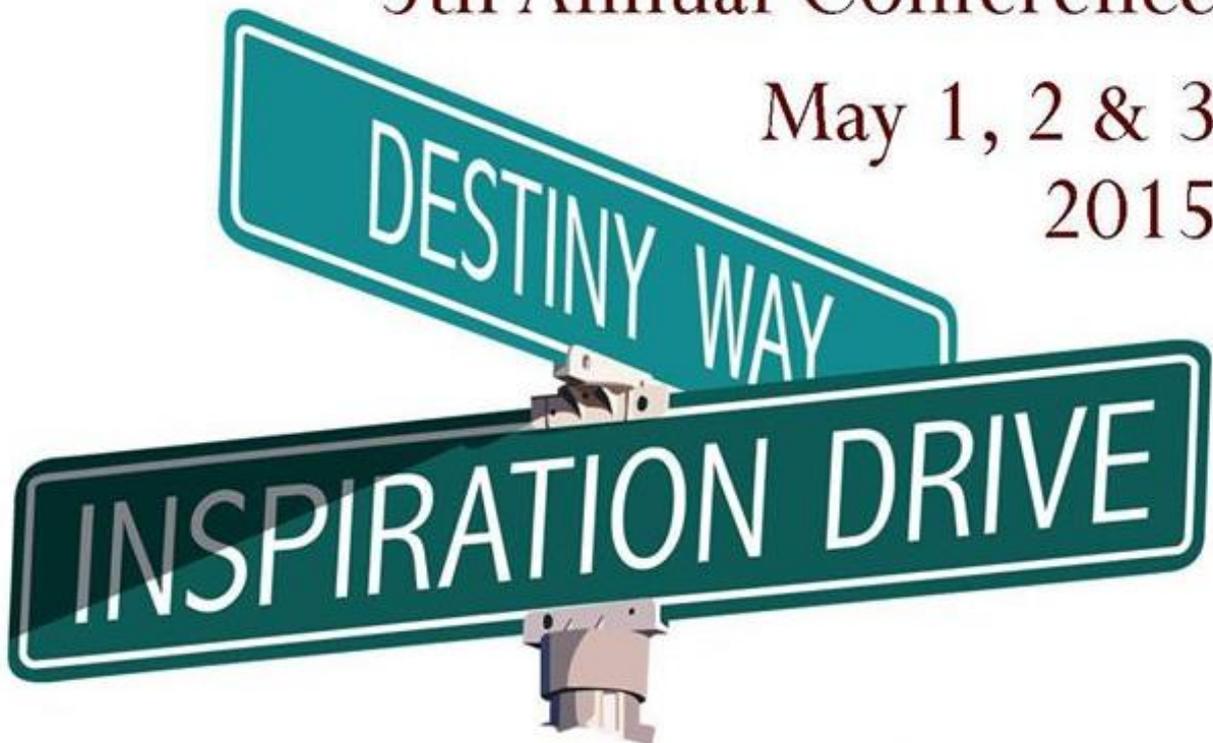


COLORADO TRANSLATORS  
ASSOCIATION  
5th Annual Conference

May 1, 2 & 3  
2015



## Leading the Way

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**NCAR MESA LAB**

**The conference has been approved for**

**3 (three) CCHI credits (Saturday only) and  
11 (eleven) ATA credits (Saturday and Sunday).**

# PROGRAM SCHEDULE

**Friday, May 1, 2015**

Time	Activity	Place
2:00-5:00 PM	ATA Certification Exam <i>Proctor: Petra van Wingerden</i>	NCAR Mesa Lab Damon Room
5:30 PM	Happy Hour at <a href="#">Brasserie Ten Ten</a> Appetizers provided by CTA until 6:30 PM	1011 Walnut St, Boulder, CO 80302 (303) 998-1010

**NOTE:**

- Candidates must register at <http://www.atanet.org/certification/upcoming.php>.
- ATA Headquarters must receive a completed registration form with payment of \$300 at least two weeks before the exam is administered.

