

**COMPANY**      **IVERSON LANGUAGE ASSOCIATES, INC.**

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**OWNERSHIP**      Iverson Language Associates, Inc. is a privately owned company founded in 1986 by Steven P. Iverson.

**PROFILE**      Iverson Language Associates, Inc. provides strategic solutions for managing document translation. Clients include companies and organizations nationwide with an ongoing need to communicate business-critical information in multiple languages.

**SERVICES**      Iverson's core business is managing document translation, along with project management, desktop publishing and technical writing. Iverson is experienced in handling a wide variety of projects, including catalogs, technical documentation, owner's and service manuals, websites, corporate communications, software, financial statements and press releases. In addition, Iverson also offers services in interpretation and video/multimedia production.

**MARKETS**      The Iverson team serves clients nationwide in a wide variety of industries, including:

- Medical Device Manufacturers
- Hospitals, Clinics and Medical Researchers
- Education
- Manufacturers
- Catalog Production

**TEAM**      Iverson employs more than 15 people at its Milwaukee offices in Client Services, Sales & Marketing and Operations. In addition, Iverson works with a team of more than 1,000 freelance translators in over 20 countries. For each project, Iverson selects a professional native-speaking translator with the requisite technical/industry expertise and proven writing capabilities.

**HISTORY**      Iverson Language Associates was founded 20 years ago as a small company offering foreign language instruction to corporate clients in French, German and Spanish. Early on, Iverson identified and began to meet the emerging need for document translation services. As the world economy became increasingly globalized, the market for these services grew dramatically and Iverson grew with it. Today, Iverson is a leading document translation service provider with nationwide reach.

*The mission of Iverson Language Associates, Inc. is to provide the highest quality language services with a level of service and professionalism unequaled in the industry, to all of our client groups. We remain committed to educating the community about international trade and the importance of global awareness in an increasingly global marketplace.*

## **DOCUMENT TRANSLATION**

To achieve the highest quality translation, Iverson works exclusively with native-speaking linguists. Located across the globe, these professional translators are selected to translate and proofread documents based on their individual skills and talents, including expertise in the client's industry.

In order to manage document translation, Iverson begins every business relationship with a thorough needs analysis to develop customized strategies designed to meet the client's short and long-term document translation goals.

## **IVERSON TEAM PROCESS**

Iverson's document translation process is led by an experienced project manager who oversees every stage of the project to ensure the final product matches client specifications.

All project managers and translators are trained in the "Iverson Team Process" – an ongoing series of training sessions that begin in the first week of employment at the company.

Before delivery to the client, each project must pass a comprehensive 80-point review covering specific elements of translation, grammar, typography, formatting, layout and design. This internal quality control system ensures high quality, consistent translations on each project.

## **TRANSLATION MEMORY**

A pioneer in the use of computer-assisted translation technology, Iverson utilizes the latest translation software to create a database, or "memory," of the translations created for a client. New documents are analyzed and compared against existing memories to identify repetitive text. As a result, same sentences used in similar contexts never need to be translated twice.

Iverson recognizes that technology is only as good as the people that use it. Every Iverson project manager must pass a rigorous course – which includes both classroom and hands-on training – and participate in weekly classes to further hone and refine their skills.

This level of focus results in increased translation quality and consistency, decreased translation costs and improved turnaround times.



**STEVEN P. IVERSON, President/CEO**  
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Participation in the global economy is no longer a matter of choice for companies; it is a matter of survival. Competing in an increasingly globalized marketplace requires businesses to look far and wide to develop markets for their products and services. A major challenge in reaching these markets is effectively communicating in different languages and cultures. Steve Iverson, President/CEO of Iverson Language Associates, Inc. has two decades of experience in the translation industry and is a resource on translation-related topics, including:

