8TH ANNUAL CONFERENCE

April 27-29, 2018
National Center for Atmospheric Research (NCAR)
Boulder, Colorado

Sponsored by:
This conference has been approved for the following continuing education credits:

Up to 10 ATA CE points
0.8 IMIA/NBCMI CEUs (max of 0.5 per person)
CCHI CE hours TBD


RELIMINARY PROGRAM SCHEDULE

Pre-Conference Events

Friday, April 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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| 1:00-4:00 p.m. | ATA Certification Exam (computerized option)*  
*Head proctor: Lauren DeAre | NCAR Mesa Lab  
Damon Room                           |
| 5:00 p.m.    | CTA Happy Hour                                         | The Lounge at the Hilton Garden Inn  
2319 Arapahoe Ave.  
Boulder, CO                      |

*Note:
- ATA Headquarters must receive a completed registration form along with payment at least two weeks before the exam is administered.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session (Level)</th>
<th>Room</th>
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<tbody>
<tr>
<td>8:00-9:00</td>
<td>Check-in and Networking Breakfast</td>
<td>Main Foyer</td>
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<tr>
<td>9:00-9:45</td>
<td>Opening Session &amp; Annual Meeting</td>
<td>Main Seminar Room</td>
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<tr>
<td>9:45-10:45</td>
<td>Keynote Address</td>
<td>Main Seminar Room</td>
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<tr>
<td></td>
<td><strong>The Nine Lives of a Translator</strong></td>
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<td></td>
<td><em>Marta Stelmaszak Rosa</em></td>
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<td>Sponsored by University of Denver</td>
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<tr>
<td>10:45-11:00</td>
<td>Coffee Break</td>
<td>Main Foyer</td>
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<td></td>
<td><strong>Morning Session Break</strong></td>
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<tr>
<td></td>
<td><strong>Afternoon Session 1 (Choose one)</strong></td>
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<tr>
<td>11:00-12:00</td>
<td>Search Engine Optimization (SEO) Crash Course for LSPs: Optimize Your Website and Offer Multilingual SEO to Your Customers <em>(Beg/Int)</em></td>
<td>Main Seminar Room</td>
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<tr>
<td></td>
<td><em>Chris Raulf</em></td>
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<tr>
<td>12:00-1:00</td>
<td>Networking Lunch</td>
<td>NCAR Cafeteria</td>
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<tr>
<td>1:00-2:00</td>
<td>Websites for Translators &amp; Interpreters – Website Design Dos and Don’ts <em>(Beg)</em></td>
<td>Main Seminar Room</td>
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<td></td>
<td><em>Meg Dziatkiewicz</em></td>
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<tr>
<td>1:00-2:00</td>
<td>Advanced Tips and Tricks in Microsoft Word <em>(Int)</em></td>
<td>Damon Room</td>
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<td><em>Andie Ho</em></td>
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<td>2:00-2:15</td>
<td>Coffee Break</td>
<td>Main Foyer</td>
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<td>Time</td>
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<tr>
<td>2:15-3:15</td>
<td><strong>Afternoon Session 2 (Choose one)</strong></td>
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<td></td>
<td><strong>Translating for the European Union (All)</strong></td>
<td>Main Seminar Room</td>
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<td><strong>Extending Xbench - How Personal Checklists and Targeted Searches Can Make this Translation QA Tool Even More Useful (Int/Adv)</strong></td>
<td>Damon Room</td>
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<td></td>
<td><strong>Workshop (part 1): Primer on Emotional and Mental Self-Care for Interpreters (All)</strong></td>
<td>Chapman Room</td>
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<tr>
<td>3:15-3:30</td>
<td><strong>Coffee Break</strong></td>
<td>Main Foyer</td>
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<tr>
<td>3:30-4:30</td>
<td><strong>Afternoon Session 3 (Choose one)</strong></td>
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<td></td>
<td><strong>International Trade: A High Growth Market for Translators (All)</strong></td>
<td>Main Seminar Room</td>
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<td></td>
<td><strong>Breaking Into Subtitling (All)</strong></td>
<td>Damon Room</td>
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<tr>
<td></td>
<td><strong>Workshop (part 2): Primer on Emotional and Mental Self-Care for Interpreters (All)</strong></td>
<td>Chapman Room</td>
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<tr>
<td>4:30-4:45</td>
<td><strong>Coffee Break</strong></td>
<td>Main Foyer</td>
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<tr>
<td>4:45-5:45</td>
<td><strong>Afternoon Session 4 (Choose one)</strong></td>
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<td><strong>(Panel discussion) The Art of Translation in the Age of Artificial Intelligence (All)</strong></td>
<td>Main Seminar Room</td>
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<tr>
<td></td>
<td><strong>Workshop (part 3): Primer on Emotional and Mental Self-Care for Interpreters (All)</strong></td>
<td>Chapman Room</td>
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<tr>
<td>5:45-7:00</td>
<td><strong>Closing Reception</strong></td>
<td>Downstairs Foyer</td>
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### In-Depth Workshops
#### Sunday, April 29