**Saturday, May 2, 2015**

Time	Session	Room
8:00-9:00 AM	<b>Check-in and Networking Breakfast</b>	Main Foyer
9:00-9:45	<b>Opening Session &amp; Annual Meeting</b> <i>CTA Board</i>	Main Seminar Room
9:45-10:45	<b>Keynote Address, Selling for Non-Selling Professionals</b> <i>Bob Bolak, introduced by Alison Nishi, University of Denver</i>	
10:45-11:00	<b>Coffee Break</b>	Main Foyer
11:00-12:00	<b>Morning Session (choose one)</b>	
	<b>Legal Issues Affecting the Small Business</b> <i>Alan Thompson</i>	Main Seminar Room
	<b>Everything You Wanted to Know About the ATA Certification Exam</b> <i>Jane Maier</i>	Damon Room
12:00-1:30 PM	<b>Know Yourself to Improve Yourself: Professional Identity in the Field of Community Interpreting</b> <i>Giovanna Carriero-Contreras and Steve Lank</i>	Chapman Room
	<b>Networking Lunch</b> (bring comfortable shoes for optional hike)	NCAR Cafeteria

1:30-2:30	<b>Afternoon Session 1 (choose one)</b>	
	<b>Searching for Transcreation</b> <i>Mylène Vialard</i>	Main Seminar Room
	<b>Language Forms and Functions: What are they trying to tell us?</b> <i>Erin Shay</i>	Damon Room
	<b>Translating Non-Standardized U.S. Healthcare Terms and CCHI's Mini-Glossaries Project</b> <i>Natalya Mytareva</i>	Chapman Room
2:30-2:50	<b>Hot Beverages Break</b>	
2:50-3:50	<b>Afternoon Session 2 (choose one)</b>	
	<b>Selling the Value of Language and Human Translators</b> <i>Michelle Miller</i>	Main Seminar Room
	<b>A Lucrative Sideline: Editing Non-Native English Scientific Writing</b> <i>Karen Tkaczyk</i>	Damon Room
	<b>CCHI Community of Certified Interpreters: An open conversation on training and education, job growth, and career path</b> <i>Natalya Mytareva</i>	Chapman Room
4:00-5:00	<b>Afternoon Session 3 (choose one)</b>	
	<b>Panel:</b> <b>You've Got Big Dreams: Now What?</b> <i>Corinne McKay (moderator), Eve Bodeux, Geoff Norby, Karen Tkaczyk</i>	Main Seminar Room
	<b>Test-Taking Strategies for Spoken Language Interpreters Specialized in the Healthcare Field – General guidelines</b> <i>Lizbeth Mendoza</i>	Chapman Room
5:00 PM	<b>Closing Reception</b>	
		Main Foyer

## Sunday, May 3, 2015

Time	Session (attendance level)	Room
8:15-9:00 AM	<b>Continental Breakfast and Networking</b>	Main Foyer
9:00-10:30	Morning Session (choose one)	
	<b>SDL Trados Studio Workshop*</b> (beginner) <i>Tuomas Kostiainen</i>	Main Seminar Room
	<b>Xbench Workshop**</b> (intermediate/advanced) <i>Riccardo Schiaffino</i>	Damon Room
10:30-10:45	<b>Coffee Break</b>	Main Foyer
10:45-12:00	<b>SDL Trados Studio Workshop*</b> (beginner) <i>Tuomas Kostiainen</i>	Main Seminar Room
	<b>Xbench Workshop**</b> (intermediate/advanced) <i>Riccardo Schiaffino</i>	Damon Room
12:00-1:00 PM	<b>Box Lunch</b> (bring comfortable shoes for optional hike)	NCAR Cafeteria
1:00-2:30	Afternoon Session	
	<b>SDL Trados Studio Workshop*</b> (intermediate/advanced) <i>Tuomas Kostiainen</i>	Main Seminar Room
2:30-2:45	<b>Coffee Break</b>	Main Foyer
2:45-4:00	<b>SDL Trados Studio Workshop*</b> (intermediate/advanced) <i>Tuomas Kostiainen</i>	Main Seminar Room

\*Attendees are encouraged to bring their own laptops with (a demo version of) SDL Studio 2014 installed and follow along with the instructor. To download a demo version of Studio 2014 prior to the workshop, please go to [www.translationzone.com/products/sdl-trados-studio/free-trial.html](http://www.translationzone.com/products/sdl-trados-studio/free-trial.html). Please note that an earlier version of Studio is acceptable but makes it more difficult for the participant to follow along because of the different interface and features.

\*\*Attendees are encouraged to bring their own laptops with (a demo version of) Xbench installed and follow along with the instructor. To download a demo version of Xbench prior to the workshop, please go to <http://www.xbench.net/>.

# Session Descriptions and Speaker Biographies

## Friday, May 1, 2 – 5 PM

ATA Certification Exam at NCAR Mesa Lab, Damon Room

**Proctor: Petra van Wingerden**

*Petra van Wingerden is an ATA certified translator from English into Dutch. She moved to the United States in 1999, and lives and works in Fort Collins.*

Examinees MUST sign up in advance for the exam directly at <http://www.atanet.org/certification/upcoming.php>.

