



MONTEREY
FORUM 2017

**The Future of
Localization Training:**
*Keeping Pace with an
Evolving Industry*



Middlebury Institute of
International Studies at Monterey

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Max Kade Foundation, Inc.

Max Kade Foundation - The Max Kade Foundation takes pride in participating and sponsoring various programs which encourage the exchange of academic ideas among universities and colleges both here in the United States and in German-speaking countries. In this ever-changing global society the fostering of cross-cultural understanding has become more important than ever before.

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MultiLingual Magazine - For over 20 years MultiLingual has been serving as the world's source of information for the language industry. Through our magazine, newsletter, website and social media platforms you will find anything you need to know about industry related events, news, development and opportunities.

WELCOME

Welcome to Monterey Forum 2017!

This year's theme is **The Future of Localization Training: Keeping Pace with an Evolving Industry**.

The localization industry often moves at a rapid pace, imitating the software development industry, and requiring quick adaptation to changing technologies and markets. Monterey Forum 2017 will address how localization professionals and educators can adjust curriculum to reflect the latest trends in the industry. One of the major challenges we face is how to train people new to the industry, while simultaneously challenging those with industry experience themselves to expand their skill sets.

Launched in 2007, Monterey Forum provides a venue to discuss new trends in translator, interpreter and localizer (TIL) education. This biennial conference brings professionals, educators, and students to Monterey, CA.

If you are active on social media, especially Twitter, please use the hashtag **#MontereyForum**.

At the end of the the forum, we will have a special panel, affectionately referred to as the "Wrap-Up Panel," since this is your opportunity to bring up anything you feel we should have discussed, or something we should have discussed in greater detail. At any time during the forum, send your ideas for the Wrap-Up Panel to montereyforum@miis.edu.

We thank you for attending the forum, and hope you get a chance to learn something, contribute to the conversation, and make some new connections.

Sincerely,

The Forum Committee: Renee, Max, Adam and Gaya

SATURDAY, APRIL 1ST

Morning

8:30am-9:00am *McCone Foyer*

Registration

9:00am-9:15am *Irvine Auditorium*

Opening Remarks

Renee Jourdenais (MIIS)

9:15am-10:00am *Irvine Auditorium*

Cross-Functional Training in Translation and Localization

Andrew Lawless (Rockant)

10:00am-10:45am *Irvine Auditorium*

When Translation Meets Localization: 7 Lessons from the "Cookbook"

Cris Silva (MIIS)

10:45am-11:05am *McCone Atrium*

Coffee Break ☕

11:05-11:50am *Irvine Auditorium*

The Value of Student Participation in Professional Conferences and Events

Winnie Heh 🇺🇸 (MIIS)

Alan Melby (FIT / Brigham Young University)

Nick Lambson (MediaLocate)

Min Tan (Student, MIIS)

Lindsay Smith (Student, MIIS)

11:50am-12:30pm *Irvine Auditorium*

Technology and the Translator Education Curriculum

Adam Wooten 🇺🇸 (MIIS)

Alan Melby (FIT / Brigham Young University)

Daryl Hague (Brigham Young University)

12:30pm-2:00pm *On your own*

Lunch 🍴

SATURDAY, APRIL 1ST

Afternoon

McGowan 100

McGowan 102

2:00pm-2:45pm

Integrating Post-Editing Exercises into Traditional Translation Courses

Adam Wooten 🇺🇸 (MIIS)

Cris Silva (MIIS)

Nick Lambson (MediaLocate)

Daryl Hague (Brigham Young University)

Teaching Translation Technology in the Virtual Classroom

Viktorija Bilić (University of Wisconsin-Milwaukee)

2:45pm-3:30pm

Working with Global Teams to Successfully Launch an International Product

Hanna Kanabijauskaja (Box)

The Importance of Technology in Localization Training

Javier Díaz (Memsource)

3:30pm-4:00pm

Coffee Break ☕

McCone Atrium

4:00pm-4:45pm

A Guide to Integrating Technology into Traditional Translation Courses

Adam Wooten (MIIS)

How FIT Position Papers Fit into the Localization Classroom

Alan Melby (FIT / Brigham Young University)

