

Their job is clear in any language

By Bob Walters
For Carmel Business Leader

When “about right” isn’t close enough, Carmel company Indy Translations brings precision and professionalism to bridging global language barriers.

Serving 1,500 clients in 40-plus languages, this \$1 million company has a full-time staff of 11 and contracts with more than 100 professional translators around the world to bring clarity and precise communication in the multi-cultural world of product packaging, employee handbooks and education, marketing campaigns, legal documentation, medical reporting, insurance, and numerous other businesses.

Co-founded here in 1997 by professional translator Bill Zart and business veteran Kelly Hocker, Indy Translations cuts a wide path in providing international language services.

“Probably 10 percent of our business is local to the Indianapolis area, an additional 20 percent in Indiana, and the rest throughout the nation and around the world,” says Zart.

The company provides four principal competencies:

- **Translation** – documents on paper (e.g. legal, insurance, product instructions, marketing brochures) from one language to another
- **Interpretation** – oral translation of phone calls, conversations, court depositions, crisis care medical situations, etc.
- **Language instruction** – primarily Spanish, French and Italian but can arrange for instruction in all major languages, including immersion programs
- **Consulting** – when language is a barrier, Indy Translations is a great first phone call to make to get help.

Zart is a Purdue language major with a bachelor’s degree in 1991 (Russian, Spanish, French) and a 1993 master’s degree in Russian and Spanish linguistics. Hocker has business degrees from Indiana Wesleyan and Indiana University’s Kelley School of Business.

Indy Translations notes on its Web site, indytranslations.com, that “the process of translation is more than just simply changing words; it involves a thorough understanding of both the text and topic, and the corresponding ability to convey the meaning accurately into the target language. ... A good translation must clearly, accurately and culturally

convey the true meaning, intent and spirit of the original text.”

The largest slice of the company’s business is Spanish and French, owing to Mexico to the south and French-speaking Quebec, Canada, to the north. But it is enormously active in European, Russian and Eastern languages as well.

In the business, legal and medical worlds, for example, says Zart, it’s not enough to have an approximate translation. He notes that many companies have professional translators in-house, because many international contracts specify professional document translation.

Not every company welcomes the stipulation, however.

“One company grudgingly paid us to translate product instructions for a barbecue grill,” Zart remembers. “They forgot about the box packaging and at the last minute did the Spanish translation themselves. Their logo signature ‘Always Well Done’ had the word ‘well’ as ‘pozo’ which means water well, not the correct word ‘bien.’”

Indy Translations LLC is the Carmel-based parent company of a broader entity known worldwide as The Foreign Language Company. It also has an office in downtown Indianapolis, with TFLC operations in St. Louis, North Palm Beach, Fla., and Fresno, Calif.

Indy Translations

Kelly Hocker, Executive Director,
Managing Partner
Bill Zart, Director of Translation
Services, Managing Partner

Main Office

11495 N. Pennsylvania St., Suite 270
Carmel, IN 46032
(317) 566-8200
(800) 695-8772
www.IndyTranslations.com



From left, Bill Zart and Kelly Hocker own Indy Translations in Carmel.

Sip.
Surf.
Sit and relax.
Then switch
and score \$100.



Come in and experience something different. Enjoy a cup of gourmet coffee. Surf the 'net in our cyber café. Sit down and talk with your banker – there are no teller lines here. Discover banking delivered with genuine Hoosier hospitality. After all, we’ve been serving Indiana since 1834.

Switch now, and when you **open a Free Checking account, we’ll give you \$50.**¹ **Get another \$50 when you move or open a home equity line or loan.**² And enjoy free ATM usage – no matter what Indy-area bank’s ATM you use.³

Stop by and savor extraordinary banking – then make our EZ switch. Or visit oldnational.com/SwitchMe to learn more.

 **OLD NATIONAL BANK**
... Indiana’s bank since 1834.

Broad Ripple 6135 N College Ave 254-6300

Carmel 1430 S Rangeline Rd 705-7700

Clay Terrace 14179 Clay Terrace Blvd 208-6200

Downtown 101 W Ohio St 693-2552

Fishers 9765 E 116th St 596-8400

Geist 9901 Fall Creek 841-1600

Greenwood West 900 S State Rd 135 885-3305

Greenwood East 4950 E County Line Rd 859-2580

Zionsville 385 S Main St 733-6201

96th and Gray Rd 4805 E 96th St 818-8835

Photo by Bryan Unruh

Offers good through April 30, 2008 and only at Indianapolis-area locations. ¹\$50 bonus offer available to new customers opening any new checking account (excludes New Start checking) with a minimum opening deposit of \$50, the acceptance of an ATM/Check Card and a payroll or government direct deposit into checking account before June 21, 2008. \$50 will be credited into new checking account within 60 days of direct deposit. If checking account is closed within 180 days, a \$25 fee will be assessed. ²Home equity loan or line of credit must be approved and opened to receive \$50 offer and requires an ONB checking account and a minimum loan amount or advance of \$10,000. \$50 will be credited into checking account within 60 days of loan closing. Requires a minimum \$10,000 loan balance be maintained 45 days. Offer not valid when refinancing/renewing existing ONB home equity loan or line of credit. Subject to credit approval. Property insurance required on certain loan types. ³ONB refunds ONB’s fee for using another bank’s ATM, as well as the fee that bank charges you. Free ATM usage requires an Old National checking account. Normal fees will apply for foreign ATMs used outside the Indianapolis area. Only accounts opened and maintained in the Indianapolis area qualify for this offer.