- ATA Headquarters must receive a completed registration form with payment of \$300 at least two weeks before the exam is administered.
- 

## Saturday, May 2, 8 AM – 5 PM

### Conference Opening Session & Annual Meeting

**Conference opening; review of work done in the past year; overview of work to be done in the future; introduction of keynote speaker.**

President *Thaïs Lips*, Vice President *Jim McMillan*, Treasurer & Webmaster *Mery Molenaar*, Secretary *Rachel Sinn*, Media Coordinator *Marion Rhodes*, and Membership Coordinator *Erin Shay*.

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### Keynote Address: Selling for Non-Selling Professionals

*Introduced by Alison Nishi, Interim Director at the Center for World Languages and Cultures at University of Denver (2015 Annual CTA Conference Sponsor)*

#### **Bob Bolak**

*Bob Bolak is the President and authorized licensee of Sandler Training® in Northwest Denver, Colorado, one of 250 Sandler Training Centers around the world. Known for triple-digit revenue and profit increases, he offers clients over 25 years of business development, marketing, management and leadership experience to help achieve the growth goals they have for their businesses. A hallmark of Bolak's success has been working with business owners and leaders to eliminate the barriers that stand in the way of their success and improve the skills that drive their business development and marketing productivity to new highs.*

This keynote address acknowledges that while many entrepreneurs ARE their company's sales force, they're actually "accidental salespeople" who find themselves in an important selling role where they must balance their area of professional expertise with their new business development goals. This session is for business owners and entrepreneurs who are:

- Frustrated with prospects demanding - and getting - costly price concessions.
- Suffering through painfully long selling cycles.
- Disappointed with inconsistent sales goal attainment.
- Concerned with bad sales habits that are eroding margins.

*Alison Nishi is the Interim Director of the Center for World Languages and Cultures in the Internationalization division of the University of Denver (DU). Previously, she was the Academic Director for the Arts and Culture, Modern Languages, and Global Affairs programs, including Translation Studies, at DU's University College. With an MA in International and Intercultural Communication from the University of Denver, she brings an interdisciplinary background to the support of language learning and teaching and the incorporation of cultures and languages across all disciplines. She supervises University College translation students in their practicum experiences, and she strives to develop the relationship between the University and the community of language professionals to enhance the student experience and strengthen DU's commitment to the public good.*

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## Saturday Morning Session

### **Legal Issues Affecting the Small Business**

**Presenter: Alan Thompson**

You have your idea, you have your market. Now you need to create a solid legal foundation to support your business and protect all you have worked hard to achieve. This presentation covers the most common legal issues encountered by new and small business owners, including choice of appropriate legal structure; managing partner/shareholder relationships; typical contract, employment and insurance concerns; and some intellectual property basics. Questions about your specific business issues are welcome during and after the presentation.

*Alan S. Thompson is a shareholder with the Denver law firm of Lohf Shaiman Jacobs Hyman & Feiger PC, a regional law firm serving national and international corporations, small-business owners, families and individuals for more than 50 years. With 25 years of experience, Mr. Thompson offers creative efficient and cost-effective problem solving and counsel in the areas of commercial litigation, employment law, business, commercial and real estate transactions, technology, e-commerce and intellectual property.*

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### **Everything You Wanted to Know About the ATA Certification Exam**

**Presenter: Jane Maier**

Current ATA graders will give an overview of the certification program and process and will describe logistics, the structure of the exam, how passages are selected, criteria for marking errors and assigning points, and what graders expect of the candidate. Tips for how to prepare for the exam and improving a candidate's chances for passing will be given.

*Jane Maier has been a member of ATA since 1979 and is a founding member and past President of CTA. She is a graduate of the Monterey Institute of International Studies, where she received an M.A. in Translation and Interpretation SP<>EN. Jane is ATA-certified in three language pairs, Spanish-English, French-English and English-Spanish, and has been a grader of Spanish-English certification exams since the mid-1990s. She is currently serving her third term on the ATA Board of Directors, after having served two terms in the late 80s and early 90s. She is actively involved in ATA's Certification Program and is currently on two sub-committees, Grader Training and Candidate Preparation.*

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## **Know Yourself to Improve Yourself: Professional Identity in the Field of Community Interpreting**

**Co-Presenters: Giovanna Carriero-Contreras and Steve Lank**

The community interpreting profession is still in search of itself. Academics and practitioners around the world still debate what it is exactly, while interpreters fight for recognition. Developing and fostering a sense of professional identity will give us a better understanding of who we are as a profession. It will help us see how we fit into the broader professional world at large and give us a framework within which to express the importance and value of what we do. This presentation will address the key elements of professional identity and how it can help shape interpreters and the profession.

