

**Tom LaForge**  
**Global Director of Human & Cultural Insights, The Coca-Cola Co.**



Tom studies the large, long-term macroforces that are reshaping our world and driving the changes in human behavior that we all call trends. His work is used to guide development of portfolio and M&A strategies; brand and communication strategies; and most recently, Coca-Cola's worldwide Live Positively program. He has explored such topics as the meaning of well-being, sports and fitness, happiness, and the rising value of human creativity in over 30 countries. He is fascinated by the unprecedented set of socio-historic drivers that are generating dramatic attitudinal changes across the globe – such changes as expanding worldviews, and demands for governments and businesses to address social and environmental challenges. Tom holds degrees in marketing and economics from San Jose State University and sits on the board of advisors for the Masters of Market Research program at the University of Georgia; he is a founding member of the Rexpedition, a think tank focusing on the emerging relationship economy, and is an advisor to Social Chocolate, a gaming company dedicated to the principles of positive psychology.

**Abstract**

**“Macroforces: Shaping the World of Tomorrow”**

The world of translation and interpretation is changing in response to powerful societal trends that are reshaping the world at large. If we know more about these societal trends, we can make better predictions about how our industry will evolve. The Coca-Cola Company, like most global businesses, thinks the same way. They want to know more about the trends and macroforces that are changing our world so they too can evolve as the world evolves. Join us as Coca-Cola's Tom LaForge describes the most significant trends and the direction in which he believes the world is evolving.

**Judy Jenner, MBA**  
**President, Twin Translations**  
**President, Nevada Interpreters and Translators Association (NITA)**



Judy is a Spanish and German business and legal translator and master-level certified Spanish interpreter. She holds an MBA in marketing and runs her boutique translation and interpreting business, Twin Translations, with her twin sister, who works from Vienna, Austria. She was born in Austria, grew up in Mexico City, and came to the U.S. as a teenager. A former in-house translation department manager, she is the president of the Nevada Interpreters and Translators Association. She writes a translation blog, Translation Times, pens the "Entrepreneurial Linguist" column for *The ATA Chronicle*, and is a frequent speaker at conferences around the world. Judy and her twin sister co-authored "The Entrepreneurial Linguist: The Business-School Approach to Freelance Translation." Judy serves on the advisory board of the University of California-San Diego's certificate program for Spanish translation. \* Photo copyright: Ulf Buchholz

**Abstract**

**“The World is Your Marketplace: Marketing and Client Acquisition”**

The Internet has changed many things, including how we target and connect with potential customers. As entrepreneurs, we are no longer restricted to doing business with those in our geographical areas. Rather, the entire world can be our marketplace. However: how do you reach those customers? The speaker will give a good overview of global strategies focused mainly on Web 2.0 and will provide client acquisition tips for both online and offline marketing. She will also include some industry trends and transformations and will share tips and tricks on how to grow your business while keeping your marketing budget low. Business smarts will also be addressed. This workshop is interactive and will not use any high-level terminology. No previous knowledge is necessary. Attendees will walk away with both food for thought as well as tips that they can implement immediately.

## **Robert Cruz**

**Chairman, National Association of Judiciary Interpreters and Translators**



Rob, a judiciary and forensic interpreter, is a practicing certified court interpreter in Tennessee and owns RCIT, a “single operator” interpreting, translation and consulting company. As the current chairman of the National Association of Judiciary Interpreters and Translators (NAJIT), he serves as one of NAJIT’s national spokespersons and sits on all its committees. As the chairman of the advocacy committee of the Tennessee Association of Professional Interpreters and Translators (TAPIT), he is an official spokesperson for that organization as well. Mr. Cruz also serves on the Language Access and Disability Barriers Committee of the Tennessee Supreme Court’s Access to Justice Commission as well as the advisory group “Laying the Path: Creating National Standards for Language Access to State Courts” of the Standing Committee on Legal Aid and Indigent Defendants of the American Bar Association. He has recently been appointed to an interpreter policy workgroup created by the TN Supreme Court. Mr. Cruz is one of three approved providers of the Tennessee

Supreme Court’s ethics and skills building workshop mandated for all prospective judiciary interpreters in Tennessee. Mr. Cruz has been qualified as an expert in spoken language interpretation, interpreter ethics, interpreter policy and interpreter protocol on the state and federal court levels.

