

# Springs woman speaks the language of business

## Her translation company provides services in more than 10 languages.

By **MARJUREE ABAO-LARIN**  
SPECIAL TO THE FORUM

As Martha Galindo deals with one client in Ireland, another client from Germany is calling to check on the status of their project. It is a whirlwind of phone calls and e-mails as she discusses her translation projects for Galindo Publicidad, a language translation company in Coral Springs.



Galindo

Galindo networks daily with her professional team of international editors, proofreaders and copywriters translating brochures, presentations, manuals and Web sites in more than 10 languages.

"Our company tailors the project to correspond to the target audience of that country. Punctuation, symbols and names of the same item can vary even if the language might be Spanish. The orange is

naranja (na-ran-ha) in Mexico but in Puerto Rico, it is a china (cheena)," said Galindo, a native of Mexico who holds a masters degree in communications from Michigan State University.

Galindo discovered that American corporations needed a resource for advertising that can reach out to an audience that prefers receiving collateral materials in their language.

She formally opened her business to the world of translation in Pennsylvania in 1993. While living in Pennsylvania, Galindo was also traveling to Chile and Argentina for her business and eventually moved to Florida in 1997.

Hispanics are now the country's largest minority, she said. On a national level, their buying power is more than \$580 billion. This market has attracted American corporations and encouraged them to invest in customizing their materials for these buyers in their own dialect.

"Designers of these materials have to calculate space. There are more words in a sentence used in Spanish for the same sentence in English," Galindo said about certain prerequisites of translating.

Her company manages everything from projects for large advertising agencies to translating a one-page invitation.

"I love learning and the best part of this job is the variety of topics and people that I deal with," Galindo said.

"There are so many practical things that I have learned from what people send me to translate that I am constantly getting educated on many subjects."

Accredited by the American Translators Association, Galindo said it is not enough that a person speaks the preferred language; translators must be able to write and speak professionally. She added that translating requires certain business skills and experience necessary to successfully translate an article.

For more information on Galindo Publicidad Inc., visit the firm's Web site at [www.translationsandmore.com](http://www.translationsandmore.com).