



COLORADO TRANSLATORS  
ASSOCIATION

# 6th Annual Conference



April 22 – 24, 2016

Boulder



Colorado

at



**The conference has been approved for the following  
continuing education credits:**

- 6 ATA credits for the conference on Saturday
- 6 CCHI CE hours for select Saturday sessions
- 0.3 IMIA CEUs for Saturday's 3-hour workshop
- 6 ATA credits for the workshop event on Sunday

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# PRELIMINARY PROGRAM SCHEDULE

**Friday, April 22**

Time	Event	Location
1:30-4:30 p.m.	<b>ATA Certification Exam*</b> <i>Proctor: Tess Whitty</i>	<b>NCAR Mesa Lab</b> Damon Room
5:00 p.m.	<b>Happy Hour at St. Julien Hotel</b> Appetizers provided by CTA until 6:30 PM	900 Walnut St, Boulder, CO 80302 (720) 406-9696

\*Note:

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

**Saturday, April 23**

Time	Session (Level)	Room
8:00-9:00 a.m.	<b>Check-in and Networking Breakfast</b>	Main Foyer
9:00-9:45	<b>Opening Session, Annual Meeting &amp; Inauguration</b> <i>CTA Board</i>	Main Seminar Room
9:45-10:45	<b>Keynote Address</b> <b>Future-Proofing Your Translation Business</b> <i>Tess Whitty</i> <i>Introduced by Chris Heriza, University of Denver</i> <i>(2016 Conference Keynote Sponsor)</i>	
10:45-11:00	<b>Coffee Break</b>	Upstairs Foyer

11:00-12:00	<b>Morning Session (Choose one)</b>	
	<b>Inside the Mind of a Project Manager: Common Questions and Concerns (All)</b> <i>Andie Ho</i>	Main Seminar Room
	<b>Everything You Ever Wanted to Know About the Spanish-English ATA Certification Exam (All)</b> <i>Jane Maier</i>	Damon Room
12:00-1:30 p.m.	<b>National Job Task Analysis of the Healthcare Interpreter Profession: What? How? Why? (All)</b> <i>Natalya Mytareva and Alejandro Maldonado</i>	Chapman Room
	<b>Networking Lunch</b> (Bring comfortable shoes for optional after-lunch hike)	
	NCAR Cafeteria	
1:30-2:30	<b>Afternoon Session 1 (Choose one)</b>	
	<b>Who Translates What? Subjectivity and Social Purpose in Translation (All)</b> <i>Julie Tay</i>	Main Seminar Room
	<b>Creating a Compatible Customer Base within the Language Services Industry (All)</b> <i>Dr. Karen Tkaczyk</i>	Damon Room
2:30-2:50	<b>Workshop (part 1): Essential Pharmacotherapy Concepts and Terminology Applied to Medication Reconciliation for Medical/Healthcare Interpreters (Interm/Adv)</b> <i>Dr. Lizbeth Mendoza</i>	Chapman Room
	<b>Hot Beverages Break</b>	
	Upstairs Foyer	

	<b>Afternoon Session 2 (Choose one)</b>	
2:50-3:50	<p><b>Project What You Want to Reflect: The Importance of Strong Professional Identity in the Marketplace</b> (All) <i>Steve Lank and Giovanna Carriero-Contreras</i></p>	Main Seminar Room
	<p><b>Automating Termbase Creation</b> (Interm/Adv) <i>Sameh Ragab</i></p>	Damon Room
	<p><b>Workshop (part 2): Essential Pharmacotherapy Concepts and Terminology Applied to Medication Reconciliation for Medical/Healthcare Interpreters</b> (Interm/Adv) <i>Dr. Lizbeth Mendoza</i></p>	Chapman Room
3:50-4:00	<b>Break</b>	
	<b>Afternoon Session 3 (Choose one)</b>	
4:00-5:00	<p><b>Vetting Clients – How to Use Payment Practices and Other Sources to Prevent Late or Non-Payment</b> (All) <i>Ted Wozniak</i></p>	Main Seminar Room
	<p><b>Workshop (part 3): Essential Pharmacotherapy Concepts and Terminology Applied to Medication Reconciliation for Medical/Healthcare Interpreters</b> (Interm/Adv) <i>Dr. Lizbeth Mendoza</i></p>	Chapman Room
5:00	<b>Closing Reception &amp; Book Signing</b>	
6:30	<p><b>Optional Networking Dinner</b> A chance to mingle with our out-of-state speakers and colleagues</p>	<p><b>Under the Sun</b> 627A S. Broadway Boulder, CO 80305 303-927-6921</p>