4:45pm-5:30pm

Discussion: Project-Based Exercises in the Classroom

Cris Silva 🇺🇸 (MIIS)

Discussion: Localization Training around the World

Tetyana Struk 🇺🇸 (Linguistic Centre)

5:30pm-7:00pm

Reception 🍷

McCone Atrium

SUNDAY, APRIL 2ND

Morning

9:00am-9:15am

Irvine Auditorium

MIIS T&I Teaching Certificate Overview

Jacolyn Harmer (MIIS)

Renee Jourdenais (MIIS)

9:15am-10:00am

Irvine Auditorium

From Statistical to Neural: The Growing Importance of Machine Translation in the Localization Curriculum

Pete Smith (University of Texas at Arlington)

Blake Carpenter (University of Texas at Arlington)

Claudia Mirza (Akorbi)

Dimitar Shterionov (KantanMT)

10:00am-10:45am

Irvine Auditorium

Strengthening and Leveraging the Alumni Network

Winnie Heh (MIIS)

Eva Gross (Bold formerly LiveCareer)

Olga Melnikova (Moravia)

10:45am-11:05am

McCone Atrium

Coffee Break ☕

11:05-11:50am

Irvine Auditorium

From Zero to Infinity: Leave-Your-Comfort-Zone Approach

Tetyana Struk (Linguistic Centre)

Iryna Drobit (Lviv State University of Life Safety)

11:50am-12:30pm

Irvine Auditorium

How Internships Prepare Students for Their Careers

Max Troyer (MIIS)

Cindy Brown (MediaLocate)

Valeska van Vliet (Moravia)

Teresa Marshall (Salesforce)

12:30pm-2:00pm

On your own

Lunch 🍴

SUNDAY, APRIL 2ND

Afternoon

McGowan 100

McGowan 102

2:00pm-2:45pm

Teaching Technical Localization Topics to Non-Technical Students

Pavel Soukenik (Moravia / University of Washington)

Early Outreach to Language Educators Benefits the Language Industry

Renee Jourdenais (MIIS)

2:45pm-3:30pm

Discussion: Real-World Projects in the Classroom

Max Troyer (MIIS)

Discussion: Machine Translation in the Classroom

Adam Wooten (MIIS)

3:30pm-3:40pm

Break

3:40pm-4:15pm

Irvine Auditorium

Wrap-Up Panel

Max Troyer (MIIS)

Adam Wooten (MIIS)

Pete Smith (University of Texas at Arlington)

Daryl Hague (Brigham Young University)

4:15pm-4:30pm

Irvine Auditorium

Closing Remarks

Renee Jourdenais (MIIS)

PRESENTER BIOS

Adam Wooten

Assistant Professor, MIIS

Adam Wooten is an assistant professor in the Translation & Localization Management program at MIIS. He teaches courses on translation technology, management, and marketing, and he previously taught similar courses at Brigham Young University. He has headed up translation services at various companies, including his own translation services start-up, AccuLing. A frequent writer and speaker on international topics, Adam uses humor to illustrate lessons on global business, language, and technology, as he did for 4 years in his international business column for DeseretNews.com.

Alan Melby

Professor Emeritus of Linguistics, Brigham Young University

Dr. Alan K. Melby is a certified French-to-English translator and Professor Emeritus of Linguistics at Brigham Young where he is Associate Director the Translation Research Group. He is also President of LTAC Global, a non-profit that addresses language challenges at an international scale, and a member of the governing council of the International Federation of Translators. In January 2017 he took on yet another responsibility, infant care of his twin granddaughters during the 2 am shift most days. He believes that translation is AI-complete and that the world of translation has much to learn from the discipline of quality management.

Andrew Lawless

Performance consultant and coach. Making good people great. Best selling author.

Andrew Lawless is a best selling author, localization educator and leading consultant to US businesses that generate \$2.4 trillion of revenue each year by selling their services and products abroad. Andrew is razor sharply focused on inspiring and priming localization professionals for success. He has co-lectured an MPS class on localization project management at University of Maryland (fall 2016) and launched Lawless Guides, an online learning platform that provides self-paced training courses for localizers, such as Customer Engagement, Automating Localization Project Management, and Digital Marketing for Localizers and Translators.