### **Abstract**

#### **“The Profession of Interpreting: Collaboration and Empowerment”**

This presentation will focus on how recent data about the interpreting profession as a whole spotlight the need for greater collaboration across all professional interpreter disciplines. The paradigm of necessarily disparate interpreter “silos” with little interaction between them will be challenged as it becomes increasingly clear that most interpreters work across multiple “silos” or disciplines. It will also focus on how professional organizations can best establish conditions that will empower their members as well as how the individual interpreter can best effect change.

## **Marcela Jenney**

**Speaker, Trainer, Coach and Consultant**

**ATA Spanish Division Administrator 2010- 2012**



Marcela is a globally expert entrepreneurial marketing and business coach and consultant with over 20 years of experience. Through her enthusiastic and high-energy approach, she partners with language service providers around the world, as well as professionals from culturally diverse backgrounds, to help them discover their unique skills and strengths. Her goal is to equip them with the tools to effectively communicate their value to attract more clients, expand their services, look for new opportunities, and develop their own brand in local markets or the international arena. She holds an MBA in marketing, is an internationally known speaker and frequently published author, and is bilingual in Spanish and English. Marcela is also the current administrator for the American Translators Association (ATA) Spanish Division.

### **Abstract**

#### **“Become a ‘Price Maker’ by Leveraging Social Media”**

Language services are, unfortunately, becoming a commodity in the marketplace. As newcomers enter the competitive arena, we professional linguists are finding it more difficult to get paid what we deserve for our hard work. Our clients are

pushing our rates down, and we're finding it harder and harder to say "no, thank you." Instead, we are becoming "price takers." How can we stop this insanity? Easy – by becoming "price makers." Becoming a "price maker" is all about perceived value. It requires you to build a name for yourself and your translation practice so you can stand out from the crowd. It's all about avoiding direct competition while increasing your credibility and visibility. And social media can help you serve that purpose brilliantly. Learn how to use social media to become a "price maker" of your translation business and not a "price taker."

### **Sandra Núñez**

**Director, ELL Studies Program, DeKalb County School System**



Sandra Núñez is a multilingual ESOL specialist with over 25 years of experience in the education field. She is currently the director of the ELL Studies Program and the International Student Screening Center in DeKalb County Schools. In her current position, she oversees the language support services provided to nearly 14,000 students and their families in the school district. This includes but is not limited to ESOL services for students and parents, professional development for teachers, parent outreach programs and effective communication with parents and students through translation and interpretation services. With degrees in translation and interpretation, education and leadership, Ms. Núñez has implemented an effective translation and interpretation program in DeKalb County Schools. During her long and productive career in education, Ms. Núñez has successfully designed and implemented programs abroad and in the United States. She has specialized in cultural diversity issues and has been an active supporter of state and national immigrant and refugee organizations and initiatives.

### **Abstract**

#### **“School Interpreters and Translators: A New Breed of Professionals”**

An increasing number of parents in our nation are dealing with a language barrier that hinders their involvement in the education of their children. Research continues to support the positive effects of parental involvement in student academic achievement. The need for translation and interpretation services is increasing in our schools as educators become more aware of the importance of home–school communication. This presentation will discuss educational interpreting as a newly emerging field. It will also address the federal regulations that support translation and interpretation services, and the efforts that are being made in one Georgia school district to ensure effective communication with its linguistically diverse parents.

