CHICATA TRANSLATORS INSTITUTE 2018
THE MANY FACETS OF TRANSLATION

April 21, 2018
9:00 AM – 6:00 PM

Lake Forest College
Meyer Auditorium
555 N. Sheridan Road
Lake Forest, IL 60045

REGISTRATION:

Before April 17, 2018
$65.00 for members  $75.00 for non-members

After April 17, 2018
$75.00 for members  $85.00 for non-members

Payment accepted via PayPal on the Events page at www.chicata.org or by check payable to CHICATA sent to Beth Farkas, CHICATA Treasurer, 350 N. Airlite Street, Elgin, IL 60123

The CHICATA Translators Institute is a great networking opportunity!
A Networking Table will be set up for business cards and brochures.

Certified members of the American Translators Association are eligible to receive 7 Continuing Education Points.
PROGRAM DETAILS

Check In and Registration: 9:00 AM – 9:30 AM (Light refreshments will be served)
Morning Sessions: 9:30 AM – 11:45 AM
Lunch: 11:45 AM – 1:00 PM (In the Campus Dining Hall)
Afternoon Sessions: 1:00 PM – 6:00 PM

MORNING SESSIONS

“Digital Marketing – Get Ready for Takeoff!”
Presented by Norbert Barszczewski

9:30 AM – 10:30 AM

Digital marketing is the marketing of tomorrow. A professional web site is merely a starting point: a virtual store, or an office to showcase products or services. Everything else that happens around it - that's marketing. Engaging the audience, both clients and prospects alike, through email marketing, social media, or online advertising, can be done in a variety of ways. But a successful engagement will provide not only sales, but also valuable metrics that can be analyzed, and that can further improve marketing efforts. A comprehensive digital marketing plan is a must for all businesses, small and large. It needs to be coupled with a thorough understanding by the decision makers within each business, on how to implement it successfully. Monitoring metrics and frequent adjustments will increase chances of surviving and thriving in a highly competitive market. Digital marketing of tomorrow means providing each client and prospect with tailored message. Learning objectives for participants attending this seminar:

1. Learn the essentials of digital marketing
2. Become familiar with key marketing concepts:
   a. permission based marketing,
   b. engagement marketing,
   c. individual marketing
3. Recognize the need for a comprehensive marketing plan

“From AdWords to Analytics – How Can Google Help Small Businesses?” (Part 1)
Presented by Norbert Barszczewski

10:45 AM – 11:45 AM

What can Google do for your business? How is the whole platform of Google products evolving to better meet the user’s needs? What is free, and what is paid? Understanding the benefits of using Google products undoubtedly helps business owners make better marketing decisions. Discussion during this workshop will focus heavily on Google’s online advertising platform, called Google AdWords, Google Analytics and Google My Business. Other useful Google applications will also be presented and discussed. We will discuss the importance of online reviews and ratings, and how Google positions itself in this area.

In this highly competitive environment, neglecting what a giant like Google has to offer is not an option. We may or may not use some of their products, but understanding what’s available and how it can be applied is key if we want to stay competitive.
**AFTERNOON SESSIONS**

“From AdWords to Analytics – How Can Google Help Small Businesses?” (Part 2)  
Presented by Norbert Barszczewski  
1:00 PM – 2:00 PM

This session will be a continuation of the morning session workshop, in further detail.

"Im(possible) Translations and Collaborations"  
A Panel Discussion with Evelyne Accad, Cynthia Hahn, Denise Kripper, Pippin Michelli, and Sergio Waisman  
2:30 PM – 4:00 PM

Translators working with Arabic, French and Spanish speaking counterparts (authors/editors/other translators) relate the joys and difficulties of collaborating across cultures on literary or historical translations that often require cultural and linguistic negotiation as well as difficult compromises. Lake Forest College professors Cynthia Hahn and Denise Kripper will participate and moderate panel presentations and discussion. (Please see the bios of the panelists below).

“Translating the ‘Universal Language’ of Legal Latin”  
Presented by Tim Friese  
4:00 PM – 5:00 PM

Latin is often called a universal language, but just how universal is it? How do we handle situations where different legal traditions have developed divergent understandings of the same Latin terms? What are the best practices for translating to and from languages with or without a tradition of using legal Latin? Presented in English, this talk will draw on examples using Arabic, Hebrew, Portuguese, and Spanish to illustrate some of the special tricks of working with this ‘universal language’.

“Perils of Pauline: Navigating Internet Translation Scams”  
A Panel Discussion with John Bukacek, Cecilia Davila, and Deborah Joyce  
5:00 PM – 6:00 PM

The panelists will provide tips on how to identify translation scams, how to avoid them, and how to protect yourself from them. Although many scammers are quite unsophisticated, some scammers are very sophisticated, and even some experienced translators have fallen prey to them. The panelists will also discuss what to do if you discover that you have unwittingly become caught in a translation scam. Interpretation scams will also be discussed. (Please see the bios of the panelists below).
Evelyne Accad (PhD, Indiana University, Comparative Literature) is Professor Emerita at the University of IL (Urbana), in French/ Francophone/ African/ Middle-East Studies, Women's Studies, Comparative Literature. She has authored numerous academic articles on women's issues, a self-translated critical work, *Sexuality and War/Des femmes, des hommes et la guerre*, a self-translated novel, *Voyages en cancer/The Wounded Breast*, and collaborated with Cynthia Hahn on translations of Accad's novels, *L'Excisée/The Excised, Coquelicot du massacre/Poppy From the Massacre, Femmes du crépuscule/Women of the Twilight, Blessures des mots: Journal de Tunisie/Wounding Words: A Woman's Journal in Tunisia* (based on a Fulbright spent in Tunisia). Accad has received numerous literary awards and translated other texts including “Montjoie, Palestine!”, by Algerian Noureddine Aba, as well as her own songs.