Blake Carpenter

Lecturer, Localization and Translation, University of Texas at Arlington

J. Blake Carpenter is the Manager of Student Data Services for University Analytics at the University of Texas at Arlington. He is also an instructor of the French language, having taught all levels of the language for 32 years, and has been teaching in UT Arlington's Localization and Translation program for the past 4 years. He presented this past October in Montreal at LocWorld's Attracting and Developing Talent conference. Currently, Blake teaches the Introduction to Computer Assisted Translation (CAT) course.

Cindy Brown

Terminology Manager, MediaLocate

Cindy has been a MediaLocate staff member since 1998. Her internship led to full-time Senior Project Management, Vendor Management and Terminology Management positions. She has been a professional linguist for over 20 years, A graduate of the Middlebury Institute of International Studies at Monterey and former adjunct professor, she is a French and Portuguese translator/French interpreter, and is ATA-certified to translate from French to English. She is an active member of the MIIS and Monterey communities.

Claudia Mirza

CEO and Co-Founder, Akorbi

Claudia Mirza is the CEO and co-founder of Akorbi, the third fastest-growing language services company in the world, according to Common Sense Advisory. What started as a home-based translation business, today has become a company with 930 employees around the world providing enterprise solutions that empower companies to achieve success in the global economy. In addition to leading one of the fastest-growing companies in the world, Claudia is managing a total of seven companies in a variety of industries, is a published author in key industry publications, a sought-after speaker, an inventor with several patents-pending and a student at Harvard Business School's Owner/President Management Program.

Cris Silva

Adjunct Professor MIIS

Translation Research Coordinator, U.S. Census Bureau

Cristina Silva is the Portuguese Coordinator at GSTILE at Middlebury Institute of International Studies at Monterey. She is also the Translation Research Coordinator for the U.S. Census Bureau. An ATA-certified Portuguese < > English translator, she has also worked as a conference interpreter, consultant, and voice-over talent. After receiving her MA in Translation from Kent State University, she worked as a project/terminology manager. She holds the Basic Terminology Manager Certification from the European Certification and Qualification Association.

Daryl Hague

Professor of Spanish Translation, Brigham Young University

Originally from Yakima, Washington, Dr. Daryl Hague served an LDS mission in Honduras and returned to complete a Spanish translation degree along with a philosophy minor at BYU. Upon graduating from BYU, Dr. Hague enrolled in the University of Washington's law school. He did some legal translation during that time and also served as a member of the Law Review. After graduating from law school, Dr. Hague practiced law in Anchorage, Alaska. After three years of law practice, Dr. Hague recognized that Spanish was his first love and returned to BYU to complete a master's degree in Spanish. While completing his degree, Dr. Hague was offered a position as a translation instructor in BYU's Spanish and Portuguese department. He completed his master's degree in 1996 and his doctoral degree in 2002. His research interests include translation pedagogy, translation theory, and legal translation.

Dimitar Shterionov

Machine Translation Researcher, KantanMT

Dimitar Shterionov is a head MT researcher at KantanMT since September 2015 and since April 2016 he is leading KantanLabs – a research group committed to advancing language technology. He holds a PhD in Computer Science from KU Leuven Belgium. He defended his PhD in 2015 under the supervision of Prof. Gerda Janssens. During his research in KU Leuven he worked on the design and development of artificial intelligence software for learning and reasoning with uncertain data. Currently Dimitar's research is focused is on the application of Neural Network technology in the KantanMT platform.

Eva Gross

Product Manager & Sr. Localization Manager, Bold (formerly LiveCareer)

Eva offers seven years of localization management and two years of product management experience. She is truly passionate about creating and localizing products customers love, as well as cross-functional team leadership and mentorship. Eva founded the localization program at BOLD, leading internationalization and localization into eleven markets for BOLD's core products. Due to the success of Eva's globalization efforts, in 2015 her role expanded to include product management for BOLD's largest product line. Eva received an M.A. in TLM from MIIS, where she served as the TLM student council representative, and recently won the Young Alumni Achievement Award.