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<td><strong>Workshop (part 1)</strong> &lt;br&gt;Tax Cuts and Jobs Act of 2017 – What Does This Law Mean to You and Your Business? (All) &lt;br&gt;<em>Frances J. Coet</em></td>
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<tr>
<td>12:00-1:00 p.m.</td>
<td><strong>Lunch</strong></td>
<td>NCAR Cafeteria</td>
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<tr>
<td>1:00-2:30</td>
<td><strong>Workshop (part 1)</strong> &lt;br&gt;You, Your Freelance Translation Business and Direct Clients (All) &lt;br&gt;<em>Marta Stelmaszak Rosa</em></td>
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SESSION DESCRIPTIONS AND SPEAKER BIOGRAPHIES

Friday, April 27, 1 – 4 p.m.

ATA Certification Exam at NCAR Mesa Lab, Damon Room
Exam Proctor: Lauren DeAre

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

Back to Friday Schedule

Saturday, April 28, 8 a.m. – 7 p.m.

Conference Opening Session, Annual Meeting & Introduction of the new Board
Opening remarks; review of the past year; look ahead at the future; handover to the newly elected Board.
President Marion Rhodes, Vice President Rosabelle Rice, Treasurer Kate Avdeeva, Secretary Katja Yeats, Media Coordinator Martina Heine, and Membership Coordinator Ulrike Anderson.

Back to Saturday Schedule

Keynote Address: The Nine Lives of a Translator
Sponsored by the University of Denver
Presenter: Marta Stelmaszak Rosa

When faced with challenges, unfavorable conditions or tough competition, translators have to constantly reinvent themselves and their careers to land on their feet. How do we progress from one life to another, do we play only for three years and did curiosity really kill the cat? In this talk, we will explore the importance of lifelong learning, continuous business development, and career planning for those on their first or any other life as a translator.

Marta Stelmaszak Rosa is a Polish and English translator working in law, marketing and business, specializing in online communication. She is a member of the Management Committee of the Interpreting Division at the Chartered Institute of Linguists and a holder of DPSI, DipTrans and a BA in Translation. In 2015, she was selected by IPSE as one of top 15 freelancers in the UK and graduated from the London School of Economics and Political Science. Marta now teaches specialized translation, and gives talks and presentations on the business aspects involved in being a translator and interpreter. She is also pursuing a PhD in management. Marta is a Chartered Linguist for Polish.

Back to Saturday Schedule
Saturday Morning Session

Search Engine Optimization (SEO) Crash Course for LSPs: Optimize Your Website and Offer Multilingual SEO to Your Customers
Presenter: Chris Raulf

Google now processes over 3.5 billion searches per day. Someone will get the click and potentially make the sale. SEO is one of the least expensive, yet most effective ways to drive qualified prospects to a company’s website and to boost sales. LSPs not only have to optimize their own website, they also need to consider offering international SEO to their website translation and localization customers. Chris Raulf of Boulder SEO Marketing will share in detail how LSPs can…

- …optimize their own website
- …generate more revenue by offering international & multilingual SEO

Walk away with ready-to-implement tips and best practices.

