



Chicago Area Translators and Interpreters Association

An Independent Professional Association

THE CHICAGO AREA TRANSLATORS AND INTERPRETERS ASSOCIATION
IS PLEASED TO ANNOUNCE

The Twentieth Chicago Conference on Translation and Interpretation

Entrepreneurship, Business Practices, and Ethics

Saturday, May 16, 2009

THE TALBOTT HOTEL
20 EAST DELAWARE PLACE, CHICAGO, ILLINOIS
THE DELAWARE ROOM

Schedule of Events

8:30 - 9:00	REGISTRATION
9:00 - 9:15	OPENING REMARKS BY JOHN BUKACEK, CHICATA PRESIDENT
9:15 - NOON	"LESSONS FROM BUSINESS SCHOOL: THE ENTREPRENEURIAL LINGUIST" JUDY A. JENNER, M.B.A.
NOON - 1:30	LUNCH (A LIST OF LOCAL EATERIES WILL BE PROVIDED)
1:30 - 2:30	"TRANSLATION ETHICS: MORE THAN YOU SEE IN THE CODES" DIANE HOWARD
2:30 - 3:00	BREAK
3:00 - 4:30	"YOUR CASTLE ... YOUR RULES: THE IMPORTANCE OF USING YOUR CONTRACT TERMS WHEN WORKING FOR AGENCIES OR THIRD PARTIES" CONSTANCE M. DOYLE, ATTORNEY AT LAW
4:30 - 5:00	WRAP-UP SESSION - CONSTANCE M. DOYLE, DIANE HOWARD, JUDY A. JENNER
5:00 - 6:00	ANNUAL GENERAL MEMBERSHIP MEETING OF CHICATA

***IMPORTANT NOTE: The CHICATA Conference is a great networking opportunity!
A Networking Table will be set up, so please be sure to bring plenty of your business cards and brochures!***

THE CHICAGO AREA TRANSLATORS AND INTERPRETERS ASSOCIATION
(CHICATA - AN INDEPENDENT PROFESSIONAL ASSOCIATION)

www.chicata.org

ABSTRACTS OF THE PRESENTATIONS

LESSONS FROM BUSINESS SCHOOL: THE ENTREPRENEURIAL LINGUIST

JUDY A. JENNER

9:15 AM – NOON

Linguists excel in the humanities, but most have little or no formal business training. We are all entrepreneurs, and to help colleagues run their businesses more successfully, the presenter has developed a presentation based on the lessons learned in business school (M.B.A., Marketing, University of Nevada Las Vegas, 2001). The presenter works exclusively for **direct clients**, so the presentation will revolve around that type of customer. This hands-on presentation has its main emphasis on **marketing** (to direct clients, social media, Web 2.0, competitive advantage), and includes sections on **finance/economics** (pricing, supply and demand), **accounting** (decreasing expenses), **entrepreneurship** (generating new business, networking), and **negotiating** (tips and tricks). Several discussion starters and exercises are part of the presentation. True to the case-study method used in business school, the presentation includes many real-life examples about how to apply what is being learned. No high-level terminology is used. The intention is for attendees to walk away from this practical session with some specific advice that they can start using immediately.

TRANSLATION ETHICS: MORE THAN YOU SEE IN THE CODES

DIANE HOWARD

1:30 PM – 2:30 PM

How does one translate ethically? As every translator knows, there is more to this than observing confidentially and not accepting jobs one can't complete. Almost every decision a translator makes can be seen as an ethical choice, including where to position a translation on the scale of literal to free. The presenter will introduce some concepts from translation theory that will allow translators to make ethically informed decisions to produce better and more responsible translations. As translation moves to join the ranks of the regulated professions, codes of ethics are becoming increasingly important. Organizations such as the ATA have published codes that their members agree to uphold. While such codes are essential, it is the responsibility of all translators to understand how to move beyond these codes to work in an ethically consistent way.

YOUR CASTLE ... YOUR RULES: THE IMPORTANCE OF USING YOUR CONTRACT TERMS WHEN WORKING FOR AGENCIES OR THIRD PARTIES

CONSTANCE M. DOYLE

3:00 PM – 4:30 PM

Too often, free-lance interpreters/translators accept assignments from agencies or third parties under terms that are grossly unfair to the interpreter/translator. To no surprise, the agency or third party includes these inequitable terms in a written contract that is prepared by the agency or third party and presented to the interpreter/translator on a "non-negotiable take it or leave it" basis. Usually, the interpreter/translator feels powerless to challenge the unreasonable terms and this leads to a business relationship in which the interpreter/translator is frequently financially exploited by the agency or third party. This seminar will provide a solution to this dilemma and will offer techniques strategies and alternatives that will empower the interpreter/translator in his/her business negotiations. The presenter will present clear and simple solutions concerning: (1) How to secure assignments from agencies and third parties under contract terms dictated by the interpreter/translator that are fair and reasonable; (2) How to neutralize intimidation and unfair bargaining tactics employed by agencies and third parties; and (3) How to eliminate the stress and difficulty of negotiating contract terms with agencies or third parties.