Hanna Kanabijauskaja

Product Manager, Localization, Box

Hanna Kanabijauskaja is leading globalization efforts at Box, working with teams across the company to deliver localized products and content to Box customers. She is responsible for delivering globalization strategy and managing localization platforms, programs and projects. Hanna has recently joined the advisory board of Translation Commons, a nonprofit online language community. She is also an associate manager for the Silicon Valley Chapter of Women in Localization, an organization dedicated to promoting professional development, networking and continuous education among its rapidly-growing membership.

Iryna Drobit

Associate Professor, Lviv State University of Life Safety Fulbright Researcher, University of Maryland

Iryna Drobit studied, taught and researched localization in various environments and from different perspectives. She is currently an Associate Professor at the Department of Technical Translation (Lviv State University of Life Safety, Ukraine) and a Fulbright scholar at the Department of Communication (University of Maryland, USA). Dr. Drobit developed curriculum for undergraduate technical translation program and held a series of communiCATE webinars focused on overcoming linguistic and technical borders, and collaboration of academia with translation industry. She aims to elaborate on a viable curriculum for graduate program in Translation and Localization, most suitable for Ukrainian educational needs and market expectations.

Jacelyn Harmer

Professor, MIIS

Jacelyn Harmer has an extensive track record as a practicing freelance interpreter / translator and educator, with clients ranging from international organizations to volunteer medical missions. She has served on the faculty at MIIS/GSTILE since 1985, teaching interpretation in the French and German Programs, and co-teaching the multilingual Interpretation Practicum. She has co-designed and contributed to Training of Trainer programs worldwide, including the University of Geneva Master of Advanced Studies Program.

Javier Díaz

Business Development Manager, Memsource

Javier Díaz is Business Development Manager at Memsource. He is passionate about translation technology, business growth and international relations. Previously, Javier has worked in a number of international trade, sales and marketing positions in Miami, Spain and Germany. A native Spanish speaker, he is also fluent in English and German. Javier holds a law degree from the University of Oviedo, Spain.

Max Troyer

Assistant Professor, MIIS

Max has more than 15 years of experience in the technology, language and consulting industries. He has worked in a wide variety of functions both freelance and in-house, including project management, localization engineering, multilingual layout (DTP), training, technical support and process/workflow consulting. In addition to being an Assistant Professor and Program Coordinator for the Translation and Localization Management program, he is a freelance translation and localization consultant, providing service to translation agencies, software developers and manufacturers.

Nick Lambson

Localization Engineer, MediaLocate

Nick Lambson is a localization engineer at MediaLocate, a full-service localization company based in Monterey. He has nearly 5 years of experience in process automation, machine translation application, and audio recording. His articles on datafication, machine translation, data transparency, business models, and innovation have been published by the Translation Automation User Society, or TAUS, a translation technology think tank. He is a regular attendee and occasional speaker at TAUS events. A graduate of the Middlebury Institute, he is fluent in Russian and enjoys studying Uzbek, Spanish, and Mandarin Chinese.

Olga Melnikova

Associate Project Manager, Moravia

Olga Melnikova is a project manager at Moravia Monterey testing facility responsible for managing projects for Moravia major clients. In 2015 and 2016 she was a winner of LocJAM, a non-profit worldwide game localization contest. Her passion for other languages translates, among other things, into her performances with the O'NO band that plays songs in 10 languages.

Pavel Soukenik

VP of Strategic Accounts, Moravia

Based in Seattle, WA, Pavel Soukenik is responsible for one of Moravia's business units. Pavel started in the industry in 1999 at Ando Translations. He joined Moravia in 2006 where he moved into leadership roles in localization production before transitioning into account management. Pavel's passions are delivering diverse solutions, and developing long-term client relationships. Active in supporting existing and future industry professionals, Pavel is a co-organizer of the Seattle Localization User Group which holds quarterly meet-ups for localization professionals, educators and students; and he teaches a certificate in "Localization: Customizing Software for the World" at the University of Washington.