*Giovanna Carriero-Contreras graduated from Instituto Orientale in Naples and the School of Translation and Interpretation in Geneva. She began her career in the U.S. as an Italian translator in 1998 and went on to work as an interpreter, tester, and project manager before founding Cesco Linguistic Services in 2004. A licensed trainer of trainers for The Community Interpreter®, Giovanna has developed innovative approaches to teaching interpreting skills. She is an active advocate for the profession and language access rights, and served on the Board of CAPI from 2009-2013. Giovanna is also a member of the ISO committee that is developing international interpreting standards.*

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## **Saturday Afternoon Session 1**

### **Searching for Transcreation**

**Presenter: Mylène Vialard**

Transcreation is a trend in search of a definition in the translation world. Sometimes scorned by established translators, it is nonetheless a key undertaking for dynamic clients seeking a unique voice in foreign markets. Its fuzzy and constantly morphing definitions make it a moving target for translators and clients alike. Let's take a closer look: Is it back to basics or a new frontier? How have our industry standards (fast, cheap, risk-free) affected the purpose of translation? How do we recapture creativity in the art of translating?

*Mylène Vialard is an English-to-French translator with nearly 20 years' experience as a translator, editor, tester, and terminologist. She currently serves as a grader for the ATA English-to-French exam. In addition to her translation work, she provides cultural, linguistic, and branding consulting to U.S. businesses expanding internationally. Mylène's work focuses on the intersections between language, culture, marketing and identity.*

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### **Language Forms and Functions: What Are They Trying to Tell Us?**

**Presenter: Erin Shay**

If you Google "untranslatable," you'll find many lists of source-language words that cannot be translated into the target language as a single word. What gets far less attention are the different grammatical systems of different languages. What if the source language distinguishes between the recent past tense and the distant past tense, but the target language doesn't? What if the source has a first-person plural that includes the addressee and one that excludes the addressee, while the target has only one first-person plural? The presentation lays the foundations for discovering functions grammaticalized in languages, the means of encoding them, and the implications for translation.

*Erin Shay, Ph.D., an adjunct professor of Linguistics at the University of Colorado at Boulder, is also a freelance translator (DE>EN, FR>EN, ES>EN), writer, and editor. Her research at CU focuses on language change and on objectively describing and documenting endangered languages in order to preserve the most complex products of human culture for posterity and future study. Her freelance business, Evergreen Languages, allows her to apply her experience in linguistics and journalism to the fields of translating and editing when not conducting grant-funded linguistics research at CU.*

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## **Translating Non-Standardized U.S. Healthcare Terms & CCHI's Mini-Glossaries Project**

**Presenter: Natalya Mytareva**

How do we tackle the challenges of translating emerging or “untranslatable” U.S. healthcare terms into other languages? What are the techniques and tools that work for languages of lesser diffusion? Participants will improve their terminology skills through several demos, such as word mapping, evaluating the quality of online search results, evaluating quality of proposed equivalents for non-standardized terms, etc. The presentation will also inform participants of the mini-glossaries for healthcare interpreters offered by Certification Commission for Healthcare Interpreters (CCHI) as a free public terminology management tool for interpreters and translators of any language and any level of experience.

*Natalya Mytareva, M.A., CoreCHI™, is Managing Director of the Certification Commission for Healthcare Interpreters (CCHI) and one of its founding Commissioners. In 2000-2013, Natalya was Communications Director at the International Institute of Akron, a non-profit refugee resettlement agency in Ohio. She is the author and instructor of several courses for healthcare and court interpreters, with the focus on languages of lesser diffusion. Natalya is a Russian interpreter/translator, and started her career as an instructor of interpretation/translation courses at Volgograd State University (Russia) in 1991. She holds a combined BA/MA degree from VSU in Philology & Teaching English as a Foreign Language.*

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## **Saturday Afternoon Session 2**

### **Selling the Value of Language and Human Translators**

**Presenter: Michelle Miller**

As language becomes commoditized, it's the language service provider's (LSP's) responsibility to educate translation buyers on what they are buying, in terms of the level of quality, the value of the services they are receiving and, in tandem, on the treatment of translators in the industry. There's a big difference between non-native speakers who charge low rates and promise a fast turnaround and subject specialists who have 20 years' experience and truly localize for their markets. The key is transparency with the client with respect to the level of quality and expertise they are buying, ultimately placing the decision in the client's hands.