Norbert Barszczewski is the President of JP NetQuest, Inc, the company he founded in 2007. His area of expertise includes web development and online marketing (email, social media, PPC, SEO). Norbert Barszczewski holds a graduate degree from Florida State University, where he worked for 8 years before moving to the Chicagoland area. He is a Florida State University Certified Webmaster. He is active in the local business community. He is the President of the Chicago Business Club, a business networking organization. His hobbies include: traveling, politics & photography. He is a proud father of two boys. Meet Norbert online at: http://www.linkedin.com/in/norbertbarszczewski

John Bukacek is a Japanese-English translator and consecutive interpreter with 40 years of experience. His principal areas of concentration are chemistry and biotechnology. He also works in several specialized areas of finance and law. He studied the Japanese language at George Washington University, The University of Illinois, and the Kyoto Institute of Culture and Language. He is the founding Administrator of the Japanese Language Division of The American Translators Association. He is also the founding and current President of CHICATA and an Honorary Life Member. John also serves on the Board of Directors and on the Board of Governors of The Japan America Society of Chicago. He is certified for Japanese-English translation by The American Translators Association and by The Translators and Interpreters Guild. He can be reached at: jbukacek@japanesetranslations.com

Cecilia Davila works as a translator and interpreter from English, French and Italian to Spanish, as well as Spanish to French. Her work in conference interpretation and translation for international corporations covers various subject areas, including medical, technical, commercial, financial and legal. Since earning a degree in 1991 from the National University of Mexico UNAM, Cecilia has earned many degrees and certificates in foreign language translation from a wide variety of institutions including the University Colegio de México, French Embassy Cultural Center of Latin America, Berlitz Interpreters and Training Center, Instituto Italiano de Cultura, Italo Calvino, Stendhal University, University of Rochester, Britania Institute Mexico City, the French Ministry of Education, and Northeastern Illinois University. Cecilia also serves as a board member for Ensemble Español, and as the Immediate Past President of CHICATA.

Tim Friese (Calamus Translations) is a legal translator working from Arabic, French, Hebrew, Portuguese, and Spanish into English. His past work has included translating in-house at the US State Department where he served on the team comparing the English and Arabic versions of the Paris Agreement on Climate Change. In the private sphere, his work centers on international commercial law and conflicts of law. He is an alumnus of the University of Chicago (BA in Linguistics) and the University of Michigan (MA in Arabic). He can be reached at: timothy.friese@gmail.com

Cynthia Hahn (PhD, University of IL, Urbana, French/ Francophone Literature) is Professor of French and Chair of the Department of Modern Languages and Literatures at Lake Forest College, teaching literature, creative writing and translation courses for 27 years. Literary translation collaborations include 10 published novels and volumes of short stories by Lebanese authors, Evelyne Accad and Ezza Agha.
Malak, as well as Algerian author Noureddine Aba, and poems and stories by Djibouti, French and Tunisian writers. She has collaborated with Pippin Michelli on editing a variety of translations. Hahn also has two original published books of poetry, including one titled *Co-incidences*, which is bilingual and self-translated ( alfAbarre, Paris, 2014).

**Deborah Joyce** has over thirty years of experience as a French <> English translator and interpreter. She holds Bachelor’s and Master’s degrees in French from Dominican University and studied at the Université de Fribourg, Institut Pratique de Français in Switzerland. Her work with the French government has led to many years of interpreting for government missions, as both a consecutive and simultaneous interpreter. Deborah provides legal translations into French and English on recommendation of the French Consulate. She provides interpretation services for immigrations, asylum cases, depositions and court interpretation, as an interpreter registered with the Illinois Supreme Court. Her past in-house employment in technical fields includes three years with a French telecommunications firm and two years as the sole translator and interpreter for the translation of manuals, validation, and operator training on high speed assembly equipment for a medical delivery systems manufacturer in the Lyon area.

**Denise Kripper** is Assistant Professor of Latin American Literature and Translation at Lake Forest College. She holds a BA in Translation from Buenos Aires, Argentina and a PhD in Literature and Cultural Studies from Georgetown University. Her professional experience with translation ranges from subtitling and dubbing to conference interpretation. Her translations have appeared in Princeton’s *Inventory* and *World Literature Today*, among others. She is currently translating Idra Novey’s *Ways to Disappear* into Spanish and Vera Fogwill’s *Good, Clean & Fun* into English, in collaboration with Sergio Waisman.

**Pippin Michelli** (PhD, 1989, University of East Anglia, UK, Art History), is a freelance translator-editor/fact-checker when she is not teaching art history at the college level. She teaches both western and Islamic medieval art history at Lake Forest College, and collaborates on translations and workshops with an Iranian calligrapher of the Kufic scripts. After editing Cynthia Hahn’s translations of novels in French by Lebanese authors Evelyne Accad and Ezza Agha Malak, Michelli translated Malak’s recent novel, with Hahn’s editorial collaboration. *Tripoli, The English Cemetery*, is the author’s first foray into novelizing a historical event: the accidental capsizing of the flagship of the Victorian British navy in 1893, with the concomitant loss of the admiral and 358 sailors.

**Sergio Waisman** is the author of *Borges and Translation: The Irreverence of the Periphery* (Bucknell 2005) and teaches Latin American Literature and Translation at George Washington University. He has translated several books of Latin American literature, including *The Absent City* by Ricardo Piglia (Duke University Press), for which he received an NEA Translation Fellowship Award in 2000. His latest translations are *The Underdogs* by Mariano Azuela (Penguin Classics), and *Target in the Night* by Ricardo Piglia (Deep Vellum). He is currently translating Vera Fogwill’s *Good, Clean & Fun* in collaboration with Denise Kripper.