



► BUSINESS AND GOVERNMENT COMMUNICATION METHODOLOGIES TO SUCCESSFULLY IMPLEMENT YOUR MULTI-LANGUAGE OUTREACH ACTIVITIES.



► AFFORDABLE TRANSLATION SOLUTIONS THAT INCLUDE WRITING, EDITING, PROOFREADING, ELECTRONIC MEDIA, ORAL AND SIGN LANGUAGE.



► WE WORK WITH ALL WALKS OF LIFE SINCE 1993, WE'VE SUCCESSFULLY TRANSLATED MEDIA FOR THE PUBLIC AND PRIVATE SECTORS.

ARABIC

SPANISH

PORTUGUESE  
and many more

*"Effective communication occurs when your message is understood. You want the meaning of your message to be crystal clear in any language."*

– Martha E. Galindo

# Translation *focus*

ADDRESSING THE NEEDS OF THE PUBLIC AND PRIVATE SECTORS  
TRANSLATING WRITTEN, ELECTRONIC MEDIA, ORAL AND  
SIGN LANGUAGE.

*"Now more than ever as the world becomes more integrated, organizations and government entities find themselves working outside their language abilities and they are reaching out to professionals to help them service a growing community of foreign language-speaking citizens. ..."* - Carlos V. Roman, Founder of [PublicWorksAgency.com](http://PublicWorksAgency.com)

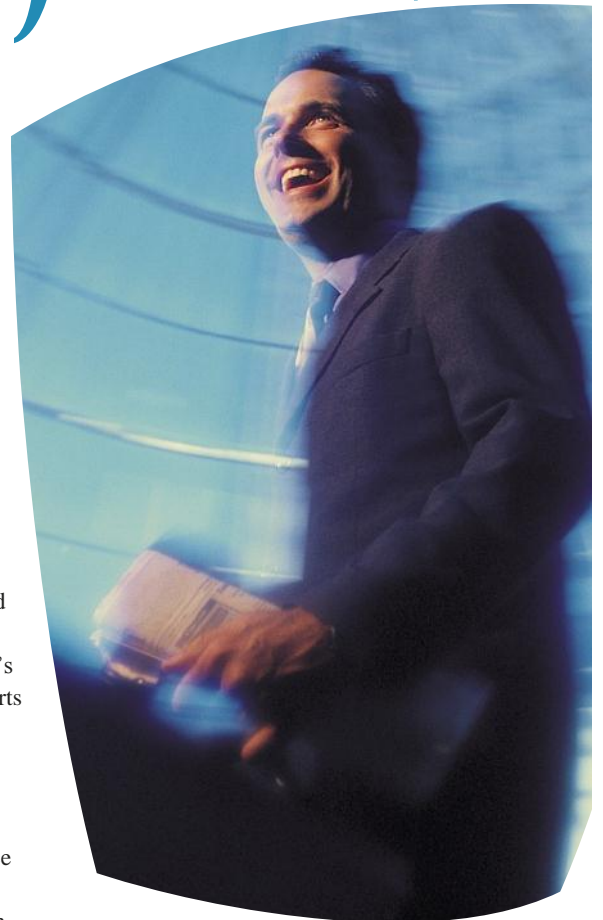
## Helping you achieve your outreach goals

All localization and translation services are not alike. Some depend heavily on what is called "machine translation." Essentially, this is an automated process of transposing words from one language into another. Usually it's a method that ends in a generic muddle.

**Muddle:** *A generic translation results in a message that's neither specific enough to have a particular meaning or sufficiently general to create a broad understanding.*

The subject of translation dictates the translation approach. Advertising, Marketing, Training, Law, Finances, Safety, Manufacturing, Telecommunications,

Technology, Entertainment and Government. Each subject requires a familiarity with its intended audience in a specific context and usage of the terms and syntax of their language. To achieve the right message regardless of the media that's used, it requires a translation team of experts with the knowledge, experience and management skills necessary to execute, measure and reach those particular audiences using their language. Having a deep understanding of the subject, audience and language comes only with being a native speaker and professional writer with domain experience.



## TRUST AND CREDIBILITY

The team at Galindo Publicidad includes certified native speakers and writers selected for their credentials, accreditations, expertise and familiarity with both the categories of subjects being translated as well as the language combination itself. The language translation services offered at Galindo Publicidad are supplemented by the use of editors, subject matter experts, graphic designers, and others experienced in the various cultures and specialized nuances of the community you are trying reach. This includes all European, Asian and Middle Eastern locations. We're proud to have been recognized and honored with various prestigious awards in the public and private sectors.



Martha E. Galindo, President & CEO



For more than 15 years, Galindo Publicidad has been providing its clients with expert translation, localization and foreign language voice-over narration services.

*As your translation partner, we can assist you to achieve your goals and objectives and help you increase your cross-cultural skills. You'll become more agile and be able to respond quicker to your community or the markets that you serve.*

# Getting the most from your outreach efforts and translations needs

*Are you reaching the community in the best light possible?  
Are you speaking their language?*

As a professional services company, Galindo Publicidad adheres to the highest standards of competence and integrity set by the organizations that monitor professionalism in the translations services industry.

Evidence of the Galindo Publicidad professional language translation services and implementation of quality deliverables comes from the wholehearted

testimonials of our clients:

*"I have run into a lot of difficulty implementing the Spanish functionality for our outage application from issues with vendors to short deadlines. We are finally in production as of today! The only aspect of this project that has really gone smoothly is the turnaround on the message files you have created for me with such short notice. Your help has played a major role in my deadline being met. "*

— Progress Energy

## SMART/EXPEDITED COMMUNICATIONS:

Trusted Partner,  
Experienced,  
Global and Consistent



- Dept. of Homeland Security
- Democratic National Committee
- City of Coral Springs, Florida
- Broward Hospital District
- Broward County Sheriff's Office
- Broward County HSD
- Broward County EEOO
- Broward County Public Affairs
- Broward County Transit
- Chicago Public School District
- Florida State University

Siemens, Citibank, Experian, and many more. ...

## Awards and Recognition

- 2009 Best of Coral Springs Award
- 2008 Certificate of Recognition by the SBA for the National Minority Enterprise Development Week
- 2007 Rotarian of the Year, by the Rotary Club of Coral Springs
- 2006 Reconocimiento, Asociación de Traductores e Intérpretes de Monterrey, A.C.
- 2005 "Hispanic Woman of Distinction," Broward County, Florida
- 2005 Special Recognition by the Mayor of Coral Springs the 1st Malcolm Baldrige Awarded City
- 2002 Sponsors Team Captain, Cinco de Mayo Festival
- 2002 Arthur E. Turner Excellence in Entrepreneurship Award
- 2001 The Florida 100, University of Florida
- 2001 Florida Governor's Recognition
- 2000 The Florida 100, University of Florida
- 2000 Florida Governor's Recognition
- 1999 World Trade Center Fort Lauderdale, Outstanding Achievement In International Trade
- 1999 Nalco Chemical Company, Excellence in Marketing Communications

"Maria and I have both enjoyed working with you and appreciate the quality and quick turnaround time. Believe me, this is the truth. We have had experience with other translation and recording services and have come to appreciate your efficiency!

Thanks again!"

— Towers Perrin



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