## Sunday, April 24

Time	Session (Level)	Room
8:15-9:00 a.m.	<b>Continental Breakfast and Networking</b>	Main Foyer
9:00-10:30	Morning Workshop	
	<b>Create Focus and Simplify Your Marketing Efforts with a Marketing Plan for Your Translation Business, part 1 (All)</b> <i>Tess Whitty</i>	Main Seminar Room
10:30-10:45	<b>Coffee Break</b>	Main Foyer
10:45-12:00	<b>Create Focus and Simplify Your Marketing Efforts with a Marketing Plan for Your Translation Business, part 2 (All)</b> <i>Tess Whitty</i>	Main Seminar Room
12:00-1:00 p.m.	<b>Lunch</b> (Bring comfortable shoes for optional after-lunch hike)	NCAR Cafeteria
1:00-2:30	Afternoon Workshop	
	<b>It's All About Style: Creating Consistent Documents for Clients, part 1</b> (All) <i>Alice Levine</i>	Main Seminar Room
2:30-2:45	<b>Coffee Break</b>	Main Foyer
2:45-4:00	<b>It's All About Style: Creating Consistent Documents for Clients, part 2</b> (All) <i>Alice Levine</i>	Main Seminar Room

# SESSION DESCRIPTIONS AND SPEAKER BIOGRAPHIES

**Friday, April 22, 2 – 5 p.m.**

## **ATA Certification Exam at NCAR Mesa Lab, Damon Room**

**Exam Proctor:** *Tess Whitty*

*For a bio see Tess Whitty's Saturday Keynote Address, [Future-Proofing Your Translation Business](#).*

- 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.

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**Saturday, April 23, 8 a.m. – 5 p.m.**

## **Conference Opening Session, Annual Meeting, and Inauguration**

**Conference opening; review of work done in the past year; overview of work to be done in the future; presentation of awards; introduction of new CTA Board of Directors.**

President *Thais Lips*, Vice President *Marion Rhodes*, Treasurer & Webmaster *Mery Molenaar*, Secretary *Rachel Sinn*, Media Coordinator *Sharon Heller*, and Membership Coordinator *Ulrike Anderson*.

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## **Keynote Address by Tess Whitty: Future-Proofing Your Translation Business**

*Introduced by Chris Heriza, Academic Advisor for the Arts & Culture and Global Affairs programs at University College at the University of Denver and 2016 Conference Keynote Sponsor*

*Tess Whitty has been a successful English Swedish freelance translator and entrepreneur for over 10 years and owns the company Swedish Translation Services. Her educational and professional background is in marketing and she is passionate about sharing her knowledge with other freelancers in the form of presentations, training, mentoring and consulting. She is also the author of the book "Marketing Cookbook for Translators," with easy to follow "recipes" for marketing your translation services and achieving a successful freelance lifestyle, and the award-winning podcast "Marketing Tips for Translators." For more information, and to connect, go to [www.marketingtipsfortranslators.com](http://www.marketingtipsfortranslators.com).*

Is your translation business future-proof? The phrase future-proofing refers to the ability of something to retain its value long into the distant future. This relates to a business as something you're building now that will outlast you and leave a legacy—without putting you in the grave from unhappiness and stress. This presentation will focus on three points to future-proof your business, protecting and improving your business assets (translation skills, continuing education, finances), protecting your motivation and balance (focus, mindset, self-

care) and creating a practical strategy for the future of your business.

*Chris Heriza is a Colorado native and graduated from South High School and Whittier College with a B.A. in Political Science. He currently is the Academic Advisor for the Arts & Culture and Global Affairs programs at University College at the University of Denver. Chris is an avid mountain biker, lifelong Denver Broncos fan and dog lover. He is also lacrosse Coach at Denver East High School.*

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## Saturday Morning Session

### **Inside the Mind of a Project Manager: Common Questions and Concerns**

**Presenter:** *Andie Ho*

Whether you're a veteran translator or just starting out, project managers can seem like a mysterious and confusing breed. This seminar reveals what project managers are really thinking and provides tips on resolving conflicts.