### **Mónica Alvarez**

**Supervisory Foreign Language Program Coordinator  
Federal Bureau of Investigation, Atlanta Division**



Mónica is a native of Mexico City. She started her career with the FBI as a linguist in 1988. She worked in Chicago, Charlotte and Atlanta. As an award-winning linguist she worked on a variety of cases, including a Top 10 Most Wanted. Monica Alvarez has served as the supervisor of Atlanta's foreign language program since 2006 and also currently serves as the remote supervisor for Columbia, SC and Jacksonville, FL. In this capacity, she is responsible for facilitating linguistic assistance and case support, agent training, and management and supervision of linguists in the three field offices.

### **Abstract**

#### **“Not Your Father’s Bureau – A Look at Modern Linguists’ Lives within the FBI”**

Throughout its history, the FBI has changed to meet evolving threats. FBI linguists have also transformed themselves to keep up with changing times. In this presentation, we will discuss the ever-changing opportunities in this field available to linguists as well as the training and technology that the Bureau employs to stay abreast of foreign language demands.

**Dirk G. Schroeder, ScD, MPH**  
**Executive Vice President, HolaDoctor**  
**Associate Professor of Global Health, Emory University**



Dirk is the executive vice president and co-founder of HolaDoctor, the leading provider of culturally appropriate communications, Web sites and health management solutions to the U.S. healthcare industry. Dr. Schroeder is an expert in Hispanic health and is an Associate Professor of Global Health at Emory University. Dr. Schroeder has been working with positive deviance for over 15 years; he was the co-P.I. on a large randomized trial of positive deviance to improve child nutrition in Vietnam and recently directed a positive deviant study of Hispanic diabetics in Texas. Dr. Schroeder has worked in over 75 countries and is fluent in Spanish and Indonesian. He is the author of one book and over 100 scientific articles. Dr. Schroeder holds doctoral and master's degrees in international nutrition from Johns Hopkins University and a post-doctoral degree from Cornell University. He completed his undergraduate work, with honors and distinction, at Stanford University.

### **Abstract**

#### **“Cultural Adaptation for Health: Proven Strategies for Increasing Engagement”**

Effectively engaging consumers around health often requires culturally adapting the content beyond translation. By serving many of the country's largest health plans, hospitals and health content vendors, HolaDoctor has refined a unique approach to developing the most engaging and effective healthcare materials. This protocol includes examining and refining materials across four domains: (1) beliefs/values; (2) examples/testimonials; (3) language/literacy; and (4) graphics and design. This protocol is based on original research with multicultural healthcare consumers regarding their beliefs, barriers and motivations. The presentation will include a number of real-world case studies related to diabetes, medication adherence and health insurance topics. Attendees will gain a detailed understanding of how to engage multicultural consumers around health and will learn how to use this understanding in their own work. Attendees will receive a copy of HolaDoctor's white paper *Cultural Adaptation for Health*.

**Erin M. Lyons**  
**French and Italian to English Translator**



Erin M. Lyons is a full-time French and Italian into English translator and medical writer. Her experience includes in-house and freelance work as a translator, editor, and project manager. She has worked extensively in both Europe and the U.S., and her key clients include pharmaceutical and biotechnology companies, regulatory agencies, research institutes, and public and international healthcare organizations. She holds an M.A. in Italian and French translation from the Monterey Institute of International Studies and a B.A. in Romance languages and literature from the University of Chicago.

### **Abstract**

#### **“Understanding Emerging Drivers, Barriers, and Opportunities in Medical Translation”**

Demand is exploding in the field of medical translation with the pharmaceutical, biotechnology, and medical device sectors representing the second largest market share in the industry. Despite fast-growing demand and higher volumes of translation services in both traditional and emerging markets, the life sciences vertical is set to face new challenges in an expanding geographic environment that has become increasingly regulated and quality-driven. We will take a closer look at the trends currently driving the medical translation industry, including the recent push towards multilingual

harmonization through controlled language and the implementation of common technological applications. Recent changes in the regulatory environment, transitions to e-documentation, and new approaches to terminology management as determinants of quality and consistency will also be explored.