This session has been approved for 0.1 IMIA CEU credits at no extra cost.

Chris Raulf is the founder of Boulder SEO Marketing, a boutique agency located in Denver and Boulder, Colo. The company assists local, national and international customers with all of their digital marketing needs. Chris is an international keynote speaker and his self-paced, non-technical online SEO training allows anyone to implement a powerful online marketing strategy. His international background makes him one of the few professionals in the industry who truly live and breathe multilingual search engine optimization on a daily basis.

Back to Saturday Schedule

The Untranslatability of ‘Translation’: The Work of Translation as Adaptation
Presenter: Robert Eric Shoemaker

Western translation studies has gestured at metaphors for the act of translation, but not yet found an adequate term for the work; the word “translation,” though a closer metaphor than some, does not provide an accurate representation of the act. Because of various perspectives both public and scholarly, the word “translation” occludes the pragmatics of the act it represents and devalues the position of the translators themselves. Evaluating and negating the various terms available to us as translators forwards a synthesis and close reading of translation studies to recommend a new path without specific terminology. Eschewing formerly held notions of equivalence from language to language and embracing not only the importance of the translator but of the holistic context of a thorough translation moves translators toward a more complex theory and practice of the actuality of literary “translation.”

Robert Eric Shoemaker is a poet-playwright, educator, and theatre artist. Eric is an MFA Candidate in Naropa University’s Jack Kerouac School of Disembodied Poetics. Eric’s work has been featured in Barely South Review; Mount Analogue; Roar; Kairos; Columbia Journal; Water, Water Everywhere; BEATS; Mosaic; Tooth N’ Nail; Rollick; Literature Emitting Diodes; Chicago After Dark; Thought Notebook; Baseball Bard; Verde Qué Te Quiero Verde; and his collection 30 Days Dry. Eric’s next books, We Knew No Mortality and Ca’Venezia and other tales, are expected in 2018. Eric is the founding editor of BEATS and director of Poetry Is Productions.

Back to Saturday Schedule
So, You Want to be a Conference Interpreter? Tales from the field (technologies involved, tips on how to better prepare as an interpreter)

**Co-Presenters:** Nisar Nikzad & Rosabelle Rice

The speakers will provide technical and linguistic lenses and necessary communications to ensure an optimal interpretation. Working together on conferences for over 15 years with 99% satisfaction rate, they have honed the skills necessary to succeed in today’s working environment. Participants will be encouraged to participate through dynamic exercises.

This session has been approved for 0.1 IMIA CEU credits at no extra cost.

Nisar Nikzad is the founder and CEO of Translation Excellence and a leader in providing simultaneous interpretation and interpretation equipment with over 18 years of experience as an agency executive, linguist, language instructor, language tester, cultural competency trainer, and curriculum developer. Nisar also has extensive, highly successful experiences in managing contract work for all federal government agencies. Nisar has a Bachelor’s degree in Biology and Chemistry from the University of Colorado at Denver and an Associate’s degree in Information Technology.

Rosabelle Rice, FCCI, CHI, CT, has been an adjunct professor at Denver University GSOL since June 2014, a certified medical interpreter since 2010, a federally certified Spanish interpreter since 1995. She holds an M.A. in Romance Languages from the University of Memphis and a ’93 B.A. in English and History with a Minor in Anthropology from the University of Notre Dame ’89. She has served on the Boards of CAPI and CTA and is the current Vice President of CTA. She has also served on numerous boards in Lafayette, Colo., where she has lived since 2002.

Saturday Afternoon Session 1

Advanced Tips and Tricks in Microsoft Word

**Presenter:** Andie Ho

Word contains more handy features than most people realize. Learn tips and tricks to improve productivity and format documents with ease. If time permits, some Microsoft Excel functions may be presented as well.

This session has been approved for 0.1 IMIA CEU credits at no extra cost.

