



For Immediate Release

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FEI Awards Interpretation to Iverson
-Interpretation Needed for Crisis Call Center

MILWAUKEE -- **Iverson Language Associates, Inc.** has been chosen to provide telephone interpretation services for Milwaukee-based FEI Behavioral Health (FEI). FEI's team of crisis management specialists play a vital role in responding to inquires in the aftermath of mass casualty incidents such as airline accidents, terrorist attacks or bombings. FEI has been providing employee assistance and crisis management services to corporations since 1979.

FEI's crisis management customers include over 40 domestic and foreign airlines and government agencies. Their crisis call center is staffed by specialists to respond to inquiries from friends and family members, and activated within 60 minutes of notification that a disaster has taken place. Much of the contact is made with individuals in foreign countries, who speak languages other than English.

Because there are significant cultural differences in the way tragic news is communicated, it was critical for FEI to find a resource that would ensure that the translation would be culturally appropriate. Critical to communicating the message is an understanding of the various practices and attitudes regarding death, burial and bereavement among cultures; or, how first and last names are constructed and utilized (formal vs. informal) on a victim/passenger listing.

"We are very pleased to be working with Iverson's fine group of language experts. This partnership will increase our capacity to provide timely information to all families and friends at the time of a tragedy", stated Joe DesPlaines, President of FEI.

"We look forward to supporting FEI's efforts to provide confidential, culturally appropriate telephone interpretations for crisis management customers worldwide", stated Steve Iverson, President of Iverson Language Associates.

Iverson Language Associates, Inc., headquartered in Milwaukee, Wisconsin, is a leader in translation/localization, interpretation, technical writing and multimedia production. **Iverson** provides translation, desktop publishing and project management to a wide variety of industries such as manufacturing, finance, travel, advertising, high tech, health care and education. For more information, please visit the **Iverson** website at www.iversonlang.com or contact Steve Iverson, President.