

# SDS

LINGUISTICS INC.

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# CONNECTIONS

Volume 2, Issue 1

## A Word from the President

The past couple of years have brought tremendous growth to SDS Linguistics Inc. Although last year had its challenges, SDS still managed to rise above with revenue growth of 16% over 2008.

2010 promises to propel SDS to new heights as our volume has increased a whopping 52.24% since January. Although this came as a bit of a surprise, we embraced the challenge and are emerging bigger and better than ever.

As you will see herein, we welcome 4 wonderful additions to our team: Émilie, Laurence, Shannon and Sophie. They will assist us in continuing to provide you with great service and quality translations. We have also strengthened the Management Team to ensure sustainable growth and best practices, while we expand our staff, client base and services.

SDS is now fully armed to meet future growth objectives, however, we are fully aware that our most important clients are the ones we already have. Your satisfaction is paramount therefore, we are launching a new customer satisfaction survey that we will send out after the completion of select projects. By analyzing your responses to the survey, this initiative will help us to improve and confirm what we are doing right, so we can keep doing so. In exchange for taking a few minutes to fill out our survey, you will receive a gift of your choice. So please, don't hesitate to participate!

In addition, we will be moving into a proactive approach to the planning of our workload, in order to ensure timeliness. As our ultimate goal is to return 95% of our projects on time, Shannon Emmerton, our new Strategy and Brand Image Manager, will soon be contacting many of you regarding projects you are working on and may be planning on sending our way. This will help us to know what is



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Comments? Suggestions? Send us your ideas at [connections@sdslinguistics.com](mailto:connections@sdslinguistics.com)

coming, reserve the necessary block of time and plan resourcing around specific projects. That being said, we cannot achieve this without your help, as our organization is entirely dependent on the work sent our way. Therefore, please give Shannon your full support when she contacts you.

The beginning of the year was a little shaky, as our double digit growth took us completely by surprise. I would like to personally thank every one of you for your understanding during this time. I assure you that we worked as quickly as possible to resolve the issues, while remaining committed to the quality of our delivery. We are now going full steam ahead and although our growth is very exciting, we are steadfast in our resolve to offer you personalized service. As such, please never hesitate to communicate directly with me if you have any feedback, suggestions or ideas.

Stéphanie Delépine  
President & CEO

## Shannon Emmerton

### Strategy and Brand Image Manager



**When you come to a roadblock, take a detour!**  
– Mary Kay Ash

Shannon attended York's Glendon College where she earned her Honours Bachelor of Arts in International Studies. She worked for about a decade in the automotive industry, for several major companies such as Kia and Toyota, as well as Chrysler, Dodge, Jeep and Ford for various advertising agencies. Her experience has included everything from managing major loyalty events at venues across Canada, to developing direct mail & email campaigns. In the past several years, she has focused her energies in the interactive channel, developing web strategies, managing client and project services for online media campaigns and analyzing and optimizing performance.

Her solid experience in marketing and strategizing and her extensive knowledge of the automobile industry will be great asset to our company. In addition to working on various initiatives, such as team building activities and brand image strategies, she will work on various projects to improve SDS' productivity, efficiency and long-term planning.

Outside of work, if Shannon isn't thinking about her next vacation, she is likely either shopping, reading, quilting, attending rock shows, singing karaoke or socializing with her friends, family and 3 sweet nephews.

## Émilie Pontbriand

### Communications Manager



**Live life to the fullest – Hemingway**

Émilie moved to Toronto from Quebec City in 2006, after earning a Bachelor Degree in Communications/Journalism and a certificate in Politics from Laval University. Passionate about writing, she also holds a diploma in Arts & French Literature.

In the past several years, she has worked in the cultural industry, both in Quebec City and Toronto. Before joining the SDS team, she was employed in the music industry, for Celine Dion's management company, which manages her official website. Her experience has included media relations, print advertising, e-marketing and e-commerce, email campaigns, copywriting, copy editing and translation of web news, press releases, and newsletters. Her more recent projects include the coordination of online album pre-order programs and of an online fan club ticket pre-sale for Celine Dion's Taking Chances World Tour.

Her creativity and experience will add a refreshing touch to the company's communication strategy. Émilie will be handling our internal and external corporate communications and working on marketing initiatives. In addition, she will be responsible for quality control for our clients and will lend a hand to the proofreading & translation teams during busy times.

## Bowl for Kids' Sake Fundraising - SDS Linguistics Corporate Responsibility



**We raised \$2,700! Thank you!**

Our fundraising efforts ended with a friendly bowling tournament at the VIP Lanes in Brampton on March 27.

**With your help and that of our friends, family and employees, we were able to raise \$1,350.**

**SDS Linguistics Inc. then matched that amount, for a grand total of \$2,700.**

We are proud to introduce our new corporate responsibility program in 2010. SDS Linguistics Inc. success and growth depends upon the community and we feel that time has come to share our accomplishments with those who have helped us along the way. We are committed to investing time and money towards various charity endeavors, every year.

We launched the program by taking part in Big Brothers Big Sisters of Peel's annual Bowl for Kids' Sake fundraising. Big Brothers Big Sisters of Canada is a wonderful organization which helps youth in need by pairing them with a mentor. Mentored children benefit from overwhelmingly positive results and are much more likely to stay in school, graduate from college or university, and lead happier, healthier and more fulfilling lives. Being a family-oriented company, helping children in need is a clear choice for SDS.