Andie Ho is a Houston-based FR-EN translator specializing in food and cosmetics. She has a Master’s degree in Translation and was a translation project manager for five years before becoming a freelancer.
Websites for Translators & Interpreters – Website Design Dos and Don’ts
Presenter: Meg Dziatkiewicz

In this session, Meg will look at how to mark your presence, make your website client-friendly and explore how the right blend of design, content and branding can work to your advantage. By the end of the session you will have more information on possibilities that await you online, ways of creating a website, how much effort is involved, what you should expect your website developer to ask, what to put on your website if you're a translator and/or interpreter & how to make a good use of your website once it's live.

This session has been approved for 0.1 IMIA CEU credits at no extra cost.

Meg Dziatkiewicz is Creative Director of Websites for Translators, specializing in web design, marketing, brand development and account management within the translation and interpreting industry. Over the last 7 years, she has helped to develop brands and businesses for over 300 clients from over 30 countries. Since 2010, she has continued to develop and expand the skills she gained during her degree studies in Marketing & Advertising and membership with Chartered Institute of Marketing (UK), and has particularly enjoyed being able to apply them to help translation and interpreting businesses bloom.

Back to Saturday Schedule

Vicarious Trauma in the Interpreter: Detection, Understanding and Management
For a Long and Rewarding Career
Presenter: Kelly M. Musick

The interpreting profession is one of the most ancient, bridging diverse peoples and cultures for thousands of years. It can be said that interpreters have played a crucial role in our world politics and history, and yet, by definition, their presence has been nearly invisible. In this unique position of being critically important, yet invisible, interpreters often experience deep stressors as a result of this ambiguous place they occupy. Too often, these dangerous stressors are overlooked. In this session, together we will identify them, learn to recognize how they are affecting us, and learn how to manage them to gain a more fulfilling and lasting career in interpreting.

This session has been approved for 0.1 IMIA CEU credits at no extra cost.

Kelly Meredith Musick is the owner and operator of Language By Musick, Language Services. She holds a B.A. in Foreign Languages and Literatures from Lewis & Clark College in Portland, Oregon. It was there that she began her professional career as an interpreter and translator. In 1994, she was accepted to and studied at Monterrey Institute of International Studies in their T&I program. She finished the two-year master’s program course work in San Turce Puerto Rico at the Universidad de Puerto Rico in 1996. Kelly also holds a Consortium State Certification, as well as has passed the written portion of the Federal Court Interpreter Certification Exam (FCICE). Recently, she has helped lead a local group of professionally certified court interpreters to gain professional recognition and an important market adjustment in the Colorado Legislature through professional lobbying efforts.

Back to Saturday Schedule
Translating for the European Union  
**Presenter:** Daniela Todea

There are certainly challenging jobs for a translator: organizations, institutions and companies of all sizes offer you interesting career perspectives, or you may choose to be an independent translator who manages his/her clients. How about the largest translation service in the world? The Directorate-General for Translation of the European Commission (this large organization of the European Union has 53 departments and agencies) employs about 2 000 people. The same directorate is a parent of the Translation Center, an agency which employs about 100 translators. Let us learn about their translation workflow, and how to get a job there.

Daniela Todea is a former employee of the European Union (E.U.). For ten years, she was a translator for the European Commission, and the Translation Centre – a service responsible with all the translation requests from the E.U. Agencies. Before working in Brussels or in Luxembourg, Daniela translated and edited literature, collaborated with different private translation services, and worked as an expert linguistic reviser for an institute of the Romanian Ministry of External Affairs in her home country, Romania. Daniela holds a BA degree in English and French languages and literature, and a MA degree in Multicultural Business Communication.

Back to Saturday Schedule

Extending Xbench – How Personal Checklists and Targeted Searches Can Make This Translation QA Tool Even More Useful  
**Presenter:** Riccardo Schiaffino

Xbench is a very useful tool that offers a wealth of features to translators, both for managing and searching terminology and for performing QA on your translations. This presentation will show how to use a combination of search techniques and personal and project checklist to extend the basic functionality off the tool and make it more useful and powerful. A basic knowledge of CAT tools is expected to make the most of this presentation, although there will be a brief introduction to present the basic functionality of Xbench to those who have never used the tool previously.