WRAP-UP SESSION

CONSTANCE M. DOYLE, DIANE HOWARD, JUDY A. JENNER

4:30 PM – 5:00 PM

The Wrap-Up Session will provide an opportunity for further questions and discussion of the conference topics. In addition, we will raffle off two copies of *The Translator's Handbook* by Morry Sofer and one copy of *Interpretation Techniques and Exercises* by James Nolan.

BIO PROFILES OF THE PRESENTERS

CONSTANCE M. DOYLE

Constance M. Doyle is a licensed attorney who has been admitted to both the federal and state bar of Illinois. Ms. Doyle also holds a Master's Degree in Business Administration and a Master's Degree in Tax. She is a graduate of the University of Notre Dame, where she received a Bachelor of Science degree. Ms. Doyle has authored numerous articles addressing various aspects of evolving business development and she is a recognized advocate of small business interests throughout the Chicago metropolitan area. Ms. Doyle also is a licensed real estate appraiser and real estate agent in Illinois.

DIANE HOWARD

Diane Howard is a freelance translator specializing in medical and pharmaceutical translation from Chinese and Japanese to English. She is ATA-certified for Japanese-to-English translation and has taught translation for the University of Chicago Graham School and the University of Denver. She holds certificates in medical writing and editing and in clinical trials management from the University of Chicago and in technical Japanese studies from the University of Wisconsin-Madison. She is currently a PhD student in Translation and Intercultural Studies at the Universitat Rovira i Virgili, Tarragona, Spain.

JUDY A. JENNER

Judy A. Jenner is a Spanish<->English, German<->English and German<->Spanish translator in Las Vegas specializing in marketing, legal, tourism, e-commerce and business. She runs Twin Translations with her twin sister. She was born in Austria and grew up in a trilingual household in Mexico City. Judy came to the U.S. as a teenager and obtained her M.B.A. from the University of Nevada, Las Vegas. For many years, Judy ran espanol.VEGAS.com, one of the first fully integrated Spanish travel websites. Judy serves as the Vice President of the Nevada Interpreters and Translators Association. She shares her marketing tips through her blog, Translation Times. Judy frequently contributes her "Entrepreneurial Linguist" columns to translation journals and newsletters. Contact: Judy.jenner@twintranslations.com

ANNUAL GENERAL MEMBERSHIP MEETING OF CHICATA

5:00 PM – 6:00 PM

The Annual General Membership Meeting of the Chicago Area Translators and Interpreters Association will include reports of the Officers and Committee Chairs, Announcement of Election Results, Installation of New Officers, and suggestions from members.

REGISTER BELOW – FILL IN THE FORM BELOW AND SEND TOGETHER WITH THE CONFERENCE FEE

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2009 CHICATA CONFERENCE REGISTRATION FORM

Name _____ CHICATA member: YES NO

Telephone _____ Fax _____ E-mail _____

How did you hear about the Conference? _____

Conference Fees (Make checks payable to CHICATA):

Postmarked on or before May 13, 2009:	Member \$55	Non-Member \$65
Postmarked after May 13, 2009:	\$65 for Members and Non-Members alike	
Special student rate (must bring valid student ID): \$20		

Payment for this conference is by check only. Please detach the above form and send along with the conference fee.

MAIL TO: John Bukacek, 6171 N. Sheridan Road #2212, Chicago, IL 60660-5841

If you are not currently a CHICATA member and wish to register for the conference as a member, you must complete the CHICATA Membership Application (on our website) and the above Conference Registration Form. Please detach and mail the above Conference Registration Form with two separate checks, one for your membership and one for the conference fee. The Membership Application Form is entirely electronic. Dues may be paid via PayPal or by check.

Annual membership dues are \$40. Checks are to be made out to CHICATA. If you wish to pay membership dues via PayPal, using a credit card, please visit the CHICATA website: www.chicata.org

Please note that the owners, managers, and representatives of translation and interpretation agencies and bureaus are not eligible for membership in CHICATA.
