



**For Immediate Release**

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**Iverson Leads the Way to Quality**

**Iverson Language Associates, Inc.** of Milwaukee, Wisconsin is one of the nine founding member companies of The **Association of Language Companies (ALC)**. The **ALC**, founded in August 2002, is the first organization of its kind established in the United States. The mission of the **ALC** is to define, implement and promote quality standards for the language services industry. The **ALC** is now seeking members from key areas of the language industry, including language service companies, educators, and industry vendors.

The **ALC**, a not-for-profit organization, is working toward the establishment of Quality Business Practices in the language industry. The quality norms adopted by the **ALC** will be based on input from many professional groups from the language industry worldwide. A company's membership in the **ALC** will eventually involve a voluntary adherence to the provisions of the **ALC** Quality Norms.

The **ALC** will also work to promote ethics and professionalism for the benefit of consumers and translators, to provide forums for discussion and learning and to educate interested parties on the specifics of the industry. For more information on the **ALC**, please logon to the **ALC** website at <http://www.alcus.org>.

**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 and education. For more detailed information, please visit the **Iverson** website at [www.iversonlang.com](http://www.iversonlang.com).