*Andie Ho kicked off her language career with 5 years as a project manager at a boutique agency in New York and Boulder before becoming a full-time freelance translator in 2011. She has an M.A. in Translation from Kent State University, a background in math, and a penchant for spicy food.*

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### **Everything You Ever Wanted to Know About the Spanish-English ATA Certification Exam**

**Presenter:** *Jane Maier, CTA Honorary Member, ATA Director & ATA Exam Grader*

In this presentation, specific examples of actual errors taken from past ATA Spanish-English exam passages will be reviewed in detail, good renditions will be explained, and common reasons for failing the exam as well as tips for preparing to take the exam will be offered.

*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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### **National Job Task Analysis of the Healthcare Interpreter Profession: What? How? Why?**

**Co-Presenters:** *Natalya Mytareva, CCHI Managing Director, and Alejandro Maldonado, CCHI Chair*

Purchasers of language services often have trouble differentiating between interpreters and translators,

especially since many practitioners wear both hats. One of the ways to address this challenge is through a Job Task Analysis (JTA) survey. The national Certification Commission for Healthcare Interpreters (CCHI) offers its certification program to the healthcare interpreting industry. CCHI's certification exams are based on the JTA survey conducted in 2010. Over 2,200 interpreters got certified since then. In 2016, CCHI is conducting another national JTA survey of the healthcare interpreter profession in order to update and validate the definition of the profession and corresponding certification examinations.

*Natalya Mytareva, M.A., CoreCHI™, is Managing Director of the Certification Commission for Healthcare Interpreters (CCHI) and one of its founding Commissioners. From 2000 until 2013, Natalya was Communications Director at the International Institute of Akron, a nonprofit 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 instructor of interpretation/translation courses at Volgograd State University (Russia) in 1991. She holds a combined B.A./M.A. degree from VSU in Philology & Teaching English as a Foreign Language.*

*Alejandro Maldonado, CCP, CHI™-Spanish, is Chair of the Certification Commission for Healthcare Interpreters and LEP Coordinator for the Minnesota Department of Human Services. He served as vice chair of the Interpreting Stakeholder Group (ISG); past vice chair of the Latino Advisory Committee, which provided advice to the Minneapolis Mayor's Office and City Council. He has been a professional Spanish healthcare interpreter and translator for over two decades. Alejandro founded Avante Enterprises; he is a Certified Coach Practitioner (CCP). And as an FAA licensed commercial pilot, he flies charitable missions for Angel Flight Central.*

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## Saturday Afternoon Session 1

### **Who Translates What? Subjectivity and social purpose in translation**

**Presenter:** *Julie Tay, Faculty at NYU School of Professional Studies*

With high-speed everything, translators now race from task to task, asking few questions, getting paid little, and learning even less as they plow on compliantly to serve the market place. This session will address the dispossession of translators and call for a refocus on subjectivity, not just inter-textually (as in messaging between source and target) but socio-politically, concerning real lives and situations in time and place. In asking who translates what, in what direction, and to whose benefit, we look squarely at multiplicities of voice and identity, of unequal and competing interests and therein consider how translators might re-emerge from fragmented service to make a difference for themselves and others.

*Julie Tay is clinical assistant professor with NYU School of Professional Studies where she teaches graduate courses in Chinese into English translation. A native Singaporean now based in NYC, Tay is a lifetime translator, interpreter and consultant, and also an arts presenter in her non-profit capacity as executive director of Mencius Society for the Arts. Besides translation, Tay's long-term research interests concern oral/folk traditions and counter-globalism; she is currently collaborating with former student Gao Siyang in cotranslating/ editing Dr. Liping Liao's award-winning Rang Ni Bu Shengbing (How Not to Get Sick), a compendium on traditional Chinese medicine. Tay holds an M.A. in Anthropology and a B.A. in Linguistics & Anthropology.*

## **Creating a Compatible Customer Base within the Language Services Industry**

**Presenter:** *Dr. Karen Tkaczyk*

Finding a good fit between an agency's practices and a freelancer's working style and preferences is important for satisfying, long-lasting business relationships. And that means we're not only talking about rates. Using a decade's experience of working and negotiating with language service providers, Karen will discuss what often works, when to push for more of what you want, and when to give up and move on.

