



## Ask SCORE for Business Advice

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### **Column Title: Translating to Success**

In SCORE counseling sessions, we occasionally encounter communication barriers. One of the clients might not speak English, but still wants to be part of the business planning process. In the past, clients had to bring along a translator or try to communicate in another manner. Not any more.

Salim Zerhouni, owner of A1 Translations & Interpreting Service, is the newest SCORE volunteer. Born in Algiers, Algeria, Zerhouni is an American citizen with fluency in English, Spanish, French, and Arabic. Professionally, he holds a degree in genetics and has worked for both domestic American and Global logistics companies in a variety of roles. He currently works full-time at Sanimax and runs his business.

Zerhouni sees SCORE as an opportunity to help entrepreneurs start and grow their businesses. As many businesses look to the global market, communication can be an issue. "If language is a barrier, your business may be missing opportunities to grow," he noted.

As an example, a business that wants to export to France will need assistance in order to build a relationship with the client. If the business elects to go through a SCORE session, Zerhouni can provide translation services. In addition to knowing the languages, he also understands the cultures.

His business started in 2008 after he was a client of SCORE. Although the business is less than a year old, he has worked with St. Norbert College, Minergy, Lions Club International, ABC News, Sanimax, Aspirus Hospital, St. Vincent Hospital, Cooperative Resource International, the FBI, and courts.

Diane Wasniewski, who hosted an Iraqi child and grandmother in her Wausau area home for several months, noted that Zerhouni was skilled in both language and cultural differences. She said, "Salim was always available when needed and I must say there were some rather odd times of calling him. I was so glad to be able to reach him via phone to resolve situations that occurred because of cultural differences."

Foreigners who are new to the Green Bay area and haven't yet learned English can now obtain assistance from SCORE. Even if the business is targeted to ethnic consumers, it is important to be able to communicate. "I can assist with a plan to advertise or market their services or products in English," Zerhouni explained.

Communities benefit by diversifying the mix of businesses, according to Zerhouni. He believes that variety strengthens the economic base and stimulates the local economy. Ethnic businesses also add to the excitement of the market, and allow consumers to experience new products and cultures.

Despite having a new business and working full-time, Zerhouni's motivation for joining SCORE is simple. "I like to energize people and help them adopt the 'YES, I CAN DO IT!' type of mindset." His website is [a1translatecorp.com](http://a1translatecorp.com).

If you need translation services to start or grow your business, contact the Green Bay Chapter of SCORE. Visit [www.greenbayscore.org](http://www.greenbayscore.org) or call Cindy Gokey at 920-496-8930 for information.

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