

## **COMBA Update Client Profile**



**Company Name:** ASIST Translation Services, Inc.

**Principal(s):** Elena Tsinman, President & CEO

**Address:** 4891 Sawmill Road, Suite 200

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**Email:** ASIST@ASISTtranslations.com

**Website:** [www.ASISTtranslations.com](http://www.ASISTtranslations.com)

**Type of Business:** Translation and Interpreting Services

**Years in Business:** 22 years

**Scope of Services:** One-stop foreign-language service from and into ALL Languages, written translations, oral interpreting (medical, legal, business), typesetting, website design and localization, voice-overs and cultural consulting.

**Service Radius:** Servicing clients all over the United States and abroad

**# of Employees:** 20 full-time and part-time employees, plus over 800 free-lance translators and interpreters; locally and all over the world.

**Why did you go into business?**

I used to be a teacher, and was solving problems and achieving goals on a regular basis.

**Why is your business a success?**

I love my business; I enjoy foreign languages and different cultures.

**Company Goals:**

We want to become one of the best and largest Translation Services in the Midwest.

**What's your position or main responsibility to the company?**

President and CEO

**What's the best aspect about your position?**

I can make a difference for many people, improving the quality of their lives on both professional and personal levels.

**What's the worst aspect about your position?**

Overcoming "cultural myopia." Too often, people don't appreciate that the task of communicating in another language is also to build a bridge across cultural gaps. Not dedicating adequate attention to obtaining quality translations can sometimes do more harm than good.

**The best business advice you received?**

Be persistent and don't sacrifice the quality and integrity of your services for anything

**The biggest business mistake you made?**

For years, I took a strictly "from scratch" attitude to building my business. As I've become aware of the training resources, information about loans and grants, and networking opportunities that COMBA offers, I realize that I should have become involved years ago!

**What MCBAP services do you take advantage of?**

We just became new members and hope to use many services provided by this unique organization.

**How has the MCBAP office helped your business?**

We just started to work together.

**Tips for persons wanting to open a business:**

Do what you you enjoy the most and be persistent in achieving your goals.

**What would you like people to know about your company?**

ASIST is a PROFESSIONAL foreign-language service that works to or from *all* languages. We translate for some of the world's largest companies and other organizations, applying the same dedication to quality and attention to detail to all jobs, large or small.

**Favorite book:** The Count of Monte Cristo by Alexander Dumas

**Favorite musician:** The Three Tenors

**Best place for a business meal:** Bravo Italian restaurant

**Favorite food:** smoked fish

**Hobbies:** singing, dancing, clothes design, decorating, traveling and many more