*Karen Tkaczyk, PhD, CT, MITI, works as a French into 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, then after relocating in 1999, in pharmaceuticals and cosmetics in the US. She set up her translation practice in 2005. Karen is ATA former S&TD Administrator and Chair of the Divisions Committee. She tweets as @ChemXlator.*

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## **Workshop (part 1):**

### **Essential Pharmacotherapy Concepts and Terminology Applied to Medication Reconciliation for Medical/Healthcare Interpreters**

**Presenter:** *Dr. Lizbeth Mendoza, IMIA Colorado Chapter Co-Chair*

As members of the healthcare team, medical interpreters share the responsibility for contributing to the improvement of medication safety and treatment compliance among patients with Limited English Proficiency (LEP). Interpreters carry a delicate, complex and critical role in this context to help solve communication barriers that could lead to misuse, non-adherence, failures in the treatment, and adverse reactions to medications among these patients. At the end of this workshop the interpreters' will be able to identify essential concepts and terminology in pharmacotherapy and medication reconciliation applicable to a reasoned interpretation of healthcare encounters related to the use of medications. **This 3-hour workshop offers IMIA CEU credits.**

*Dr. Lizbeth Mendoza, originally from Mexico City, is an M.D. by the National Autonomous University of Mexico, and Certified Medical Interpreter-Spanish 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, Medical Interpreting and Medical Interpreters Training. She is BVCMI Training and Integrated Educational Services Developer, active member of IMIA, Commissioner for the CMIE Accreditation Program, 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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## Saturday Afternoon Session 2

### **Project What You Want to Reflect: The Importance of Strong Professional Identity in the Marketplace**

**Co-Presenters:** *Steve Lank and Giovanna Carriero-Contreras, Cesco Linguistic Services*

We owe it to ourselves to project a strong professional image of our industry. If there is a gap between what we project and how we are perceived in the marketplace, then we have a problem. Our industry organizations do a lot to raise our profile and educate the public, but if the picture they paint is not reflected in the work we produce or how we present ourselves, then it gets us nowhere. What can we do? This interactive session will present our ideas and hopefully elicit a lively discussion on the issue and concrete steps to address it.

*Steve Lank is VP of Translation Services for Cesco Linguistic Services, working from Washington, DC. He has worked in the industry since 1987, having started out as a freelance translator and project manager, and subsequently holding senior management positions with agencies in the US, Ireland and Spain. From 1998 to 2011, he chaired the ASTM International subcommittee responsible for the ASTM F2575 Standard Guide for Quality Assurance in Translation. He also teaches in the graduate interpreting and translation program at the University of Maryland and earned his M.A. in Spanish Translation and Interpretation from the Monterey Institute of International Studies.*

*Giovanna Carriero-Contreras graduated from Instituto Orientale in Naples and the School of Translation and Interpretation in Geneva. She began her US career 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 2009-2013. Giovanna is also a member of the ISO committee that is developing international interpreting standards.*

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### **Automating Termbase Creation**

**Presenter:** *Sameh Ragab*

Managing terminology lists and bilingual glossaries is becoming more and more a pivotal asset to any professional translator, to ensure consistency, minimize proofreading and QA time, enhance the autosuggest experience, increase productivity, and eventually avoid having frustrated or angry clients. Bilingual glossary sheets can be found all over the World Wide Web, but unfortunately not always in a format that is termbase-friendly! Join Sameh Ragab on a magical tour detailing how time-consuming and tedious termbase preparation tasks can be made simple using automated techniques, REGEX, autosuggest creation and online glossary leveraging tips and tricks, and more.

*Sameh Ragab is an ISO17100 lead auditor & certified translation service provider, CAT tools and terminology management expert, UN and Worldbank registered translation vendor, and certified localizer. A renowned international speaker and trainer focusing on the technical side of translation, Sam has over 25 years of expertise in the translation industry and sets the benchmarks for quality work, with a focus on Arabic and Middle Eastern language services. Moreover, Sam has an outstanding history in training translators and localizers to excel using latest CAT and terminology management tools. Sam has given workshops and conference talks in over 12 countries.*

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**Workshop (part 2):**

**Essential Pharmacotherapy Concepts and Terminology Applied to Medication Reconciliation for Medical/Healthcare Interpreters**

**Presenter:** *Dr. Lizbeth Mendoza, IMIA Colorado Chapter Co-Chair*

This 3-hour workshop offers IMIA CEU credits at no extra cost. [For a workshop description and bio, see part1, Saturday Afternoon Session 1.](#)