## Laurence Petit Proofreader

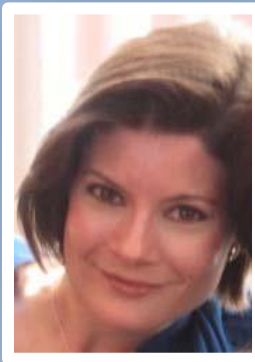


**The Supreme book of life can neither be closed nor opened at will. We would like to go back to the page where love was born, yet the page where we die is already under our fingers. – Alphonse de Lamartine**

Laurence was born in France, where she studied to become a veterinarian. As a student, she worked in diverse fields such as in the finance industry, as well as for an association helping children with disabilities. She worked as a vet in France for seven years before moving to Canada with her partner and her two young children.

For the past 3 years, she has been raising her 6 year-old son and 4 year-old daughter, while volunteering at a French school. Laurence recently joined our team as a part-time proofreader. Her flawless French skills and diverse background make her a valuable asset to our team. Laurence's main responsibility is to verify the overall quality of the translated documents, by ensuring they are free of spelling and grammar mistakes, consistent with our clients' objectives and compliant with our high quality standards.

## Sophie Godon Senior Translator



**Hold fast to dreams, for if dreams die, life is a broken-winged bird that cannot fly. – Langston Hughes**

Born and raised in Montreal, Sophie used to work for Microsoft Canada, where she helped create and then spearheaded the translation department back in the early 90's. After over 13 years with the company and a move to Ontario, she joined AIC Limited, as Supervisor of the Translation Services unit. AIC was a client of SDS for a couple of years and Sophie used to send us work and proofread our translations.

As such, she is well-versed in our processes and our values. Last year, AIC was sold to Manulife and Sophie transferred to their Linguistic department, where she was still working until she accepted an offer to join the SDS family. Sophie lives in a beautiful home with her two beloved cats. She loves reading and gardening, as well as canoeing, ballroom dance and photography. She is passionate about children and volunteers every year at Camp Sunshine, a camp for children with life-threatening illnesses and their families.

## Planning Our Workload

We know that meeting deadlines is not only important, but crucial to your satisfaction and, by extension, to the success of our business. As such, we have started to develop a system that will help us efficiently plan our time based on expected business.

Shannon, our new Strategy and Brand Image Manager, will be spearheading this project by analyzing our workflow history and identifying large recurring projects or events that generate high volume of work (quarterly magazines, yearly brochures, yearly shows, monthly newsletter, etc.) for each of our clients. Once she has determined approximate dates for these projects, she will be contacting many of you to confirm the dates and projects she has mapped out. She will also ask you if you are planning any other major projects in the next 3 to 4 months and the expected timelines for these projects.

Having a better understanding of the expected workload will help us plan our time and ensure that we have sufficient staff on hand to satisfy demand during peak periods. Delivering quality work in a timely fashion is not something we are willing to compromise, regardless of how many projects are submitted to us. You can expect a phone call from Shannon starting early May, and we would be grateful for your input.

## Welcome Board

### We would like to welcome our new clients

ABC Life Literacy Canada

Actua

Armtec

Big Brothers Big Sisters of Canada

BlueMoon Productions

CleanPac

Digitas

Image Dental Laboratory Ltd

Rapport Creative

Shaker Marketing

## Recent Features Added to the Task Manager

SDS Linguistics Inc. continually strives not only to enhance our internal processes, but also improve your experience with us. We are in the process of making the Task Manager even easier to use and increase its capabilities. We have already implemented some features and more will be added in the next few months. We will require your assistance in ensuring the accuracy of information entered when submitting a project.

### Bill to Field

When a file is submitted via our Task Manager's client portal while using the *Create New Project* task, the *Bill to* field will appear and automatically populate with the billing information we have on file. It is imperative that you verify the accuracy of this information before submitting your file. If you need to change the *Bill to* name, simply place your cursor in the *Bill to* box and overwrite the information with the new name. However, if you would like to permanently modify the default billing information, please contact Karen at [karen@sdslinguistics.com](mailto:karen@sdslinguistics.com) and she will be happy to make the necessary adjustments for you.

### CREATE NEW PROJECT

File Upload

Project name

Bill to

No file

File

Browse...

+ add additional file

## Feature Your Company on Our Website

In the upcoming days, Emilie, our new Communications Manager, will contact you with regards to the possibility of featuring your company on our **Website Testimonial Banner**, at no cost to you. It is easy and simple: All you have to do is to provide us with a short testimonial (in English or French) of your experience with us, your company logo, as well as an image of your choice. We will create the banner for you, and send it to you for approval prior to adding it to the site. Clients who are already featured, but wish to update their banner are most welcome to send us new material, so we can update it.



## Important Billing News

### Partial Up-Front Invoicing

Effective May 1<sup>st</sup>, SDS will be introducing partial up-front invoicing. This will apply to all projects over 4,000 words. An initial fifty percent of the project cost will be invoiced when you submit your request. The remaining half will be invoiced on completion. In addition, any projects involving external costs such as printing or graphic design will be invoiced when we receive your request. This new policy will help us ensure that all available resources are in place to serve you better.

### “Mission Impossible” Surcharge

We occasionally receive requests to translate large projects in extremely short timelines which, for most, would be impossible. Because SDS values your satisfaction, we will do everything we can to achieve the impossible, however, this implies significant costs as we must mobilize additional resources or incur overtime fees in order to deliver.

Effective immediately, this surcharge will add **\$0.09 per word** (for a total of \$0.38 per word) and will be applied to any projects that require us to translate in excess of **2,700 words per business day**.