- **“When Business Critical is Life Critical”** – Nowhere is the need for accurate translation more imperative than in the medical device industry. Whether warning labels on an ambulatory blood pressure monitor, service manuals for an MRI or qualifiers on a medical consent form – the difference between a good translation and a bad translation can mean the difference between life and death. While critically important, it is also frequently difficult because of the complicated and technical nature of the documents. Nevertheless, there are ways companies can effectively manage this process to protect not only patients, but also their company’s bottom-line.
- **“Meeting Regulatory Requirements: Your Passport to the EU”** – The European Union continues to grow, both in member countries and in the reach of its regulatory authority. Three regulations currently exist that impact medical device manufacturers: Medical Device (MDD), In-Vitro Diagnostic (IVDD), and the Active Implantable Medical Devices (AIMDD) Directives. Compliance can be a technical hurdle for companies as it may require translation into 22 different languages. What challenges have companies faced in meeting these requirements? How can they ensure compliance? What can companies do to streamline the translation process and speed time to market?
- **“Translating Language Into Profits”** – The right translation can enhance business growth and prove to be a crucial differentiator between competing products. Whether operating in the growing Latino market in the U.S. or selling to Beijing, effective localization can be the difference between success and failure. Unfortunately many companies make the mistake of treating translation as an afterthought. What are the most common translation mistakes companies make in approaching new markets? What distinct challenges are posed? How can companies gain a competitive advantage through a comprehensive translation strategy?
- **“Google Translation: Will Computers Replace Humans?”** – Ever since the Rosetta Stone, humans have dreamed of using technology to automate translation. With Google’s announcement that it is working on a completely automated translation system, will that dream soon become reality? What are the barriers? How have companies approached such technology in the past? How is “Machine Translation” currently used?

Other Possible Topics:

- Top 10 Tips for Managing Document Translation
- From Bangalore to Zhengzhou: The role of translation in opening new markets
- The Future of Translation: Industry Trends

**Biographical Information**

Steven P. Iverson, President/CEO and founder of Iverson Language Associates, Inc., is a recognized leader in the translation industry. He helped pioneer the implementation of computer-assisted translation tools and co-founded the Association of Language Companies, the country’s leading association for language service companies. Steve is frequently called upon as a guest speaker on managing document translation and has authored numerous articles on computer assisted translation tools, techniques in translation, streamlining workflow, and quality processes. He is an active board member and advisor to numerous translation industry and international trade organizations. A graduate of Marquette University, Steve lives in Bayside, Wisconsin.



**HÉLÈNE PIELMEIER, Dir. of Client Services**  
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As companies seek to provide products and services to markets worldwide, translation plays an ever more crucial role in a company's bottom-line. The right translation can enhance business growth and prove to be a significant differentiator between competing products. Hélène Pielmeier, Director of Client Services for Iverson Language Associates, Inc. has helped hundreds of companies succeed through the implementation of smart, effective translation strategies. She is an internationally recognized expert in the translation industry and is a resource on translation-related topics, including:

- **“The Future of Computer-Aided Translation”** – Computer-Assisted Translation (CAT) tools, such as “Translation Memory,” have played an ever more important role in providing translation services to clients. They serve as an important aid, enabling translators to provide faster, more consistent translations. What new tools and features are on the horizon? How will these tools change the role of human translators? Will these new tools eventually eliminate the need for human translators in some situations?
- **“Avoiding Common Translation Pitfalls”** – There are many humorous examples of translation mistakes, but their impact on companies is often anything but funny. Most problems arise when companies treat translation as an afterthought, rather than the crucial differentiator it is. What are the most common mistakes companies make in translation? What steps can companies take to avoid these mistakes? How can companies systematize their translation strategies to produce more accurate translations in a more cost-effective manner?
- **“Strategies for Multilingual Catalog Projects”** – As manufacturers seek to grow their international business, the ability to quickly and efficiently distribute multilingual catalogs has become as critical to success as it is challenging to execute. A typical catalog might run 1,000 pages, feature 500,000 products and require translation in to five or six languages. How should companies approach their first catalog translation project? How can they streamline the translation process to decrease costs and time-to-market? What are the best practices in integrating translation strategies with content management solutions?

Other Possible Topics:

- Top 10 Tips for Managing Document Translation
- The Future of Translation: Industry Trends
- Integrating Translation with Content Management Solutions

**Biographical Information**

Hélène Pielmeier is Director of Client Services for Iverson Language Associates, Inc. Hélène's particular expertise is computer-assisted translation – she currently holds the highest training certification from SDL International, the world's largest provider of technology solutions for global information management. An active leader in the worldwide translation industry, she is a member of the American Translators Association (ATA), a frequent presenter at conferences and a former associate lecturer at the University of Wisconsin-Milwaukee. Hélène holds Master's Degrees from the University of Wisconsin – Milwaukee and Université des Sciences Humaines of Strasbourg, France. Hélène was born and raised in Strasbourg, where her family still resides. Hélène makes her home in a suburb of Milwaukee, Wisconsin.