Riccardo Schiaffino, President of Aliquantum, has been working in translations for over 30 years in Italy and in the U.S. He holds an MA in translation from Trieste University in Italy, is ATA certified, and teaches translation at the University of Denver. His blog About Translation has been running since 2004.

Back to Saturday Schedule

Workshop (part 1):  
**Primer on Emotional and Mental Self-Care for Interpreters**  
**Presenter:** Dr. Lizbeth Mendoza

Interpreters need to be aware of potential hazards to their mental, emotional and physical health, due to the challenges inherent to their daily work, and how they can protect themselves. We present this introductory workshop to support the mental, emotional, and physical self-care of new and experienced interpreters. At the end of this event the participants will be able to identify a set of hazards associated
with their job and to select and apply a set of strategies to help them preserve and recover a state of physical, mental and emotional well-being, which will result in improved work performance and satisfaction.

This 3-hour workshop has been approved for 0.3 IMIA CEU credits at no extra cost.

Dr. Lizbeth Mendoza is originally from Mexico City and currently a Colorado resident. Over the course of 20 years, she has participated in different areas of medicine including research, academics, bilingual private practice, and medical translation services. She is the developer and director of BVCMI Interpreter Training and Freelance Medical Interpreting services. She is an active member of the IMIA, where she contributes with the Commission for Medical Interpreter Education, the Education Committee, and the Colorado Chapter.

Saturday Afternoon Session 3

International Trade: A High Growth Market for Translators
Presenter: Amanda N. Williams

International trade is a vital component of the global economy and a massive untapped market for translators. The US government recently passed a broad-sweeping customs reauthorization law to facilitate trade enforcement, which will only increase demand for translation services. This session will introduce attendees to the international supply chain and US customs process, explain the parties involved in the international supply chain, provide information on how to gain expertise in this field, and serve as a call to action for us to raise awareness of the importance of professional translation to the international trade community.

Amanda N. Williams is a French>English translator and owner of Mirror Image Translations, LLC. She specializes in international business translation with a focus on the fields of accounting/finance and international trade. Amanda spent six years working in multiple capacities for a large US importer before becoming a full-time independent translator in 2010. She earned a post-graduate translation certificate in 2009 and an import/export compliance management certification in 2010. Amanda served on the Atlanta Association of Interpreters and Translators Board of Directors (AAIT) for six years and has been an ATA member since 2010.

Breaking Into Subtitling
Presenter: Deborah Wexler

If translation is an art, subtitling is a superlative art. It is ruled by time and space constraints that don’t exist in most of the translation realms. The subtitling translator must conquer these limitations in order to aid moviemakers to achieve the coveted “suspension of disbelief.” In this session, you will understand what it takes to become a great subtitler by learning the what, the why, the how and the where of this exciting field.

Deborah Wexler has been a full-time professional English<>Spanish translator and reviewer for over 25
years. She specializes in subtitling films, documentaries, and series for major motion picture studios, television networks, and independent film production companies. She is also a closed-captioning editor and reviewer in both English and Spanish. During her career, she has been involved in the selection and training of translators, editors, and reviewers. She speaks English and Spanish fluently and has been a student of French and Italian for many years. She has also worked as a translator manager, proofreader, localization specialist, quality control specialist, project manager, educator, and speaker.

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**Workshop (part 2):**

**Primer on Emotional and Mental Self-Care for Interpreters**

**Presenter:** Dr. Lizbeth Mendoza

For a workshop description and bio, see part 1, Saturday Afternoon Session 1.

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**Saturday Afternoon Session 4**

**Panel discussion: The Art of Translation in the Age of Artificial Intelligence (AI)**

**Co-Presenters:** Nicole Michel-Deshagette, Steve Lank, Andie Ho, Kelly M. Musick

In the age of AI the translation industry seems to focus increasingly on how we can leverage, maximize, and streamline. The race to the bottom has impacted us deeply with techniques such as outsourcing, automation, and online bartering for rock-bottom rates. Where does this leave our linguists who have invested time and money in developing their expertise? This presentation is a discussion of current industry trends, their advantages and disadvantages, and their impact on individual linguists. Going beyond that, it is intended to create a platform for linguists to promote sustainability in our industry and protect the art of translation.

