

June 20, 2013

Summary of Speech for DYNET

Thank you to the organizers for inviting me to tell my story at DYNET North. I am grateful and delighted to talk with the attendees. Events like this help educate me, build my business connections and help me grow and succeed as a woman owned small business.

Recently, I heard Eugene Kaspersky speak at a Cybersecurity Forum in Washington, DC. Eugene is a thought-leader in the cybersecurity world. He said something I found very profound and I want to share it with you.

“To be pessimistic in this industry is not professional” I believe I cannot afford to be pessimistic – about my future – about my vision – and about my small business! I am passionate about helping companies reach new markets and clients through translations. Perhaps you started as I did – found myself laid off, supporting 3 children and a brand new grandson under my roof. My opportunities in the Pittsburgh region were few and far and I didn’t have the ability to move at the time. Under the guidance of the SBDC and mentors I started my own company. It has been a roller coaster ride ever since. There are times when I

doubt myself but I always have been rewarded for my efforts with new opportunities and clients.

I was fortunate to meet Deana Keener of I79 Development Council last year.

Deana listened to my story and felt DyNET was an event I needed to attend. So I went! It was held in Fairmont this past spring and was a great networking event for me.

At Dynet I met many significant people like Barbara Weaver of the SBA. I realized many people wanted to know my story – What I was about, What will my company do for them, Where have I succeeded. So I told my story. How important translations is for global commerce, sales growth and education.

While at DYNET I met Susan Felinczak of Perkin Elmer Genetics. Susan knew they needed to get their message out to our Hispanic population. Did you know the Hispanic population is 17% of our total population and the fastest growing ethnic group in the US? That is 55 Million Hispanic consumers right here. Susan had a brochure detailing their life saving testing for newborns in English. She needed it translated into Spanish to educate our Hispanic population on this vital testing for their children. When I told her my story, she gave me this project. Now they can educate in both English and Spanish.

Man this is vital stuff, right?

Another opportunity from Dynet, Jim is with an archeological company and was at DyNET as well. They create museums and educational platforms all over the world for the historical artifacts that are found on military bases when excavating. Until recently, the educational materials and signs were created in English only. Now they are communicating in the native languages as well like Japanese. We hope to help them with their latest projects in Puerto Rico and elsewhere. I look forward to building a future with them and I met Jim at DYNET!

I believe connecting at events like this one and anything that i79 DC, NWPA Commission, GAYCO, SBDC, and the SBA has helped me grow and prosper. And it will help you too.

Tell your story as often as you can – someone is waiting to hear it!

Thank you for the opportunity to speak. I hope I get to hear your success story after lunch. I wish you all much success.

Linda Richardson