

16th Annual Conference

Dr. Bill Rivers

Keynote Speaker



Translation and Interpreting: Making the Case for Our High Touch 21st Century Profession

Perhaps as never before, Translation and Interpreting, and related professions such as localization and terminology, play an essential role in the 21st Century, whether in terms of global and local commerce, the provision of social services, or international diplomacy and global security. At the same time, our professions continue to see rapid changes in technology, scale, and public awareness, while the language industry as a whole grows faster than the world GDP year after year. In the United States, the language industry contributes at least \$51b to the national GDP, and provides work for more than 150,000 professionals. We are part of every corner of the economy, yet we are also an invisible industry, especially when we do our jobs well. This presentation will offer insights into how we can make our case to the broader public, including national and local politicians as well as the business community. The session will describe our coalition-based work in Washington, several state capitals, and in the UK as we change the narrative about languages. We will cover key facts about our industry, including its size and dynamism on the one hand, but the challenges we face in terms of training, certification, and respect on the other. We will discuss how individual translators and interpreters can engage with their national and local elected leaders as well as their local educational and business colleagues to raise awareness and improve our industry.



Dr. Rivers has more than 25 years' experience in culture and language for economic development and national security, with publications in second and third language acquisition research, proficiency assessment, program evaluation, and language policy development and advocacy. He is the immediate past and founding Chair of ASTM Technical Committee F43, Language Services and Products and chairs the U.S. Technical Advisory Group to ISO Technical Committee 232, Education and Learning Services. He serves as a member of the America's Languages Working Group of the American Academy of Arts and Sciences, and is an honorary member of the Association of Language Companies.

Before joining JNCL-NCLIS, he served as Chief Scientist at Integrated Training Solutions, Inc., a small business in Arlington, Virginia, where he focused on strategic planning, management, and advanced technologies for language and culture programs in the public sector. While at ITS, he served in a contractor role as the Chief Linguist of the National Language Service Corps. Prior to working at ITS, he was a founding member of the Center for Advanced Study of Language (CASL) at the University of Maryland, and was a staff member of the National Foreign Language Center at the University of Maryland from 1994 to 2003, leavingNFLC as Assistant Director.

During his career, Dr. Rivers has also taught Russian (beginning through advanced), language policy, and second language acquisition at the University of Maryland, worked as a freelance interpreter and translator, and conducted field work in Kazakhstan, where he regularly returns to teach at several universities. He received his PhD in Russian from Bryn Mawr College and his MA, BA, and BS (Aerospace Engineering) from the University of Maryland. He speaks Russian and French. He can be reached at wrivers@languagepolicy.org.

16th Annual Conference

Elizabeth Colón

Presenter



From Freelance to Entrepreneur

The language service industry as we know it has been functioning as a freelance industry between interpreting and translation companies and interpreters/translators. Currently, over 50% of businesses utilize independent contractors in the US. In recent years, local and federal government are taking a closer look at the 1099 vs. W2 relationships in all industry sectors which is impacting small businesses.

Is it time for interpreters and translators to become business owners, employees of language service companies or remain as independent contractors? In this session, we will take a closer look at a few cases and what it means to the language service industry. Attendees will walk away with a few resources on what steps to take to incorporate yourself as a business and what is needed to make this happen.



Elizabeth Colón is a Speaker, Contributing Author, & CEO of the award-winning language service company, Metaphrasis Language and Cultural Solutions, LLC. Growing up in a home with two deaf sisters and parents who spoke very little English, Elizabeth saw the many ways that language can become a barrier for individuals who do not have the means to communicate on their own. Her experiences inspired her to become a language advocate and provide a voice for individuals who may not have the means to communicate on their own.

Though she began her career as a medical interpreter, Elizabeth's entrepreneurial spirit quickly led her to build her own company, Metaphrasis, which partners with businesses around the globe to help them break linguistic and cultural barriers, enter diverse markets, and foster a sense of community among their constituents. With over 20 years of experience in the language services industry, Elizabeth has garnered national praise for leadership and expertise in her field with awards such as Negocios Now's Latinas in Business Award (2017). She has been named Chicago Business Journal Woman of Influence (2016), the National Association of Women Business Owners' Woman Business Owner of the Year award (2015), the Small Business Administration's Small Business Person of the Year award (2014), and Enterprising Women's Enterprising Woman of the Year award (2013). She will soon be President-Elect of the Midwest Association of Translators and Interpreters and will soon be President Elect of the National Association of Women Business Owners. Elizabeth enjoys sharing her success story with other female entrepreneurs. She works hard to provide women with the guidance and tools necessary to become vibrant leaders and build resilient businesses. In this, she also hopes to open the door for young women who aspire to be business owners.

Elizabeth Colón can be reached at ecolon@metaphrasislcs.com.