Pete Smith

Chief Analytics Officer and Professor,

Localization and Translation Program Lead, University of Texas at Arlington

Pete Smith is Chief Analytics Officer and Senior Associate Vice President at the University of Texas Arlington, where he oversees the office of University Analytics. He is a Professor of University Studies, co-founder of the Learning Innovation and Networked Knowledge (LINK) lab, a learning analytics research laboratory, and previously served as Vice Provost for Digital Teaching and Learning. His teaching includes oversight of UTA's Localization and Translation certificate, offered to students of seven languages (Arabic, Chinese, French, German, Korean, Portuguese, Russian) as an introduction to localization, the localization industry, computer-assisted and machine translation.

Renee Jourdenais

Dean, Graduate School of Translation Interpretation and Language Education (GSTILE), MIIS

Dr. Renee Jourdenais is Dean of the Graduate School of Translation, Interpretation, and Language Education at the Middlebury Institute of International Studies at Monterey. She received her PhD from Georgetown University and joined the Middlebury Institute in 1998. Her expertise focuses on language and interpreter assessment, curriculum development, and teacher training. She oversees the MA programs in Translation, Interpretation, Localization Management, and Language Teacher Training. She also oversees the Institute's Language and Intercultural Studies programs, which prepare the Institute's graduate students to successfully communicate in the multilingual and multicultural settings of their international careers.

Teresa Marshall

Sr. Director, Salesforce

Teresa Marshall, Sr. Director, Localization & Globalization at Salesforce, started her career as a German linguist and has been working in localization for over 15 years. She has held program and operational management positions at a number of Silicon Valley companies, including leading the Google Localization team. In 2009, she joined Salesforce as Sr. Localization Manager and led all product localization through a period of intensive growth. As Sr. Director, she leads both globalization and localization for the Salesforce product organization. Teresa holds an MA in Translation and Interpretation and a Certification in Translation Teaching from the Middlebury Institute of International Studies.

Tetyana Struk

CEO, Linguistic Centre

Tetyana Struk is a CEO at Linguistic Centre® translation and localization company, a lecturer and a translation technology consultant for academia, an advocate for professional growth in translation and localization industry. Linguistic Centre, the company run by Tetyana, pioneered the Ukrainian localization in the country and launched the changes in the Ukrainian academic landscape by introducing the first Localization and Translation Technologies programs ten years ago. The company continues making the transformational changes in academic training of translators now.

Valeska van Vliet

Director of Operations, Moravia

Valeska van Vliet is Director of Operations for Moravia IT, LLC in Monterey. She opened the Moravia Language and Testing Center in June 2016 overseeing the renovation and redesign of the facility and the initial recruitment of linguists in almost 30 languages. Today the Monterey Language and Testing center is performing linguistic and functional testing for Silicon Valley and medical device clients. As an MIIS graduate, Valeska is passionate about all things related to localization: language, culture, technology, and global reach. Her experience spans senior management roles on both the client and vendor side which has given her a 360° view of the business and the drivers for success. She has a track record for establishing internship programs for MIIS students since the late '90s.

Viktorija Bilić

Assistant Professor, University of Wisconsin-Milwaukee

Viktorija Bilić is an Assistant Professor of Translation and Interpreting Studies (German) at the University of Wisconsin-Milwaukee. She holds an M.A. and a Ph.D. in Translation Studies from the University of Heidelberg (German, English, Spanish). She regularly teaches German to English (and English to German) Translation workshops, Literary Translation, and Computer-Assisted Translation Tools. Her research interests include historical translation, translation pedagogy, as well as translation technology and terminology management.

