM-D, F-5 Thomas L. West III
- TRM-2 Geoffrey Westgate
- N-1, T-6 Tessa Whitty
- SEM-H Malcolm Williams
- IC-2 Ted Wozniak
- C-2 Di Wu

**Y**
- K-4 Peter Yoon

**Z**
- TP-5 Rosene Zaros
- LT-2 Jost Zetzschke
- SL-4 Larisa Zlatic
- SEM-G Graciela Zozaya
- T-9 Andrez Zydron
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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;
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.

As Approved by the ATA Board of Directors
October 2010

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