16th Annual Conference

Tony Rosado

Presenter



How Should Interpreters Set Their Fees

Many professional conferences offer presentations on how translators must set their fees, but it is rare to find a forum where fee setting is approached from the perspective of the interpreter. This presentation deals with elements, and needs a professional interpreter must include as part of the information needed during the process of determining a professional fee. Interpreting is a unique profession with unique situations to be considered. Few professionals have to factor in issues related to constant travel, health risk exposure, and personal life killing effects; few individuals have to deal with fiscal, administrative, and legal issues consequence of an income generated under many economic and legislative models. Medical expenses, income taxes in different places, endless hours of traveling, a physically and mentally demanding job, weeks or months of preparation, and a very sui-generis personal life, are some elements that an interpreter needs to consider when setting a fee schedule. Tony will show interpreters their life as they have never seen it, helping them assign a value to every part of their professional practice, with the tools needed to sell the real value of their service to the client.



Tony is a U.S. Department of State conference-level interpreter; a court interpreter certified by the U.S. federal government, and several States. An attorney from Escuela Libre de Derecho in Mexico City, he has worked internationally as a conference interpreter, and interpreted for death penalty trials, Olympic Games, and TV broadcasts. He has worked with many top level politicians, celebrities, athletes, and entrepreneurs, including presidents and popes. The author of two books on court interpreting, he is a visiting professor at various universities in the U.S. and overseas, a well-known conference presenter, and the author of the popular blog "The Professional Interpreter."

Tony Rosado can be reached at tony@rpstranslations.com.

16th Annual Conference

Erika Shell Castro

Presenter



Interpreter Self-Care: Recognizing the Signs and Symptoms of Secondary Traumatization and Burnout

This workshop will orient the interpreter and those managing interpreters of the signs and symptoms of burnout and secondary traumatization. Strategies for self-care and best practices in supporting your interpreter team will be shared. The longer you are an interpreter the more valuable you become to your community as your collective experience and ongoing training and learning helps you to be the best interpreter you can be. The art of interpreting is rewarding but can also be exhausting and emotionally wearing. Whether you work on-site, remote or in a call center there are challenges to be met. You will leave this workshop with new ideas on how to support your team as a manager or how to care for yourself as you do this very important work.



Erika Shell Castro is the Director of Language Services at CulturaLink. She previously worked at Martti, where she was the VP of Language Services and responsible for 6 call centers across the US as well as the training and quality assurance departments. Erika was recruited to Martti from OhioHealth where she served as the language services manager and built the language services department managing language services for 4 central Ohio hospitals. Erika has been a Bridging the Gap trainer for 12 years and is currently a licensed trainer for the National Council on Interpreting in Health Care and she has trained over 1,000 interpreters across the US over the last 17 years. Erika helped to found two non-profits in Columbus, Ohio. LEON, the Latino Empowerment and Outreach Network. LEON's mission was to advocate and empower new Latino immigrants. She also is a founding member of the Clinica Latina, a free health clinic at The Ohio State Wexner Medical Center. Erika currently serves as board president. Erika also serves on the National Council on Interpreting in Health Care board and was the NCIHC 2016 Language Access Champion.

Erika Shell Castro can be reached at eshellcastro@theculturalink.com.

16th Annual Conference

Jill R. Sommer

Presenter



Contingency Planning and Crisis Management 101

What would you do in the event of a crisis? Do you have a backup plan in the event of an email server outage, hard drive failure, power outage, or natural disaster?

What about hospitalization? A crisis is a significant unexpected disruptive event that affects an organization's personnel, facilities, information systems, or critical records. The event could be large or small, such as a natural disaster or human in origin. Smart and diligent contingency planning is an important aspect of crisis management because it ensures that individuals and organizations make the necessary preparations to be ready when trouble strikes.



Jill R. Sommer is a full-time freelance German>English translator. She holds a dual BA in German and Russian from Bowling Green State University and received her MA in German translation from Kent State University in 1995, after which she lived and worked as a freelance translator in Germany for six years. After moving back to the States in 2001, she continued freelancing and was an adjunct professor for the translation graduate program at Kent State University and a contract linguist for the FBI. She has been on the Northeast Ohio Translation Association (NOTA) Board, as President and Membership Chair, since 2002. Her popular blog, *Musings from an Overworked Translator*, features reflections on her life as a translator and the translation industry. She has attended the ATA conference and presented regularly there since 2002 as well.

16th Annual Conference

Deborah Wexler

Presenter



Demystifying the Job of the Audiovisual Linguist

In this presentation, you will learn about the different jobs performed by audiovisual linguists, including subtitling, dubbing, lektor, closed-captioning, SDH, audio description, re-speaking, simultaneous subtitling, surtitling, app and videogames, etc. Open a window on this exploding specialization.

Learning Objectives:

- ① Learn about the different fields in audiovisual translation and interpretation.
- ② Identify the distinct rules governing each of the audiovisual specializations.
- ③ Learn about the role and importance of the audiovisual linguist in creating accessibility standards.



Deborah Wexler is an ATA-certified English-to-Spanish translator and editor with over 20 years of experience, specializing in audiovisual translation and Spanish orthography. She has translated over 6,000 program hours for television, VHS, DVD, Blu-ray, streaming media and the big screen. She is a frequent speaker at international conferences, and she is an educator who has mentored and trained many translators wanting to get into the audiovisual field. She is also co-founder and Acting Administrator of ATA's Audiovisual Division.

Deborah Wexler can be reached at debbiesantos@yahoo.com.