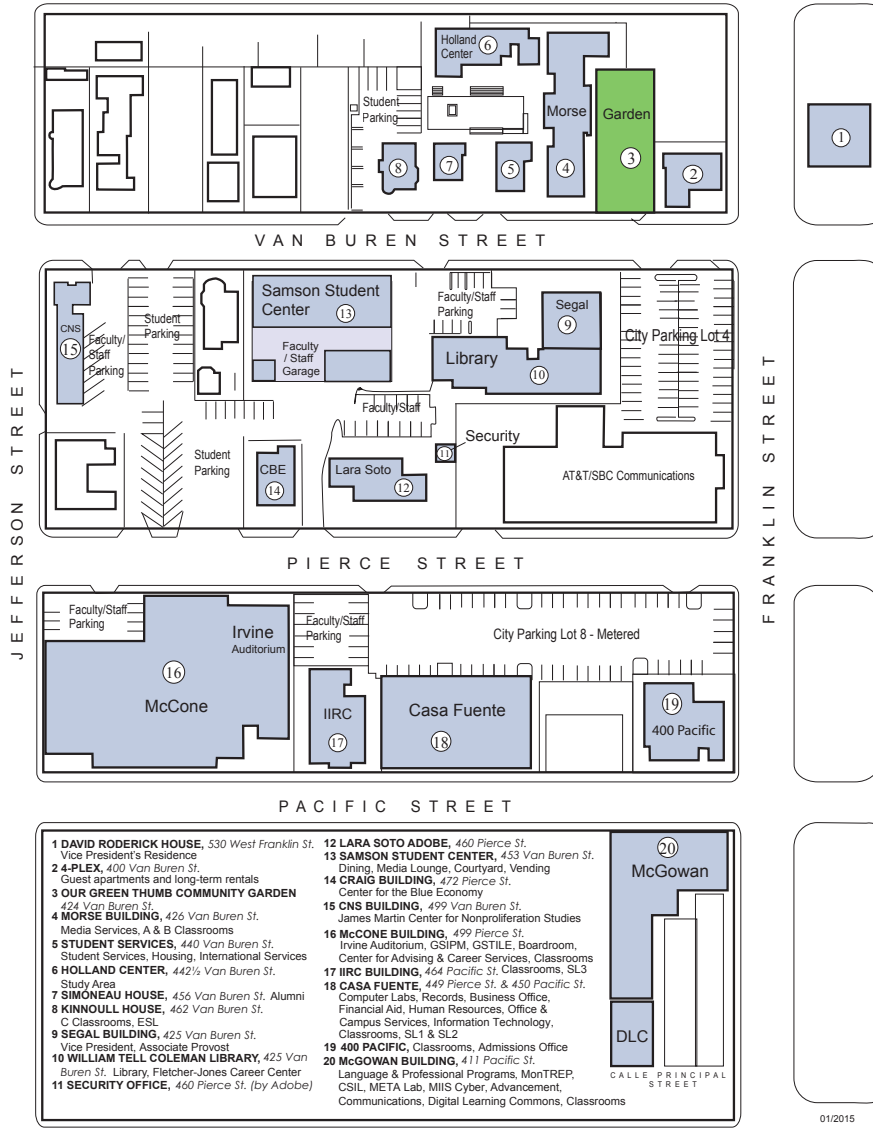
Winnie Heh

Career & Academic Advisor, MIIS

Senior Chinese-American executive fluent in both languages and cultures of the U.S. and Asia. Sixteen years of Board experience with Providence Equity Partners and ABRY Partners. Diverse operational and sales background working with public sector and Fortune 500 companies in the U.S. and overseas. U.S. and international M&A expertise. Strong track record in coaching and change management. Recognized thought leader and conference speaker in leadership development, cross cultural communication and innovation in the \$40-Billion global language services industry.

CAMPUS MAP

Monterey Forum 2017 events are scheduled to take place in the **McCone** (16 in the map below, enter on the Pierce St side) and **McGowan** (20) buildings.



01/2015

WITH THANKS TO

The Interpretation Practicum team for interpreting the morning presentations into Korean, Spanish, French, Japanese and Chinese: Christina Huang, Dolly Zhao, Hazel Hyon, Heather Ahn, Jacqueline Zhong, Kaya Doi, Lawrence Chen, Meredith Sopher, Paula Tome Palle, Peng Wang, Rebecca Clingman, Sara Garvi, Shanshan Wu, Shaofang Xu, Star Zhang, Vicky Liu and Xin Zhang

The Graduate School of Translation, Interpretation, and Language Education, the Middlebury Institute of International Studies at Monterey

Nicolás Silva for logo design and typography assistance

Max Troyer for program and poster design and layout

Angie Quesenberry for conference logistics and organization

Media Services for audio-visual support

Max Kade Foundation, Moravia, and MultiLingual Magazine for their generous support.



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