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**Saturday Afternoon Session 3**

**Vetting clients – How to use Payment Practices and other sources to prevent late or non-payment**

**Presenter:** *Ted Wozniak, ATA Treasurer and president of Payment Practices*

Checking a potential client's payment history is absolutely vital to preventing late and non-payments. Time spent collecting past due accounts is time spent not earning additional money. Various sources for obtaining the information you need to make a sound business decision on extending credit will be presented. The focus will be using the [Payment Practices](#) database to check a client. Additional sources of information that should be used will also be discussed. Time permitting, actions to take if payment is not received on time will also be discussed.

*Ted R. Wozniak holds bachelor's degrees in accounting and German and is a graduate of the Defense Language Institute. In past lives he was an accountant, stockbroker, Army liaison officer in Germany, and an interrogation instructor at the U.S. Army Intelligence School. After pursuing graduate studies in Germanics, he became a freelance German > English translator, specializing in finance, accounting and taxation. He is also the president of Payment Practices, an online database of translation-company payment practices, the Treasurer of ATA, and moderator of Finanztrans, a mailing list for German financial translators. He resides in New Orleans, LA.*

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**Workshop (part 3):**

**Essential Pharmacotherapy Concepts and Terminology Applied to Medication Reconciliation for Medical/Healthcare Interpreters**

**Presenter:** *Dr. Lizbeth Mendoza, IMIA Colorado Chapter Co-Chair*

This 3-hour workshop offers IMIA CEU credits at no extra cost. [For a workshop description and bio, see part1, Saturday Afternoon Session 1.](#)

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**Sunday, April 24, 8:15 a.m. – 4:00 p.m.**

## **Create Focus and Simplify Your Marketing Efforts with a Marketing Plan for Your Translation Business**

**Presenter:** *Tess Whitty*

Do you love translating but hate marketing, especially creating a strategic marketing plan to reach your target customers and target income? Then this session is for you. I will present some easy steps to follow to create a yearlong marketing plan for your freelance translation business. The marketing plan is adapted to your career situation, whether you are just starting out, or are an experienced translator looking for new or better clients. You will get a template to create a short marketing plan and we will go through the plan step-by-step, giving you examples for your translation business and a chance to fill in your own marketing plan. When finished you will have an overview of your marketing situation and a to-do-list for getting more or better clients and to stand out among your competitors.

*Tess Whitty has been a successful English Swedish freelance translator and entrepreneur for over 10 years and owns the company Swedish Translation Services. Her educational and professional background is in marketing and she is passionate about sharing her knowledge with other freelancers in the form of presentations, training, mentoring and consulting. She is also the author of the book “Marketing Cookbook for Translators,” with easy to follow “recipes” for marketing your translation services and achieving a successful freelance lifestyle, and the award winning podcast “Marketing Tips for Translators.” For more information, and to connect, go to [www.marketingtipsfortranslators.com](http://www.marketingtipsfortranslators.com).*

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## **It's All About Style: Creating Consistent Documents for Clients**

**Presenter:** *Alice Levine, editor and publishing consultant*

This 3-hour workshop will explore editorial style (as distinct from writing style) and its importance in creating consistent translations for your clients. We will define and explore various elements of style as applied to translations and documents; discuss the choice of a style manual (where applicable); and the advantages and the practice of creating style sheets. Through discussion and exercises, we will consider various aspects of style: spelling, capitalization, punctuation (including dashes and hyphens), abbreviations and acronyms and initialisms, dates and numeric amounts and units of measure, lists and tabular material, references and sources. Participants are encouraged to send relevant sample material, comments, and questions in advance of the workshop to Alice Levine at [alevineed@aol.com](mailto:alevineed@aol.com).

*Alice Levine, a freelance editor and publishing consultant, works with writers, publishers, academics, literary agents, and service, technical, and business and professional organizations. For nearly twenty years, Alice was copy chief and freelance services coordinator for Westview Press, a publisher of academic and trade books. In her diverse publishing career, she has edited a wide variety of nonfiction works, museum catalogs and publications, educational, scientific, and academic books, as well as business and Web materials. She teaches classes in copyediting, proofreading, and related topics; and conducts customized workshops for publishers and businesses.*

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