*Michelle Miller joined Wordbank in 2012 as a Resource Manager, responsible for their freelance network spanning more than 75 countries. Michelle's background in teaching, education in English, and fascination with the nuances of language drew her to the world of localization. People are her passion and she strives to help both internal staff and external freelancers develop and grow in a way that leads to a mutually beneficial relationship. Wordbank's strategic commitment to promoting the value of language alongside sustainable business practices has allowed Michelle to build on her passions and develop a resource model based on quality, collaboration and caring.*

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## **A Lucrative Sideline: Editing Non-Native English Scientific Writing**

**Presenter: Karen Tkaczyk**

“The manuscript is poorly written and has too many grammatical and syntax errors. The results are very interesting from a practical standpoint but the paper needs thorough revision to make it suitable for publication in *The Journal of Astounding Scientific Developments*.” Enter the native English-speaking editor. This session will describe what sets this work apart from translation or from editing texts written by native speakers, how to price it, and how to justify changes and handle authors’ egos when returning revised texts. We will conclude with a summary of what an efficient editing process might look like.

*Karen M. Tkaczyk Ph.D., CT, MITI works as a French-to-English freelance translator. Her translation work is highly specialized, being entirely focused on chemistry and its industrial applications. She holds an MChem in Chemistry with French (University of Manchester, UK), a Diploma in French and a Ph.D. in Organic Chemistry (University of Cambridge, UK). She worked in the pharmaceutical industry in Europe, and then, after relocating in 1999, in pharmaceuticals and cosmetics in the U.S. She set up her translation practice in 2005. Karen is currently the S&TD Administrator and Chair of the Divisions Committee. She tweets as @ChemXlator.*

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## **CCHI Community of Certified Interpreters: An Open Conversation on Training and Education, Job Growth and Career Path**

**Presenter: Natalya Mytareva**

Many bilingual professionals practice both professions: interpreting and translation. It is important to know the national trends in both. The national Certification Commission for Healthcare Interpreters (CCHI) offers two national certifications for healthcare interpreters: CoreCHI™ (Core Certification Healthcare Interpreter™), a language-neutral core professional certification; and CHI™ (Certified Healthcare Interpreter™), a language-specific oral performance certification in Spanish, Arabic and Mandarin. CCHI counts over 1,700 certified healthcare interpreters nationwide (45 in Colorado). This presentation will highlight the value of national certifications for interpreters and their employers as well as its impact on the job market and professionalization of the field.

*Natalya Mytareva, for bio see Saturday Afternoon Session 1 above: **Translating Non-Standardized U.S. Healthcare Terms & CCHI’s Mini-Glossaries Project***

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## **Saturday Afternoon Session 3**

### **Panel: You've Got Big Dreams: Now What?**

**Moderator: Corinne McKay**

**Panel Members: Eve Bodeux--Freelancer, Freelance Project Manager; Karen Tkaczyk--Specialized Freelancer, Geoff Norby--Small Agency Owner**

Professional development conferences offer a great opportunity to dream big and envision where your business could be in a year or two. The challenge is turning those dreams into reality: more, better clients; increased income; or improved job satisfaction. On this panel, we’ll put successful entrepreneurs in the hot seat, asking them how they set and achieve goals for their businesses, make time for life outside of work and actively pursue work that they enjoy and are good at.

*Corinne McKay, CT, is a French-to-English translator and ATA Board member based in Boulder, Colorado. She specializes in international development, corporate communications and book translation and also enjoys writing books and teaching courses for freelance translators. Her book “How to Succeed as a Freelance Translator” has become a go-to reference for the industry with over 10,000 copies in print, and her courses “Getting Started as a Freelance Translator” and “Beyond the Basics of Freelancing” have helped numerous freelance translators launch or improve their freelance careers. She blogs at <http://www.thoughtsontranslation.com>.*

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## **Test-Taking Strategies for Spoken Language Interpreters Specialized in the Healthcare Field – General guidelines**

**Presenter: Lizbeth Mendoza**

Professionalization and certification are important for interpreters specialized in the healthcare field to achieve recognition, credibility and respect from the community they serve, other healthcare professionals, and in general from society, which will derive in better work conditions, growth opportunities, and economic return. But without any doubt the most important reason is the safety of the patients.

