

LANGUAGE SERVICE COMPANY OWNER SPEAKS AT  
TRANSLATOR AND INTERPRETER EVENT IN RALEIGH

*Avantgarde Translations President Shares Insights on How Michael Gerber's  
E-Myth Principles Apply to Language Service Practitioners*

Raleigh, NC -- On Saturday, April 19, 2008, the President of Avantgarde Translations, Memuna Williams, gave a presentation at the 21<sup>st</sup> annual conference of the Carolina Association of Translators and Interpreters (CATI) held at Meredith College. Entitled "Basics and Beyond for Starting and Growing in Language Service Businesses," Ms. Williams highlighted the entrepreneurial aspect of building a successful language service business.

CATI President, Mike Collins said, "The conference went well and we appreciate Ms. Williams for her presentation, which was the perfect counterpoint to the academic presentation given during the other portion of the plenary session." Ms. Williams' presentation prompted a request for a business-related workshop that would cover economics and accounting for freelance translators.

Memuna Williams is an entrepreneur and translator with 17 years of experience working in the translation industry. She is the founder of Avantgarde Translations. Memuna holds an M.A. in translation from Université de Montréal and a B.A. in translation from Concordia University. She also has an EMBA from the McColl School of Business. Ms. Williams also currently serves as the Vice President of the CATI Board of Directors.

Established in 2004, Avantgarde Translations is a language services company offering an array of multilingual services including translation, editing, proofreading, translation reviews, and cultural consulting. The company focuses on enriching and enhancing multilingual communications by bridging the linguistic and cultural gaps that exist between different languages. This enables Avantgarde Translations to provide customized language solutions that go beyond the word to deliver an effective message for its clients. With offices in the Charlotte, North Carolina (USA), and Mississauga, Ontario (Canada), the company focuses on a broad client base throughout eastern Canada and the eastern United States. Clients range from Fortune 100 companies to private specialized international businesses in a variety of industries. Institutional and government organizations also seek Avantgarde Translations' expertise as a communications resource. The company was recognized in 2005 for its entrepreneurial and business savvy, when it was named Rising Star of the Year by the National Association of Women Business Owners in Charlotte.

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