



For Immediate Release

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Iverson Attends First Annual ALC Conference

Iverson Language Associates, Inc. recently attended the first annual conference of The Association of Language Companies (ALC). The conference, held in Portland, Oregon June 12-14, 2003, was an excellent opportunity for new members to discuss important issues, and attend workshops focused their business.

The theme of this year's conference was "The Business Side of Translation: Winning Strategies to Help You Now!". Topics included: employee issues, managing cash flow, business and employee insurance, standardized forms, measuring and ensuring profitability, marketing techniques, interpreting issues, and translation technologies of the future.

Keynote speaker Andrew Lustig, partner with Dorrier Underwood, presented "Translating your Vision into Breakthrough Business Results (Even in Uncertain Times)".

The **ALC** works 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 details on the ALC, and to learn about next year's conference, please logon to the ALC website at www.alcus.org.