



Bulletin

ISO 9001:2008 REGISTERED | ISO 17100:2015 REGISTERED | CAN/CGSB-131.10-2008 CERTIFIED | NSGCIS-AILIA CERTIFIED

Version Française disponible sur abletranslations.com

President's Message

Paddle Battle for Mental Health



Wilson Teixeira
President

On March 3rd, Able Translations organized an initiative that brought together individuals from a variety of different industries to play in a table tennis tournament. "Paddle Battle for Mental Health" was organized in hopes of having an impact on reducing the stigma surrounding mental illness and promoting the importance of mental health awareness. Our initial goal for the inaugural event was to raise \$20,000

for the Centre for Addiction and Mental Health (CAMH). We exceeded that goal by raising over \$23,000!

At Able Translations, we know that the lack of mental health awareness is a growing concern and that organizations supporting individuals with mental illnesses are in need of support. That is why we decided to have all funds raised by the event to go to CAMH, as they are the leader in both treatment and research in the field. They estimate that by the year 2020, the leading cause of disability around the world will be depression. The time to act is now and we know that a donation to CAMH will go a long way in helping to suffering in our community in the long run.

As this year's event was such a success, we're very excited to announce the date for Paddle Battle 2017! Next year's event will take place on March 2, 2017 and our goal is for it to be even bigger and better! If you are interested in attending the event, playing in the tournament, or making a donation, please visit PaddleBattle.ca and find all the information required to get involved.



2016 Consumer Choice Award Winner



We are pleased to announce that Able Translations has been named the 2016 Top Service Provider in the Translations and Interpretation Industry by the Consumer Choice Awards. It is an honor to have such an illustrious award presented to us and to be recognized for the work we have done and will continue to do.

Each year, the Consumer Choice Award is given out to businesses that exemplify business excellence, primarily awarding based on the organization's excellence in exceeding customer needs and expectations. Able Translations was selected as the 2016 winner through independent market research, which evaluates customer's insights and opinions.

Everyone at Able Translations strives to provide the best possible service for all of our clients. Our goal is to be the best service provider of customized and personalized language services. It is our business model, revolving around reliability, integrity, and innovation, that has positioned us as the premier provider of language services for which we are now being recognized.

Stepping onto the International Stage

As we continue to work in a world that seems to get smaller with each passing day, the idea of moving into an international market seems ever more likely. The days where only the biggest of companies would expand into new countries is now a myth of the past; today, even the smallest companies are able to succeed on the global stage.

It's not a far stretch of the imagination to envision your company expanding across a border or ocean. In 2016, distance is no longer such an intimidating obstacle. However, there are things to keep in mind before taking the leap when moving into a new market; expecting to deal with the same challenges and marketplace can be a dire mistake!

Every country, while similar on the surface, is vastly different. It is these waters of change that must be navigated in order to succeed and build your brand in a new place. That is why Able Translations offers a tailored set of services to help you grow your business from local to global. Whether it is a client meeting in India or adapting your website into all the major African languages, we will help you get there.



The Intricacy of Languages

There are a vast number of languages in the world, each having different significant characteristics and dialects. With that in mind, the big question is: How can we talk about all of them in one common way? The answer lies in linguistics.

Every language can be broken down into five main subfields: Phonology, Morphology, Syntax, Semantics and Pragmatics. These facilitate the better understanding of languages by individuals who are not native speakers of the language or by those who do not speak the language at all.

utilize in order to choose the right word when there is a plethora of different options.

We at Able Translations guarantee quality translation and interpreting services with each assignment through assigning language professionals with a deep and rich understanding of both the languages they speak and the pragmatics. It is this understanding that ensures the highest of accuracy in which we pride ourselves for.

- **Phonology:** *Sound System of Language*
- **Morphology:** *Structure of Words*
- **Syntax:** *Structure of Sentences*
- **Semantics:** *Meaning in Language*
- **Pragmatics:** *Appropriate Use of Language in Different Context*



Although all of these aforementioned subfields are important in understanding language in a broad sense, Pragmatics becomes one of the most essential features of any language when it relates to translations and interpreting. While Semantics creates an understanding of the literal interpretation of a single word, Pragmatics involves the greater context of the words and its place related to the entire conversation. It is the knowledge of the pragmatics of a language that a language professional must

Dates to remember

May

Dates

- 08 Mother's Day
- 23 Victoria Day (National Holiday)

June

Dates

- 19 Father's Day
- 21 Aboriginal Day
- 24 St. Jean Baptiste Day (QC)

July

Dates

- 01 Canada Day (National Holiday)

Call **Mr. Ricardo Batista, Account Manager** at **905-502-0000 ext. 7508** today to find out about our services and how Able Translations can enable your company to overcome linguistic and cultural gaps more easily and effectively. Able Translations — **Your local global partner.™**

This newsletter is published as part of our commitment to providing superior quality customer service. To update your contact information, be removed from our mailing list, submit information or articles for publication, request permission to reprint articles or provide feedback, please contact **Ms. Maria Oliveira** at **mariao@abletranslations.com**. Able Translations Ltd. reserves the right to accept, edit or reject any material or information submitted for publication in our newsletter.



abletranslations.com