**Nicole Michel-Deshagette** is a native of Berne, Switzerland, who was brought up in a multicultural environment and speaks several languages, including French, German, Spanish and Creole. She holds a B.A. in Translation from the Zürich School of Translation and Interpretation. In 1992 Nicole joined TransLingua as a project manager, and in 2000 she and two co-workers took over the company. She has dedicated her life and career to promoting diversity and multicultural communication. Together with her business partners she achieved WBE certification and has been awarded DiversityBusiness.com’s Top Diversity Business Award for five consecutive years. Nicole is an active member of the Swiss-American Chamber of Commerce and Supporting Member of fiaf French Institute | Alliance Française.

**Steve Lank** serves as Vice President of Translation Services for Denver-based Cesco Linguistic Services, Inc., working from Washington, DC. He has worked in the language services 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 served as chair of the ASTM International subcommittee that developed and published ASTM F2575 Standard Guide for Quality Assurance in Translation and currently serves as the technical contact for the update. Steve is a frequent speaker at industry events, participates in a number of industry outreach initiatives and serves as treasurer on the board of the European Language Industry Association (Elia). He is also an adjunct professor in the Graduate Studies in Interpreting and Translation (GSIT) program at the University of Maryland, teaching courses in workplace processes and procedures. He earned an MA in Translation and Interpretation for Spanish from the Middlebury Institute of International Studies at Monterey (formerly the Monterey Institute of International
Workshop (part 3):
Primer on Emotional and Mental Self-Care for Interpreters
Presenter: Dr. Lizbeth Mendoza

For a workshop description and bio, see part 1, Saturday Afternoon Session 1.

Sunday, April 29, 8:45 a.m. - 4 p.m.

Tax Cuts and Jobs Act of 2017 – What Does This Law Mean to You and Your Business?
Presenter: Frances J. Coet

Lots and lots of changes to business returns, not the least of which is a new deduction for “Qualified Business Income (QBI)?” What is it, and how does it affect you? No entertainment allowed on 2018 returns; limitation on meals for the convenience of the employer; and, new depreciation rules (including for vehicles) – It’s a brave, new world out there in the tax hemisphere.

Frances J. Coet, CPA/CFF, CVA, CFP®, CFFA, CDFA, serves as a principal in the CPA and consulting firm of Coet2 CPAs, PC, assisting with tax preparation and planning, buying and selling of small businesses, and how to define and attain their financial goals. Fran has qualified as an expert witness regarding business valuations, professional ethics and income tax issues, and has been a national instructor and author of tax law topics for Thomson-Reuters. Recognized by the SBA as the 2000 SBA Accountant-Advocate for the State of Colorado and Region VIII, and the Colorado Society of CPAs as a 2008 CPA Who Makes a Difference, she graduated from Regis University, magna cum laude, with a major in business administration and a minor in economics.

You, Your Freelance Translation Business and Direct Clients
Presenter: Marta Stelmaszak Rosa

For many freelance translators, working with direct clients is the most satisfying part of the job and the ultimate goal in business development. While it may seem more challenging or even daunting to develop a direct client base, the rewards are aplenty. In this workshop, we will focus on discussing what is needed to work with direct clients, and what strategies as well as tactics work well. Among other tools, we will discuss researching your Ideal Customer Avatar, developing your own methodology, as well as putting together a communications plan. Through a range of creative, thought-provoking exercises, you will devise a business strategy aimed at direct clients and leave the room with a solid plan.
Marta Stelmaszak Rosa is a Polish and English translator working in law, marketing and business, specializing in online communication. She is a member of the Management Committee of the Interpreting Division at the Chartered Institute of Linguists and a holder of DPSI, DipTran and a BA in Translation. In 2015, she was selected by IPSE as one of top 15 freelancers in the UK and graduated from the London School of Economics and Political Science. Marta now teaches specialized translation, and gives talks and presentations on the business aspects involved in being a translator and interpreter. She is also pursuing a PhD in management. Marta is a Chartered Linguist for Polish.