During this session participants will be guided through some practical exercises to help them:

1. Cope better with the insecurities related to taking the certification exams
2. Delineate a study plan that can be more effective and efficient
3. Define specific test-taking strategies for a test of this nature
4. Reduce test taking anxiety in order to improve their performance

*Dr. Lizbeth Mendoza, originally from Mexico City, is an M.D. by the National Autonomous University of Mexico, and Certified Medical Interpreter by the National Board of Certified Medical Interpreters. Over the course of 20 years she has participated in different areas of Medicine including research, academics, bilingual medical practice, edition and development of medical content, and Spanish Medical Interpretation. She is BVCMI Training and Integrated Educational Services Developer, active member of IMIA, collaborating as Commissioner for the CMIE Accreditation Program, and IMIA Colorado Chapter Co-Chair, member of CAPI, and author of the blog “Mindful Interpreter” advocating for self-care among interpreters.*

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**Sunday, May 3, 8:15 AM - 4 PM**

## **Sunday Morning Session**

### **SDL Trados Studio 2014 Workshop for Beginners\***

**Presenter: Tuomas Kostainen**

Learn the ins and outs of SDL Trados Studio 2014 and have your questions answered by one of the leading Trados trainers. This three-hour workshop will cover the basic features of Trados Studio 2014 and will include time for hands-on practice and Q&A, which will allow participants to practice their new skills and ask questions so that they will be ready to start using Trados Studio efficiently right away.

*Tuomas Kostiainen, a native of Finland, is an ATA-certified English-to-Finnish translator specializing in technical and medical translations. In addition, he is an independent Trados trainer and has provided training for numerous translators and translation companies in the U.S., as well as internationally. He regularly presents workshops for translators associations on Trados, PDF tools and other topics, and writes a blog on Trados Studio at <http://tradoshelp.wordpress.com>.*

\*Attendees are encouraged to bring their own laptops with a demo version of SDL Trados Studio 2014 installed and follow along with the instructor. To download a demo version of SDL Trados Studio 2014 prior to the workshop, please go to [www.translationzone.com/products/sdl-trados-studio/free-trial.html](http://www.translationzone.com/products/sdl-trados-studio/free-trial.html). Please note that an earlier version of Studio is acceptable but makes it more difficult for the participant because of the different interface and features.

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### **Xbench for Terminology Management and Translation QA (Intermediate / Advanced)\*\*** **Presenter: Riccardo Schiaffino**

Xbench helps you organize terminology to take advantage of glossaries, translation memories and bilingual files. It also offers translation quality assurance (QA) functions. The speaker will show how to use the program for terminology management and how to find information using various types of searches. He will then demonstrate how to use Xbench to improve translation quality by running checks to verify consistency and adherence to required terminology. Participants will also learn how to store customized tests in reusable checklists and how to export the test results. The speaker will also look at Xbench's integration with SDL Trados Studio 2014 and memoQ.

*Riccardo Schiaffino has a degree in translation from the School for Translators and Interpreters of Trieste University. He has been a full-time translator for 30 years, first as a freelance translator, then as a partner in a translation company, and then as a translator and translation manager for a major software company. As a translation manager, his main interest was the improvement of translation quality and the development of translation quality metrics and tools. Currently, he works for Aliquantum, a small company he established with a few friends and colleagues to provide translation services and language consulting.*

\*\*Attendees are encouraged to bring their own laptops with a demo version of Xbench installed and follow along with the instructor. To download a demo version of Xbench prior to the workshop, please go to <http://www.xbench.net/>.

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## **Sunday Afternoon Session**

### **SDL Trados Studio 2014 Workshop for Intermediate and Advanced Users\*** **Presenter: Tuomas Kostiainen**

This is a continuation of the SDL Trados Studio morning session. This three-hour workshop is meant for those who already know the basics of Trados Studio or have taken the beginner-level workshop. The topics covered include:

- translation memory management,
- file type settings,
- verification tools,
- auto-propagation, and
- termbases.

Participants are able to send questions about specific issues ahead of time.

*Tuomas Kostainen, for bio see Sunday Morning Session above.*

\*Attendees are encouraged to bring their own laptops with a demo version of SDL Trados Studio 2014 installed and follow along with the instructor. To download a demo version of SDL Trados Studio 2014 prior to the workshop, please go to [www.translationzone.com/products/sdl-trados-studio/free-trial.html](http://www.translationzone.com/products/sdl-trados-studio/free-trial.html). Please note that an earlier version of Studio is acceptable but makes it more difficult for the participant because of the different interface and features.

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