Cross-Cultural Communication, DEIA & Translation Services

Dottie Li
Dottie Li  
Founder & CEO,  
TransPacific Communications

- **Overview of TransPacific Communications’ Capabilities:**
- [https://vimeo.com/762428084](https://vimeo.com/762428084)
Our Qualifications

- We are experts in...

  ✓ Cross-Cultural Communication
  ✓ Top-level Translation, interpretation, localization
  ✓ Diversity, Equity, Inclusion & Accessibility (DEIA)
  ✓ Diversity and Inclusion Strategies
  ✓ Organizational Assessment
  ✓ Program Management
  ✓ Quantitative & Qualitative Data Analysis
  ✓ Producing actionable report findings & recommendations
  ✓ Communications & Messaging
TransPacific Communications (TPC) provides a full range of language services to government agencies, corporations, non-profits, and tribal organizations.

TPC delivers agile, responsive, low-risk, and cost-effective solutions for translations, interpretations, American Sign Language (ASL) interpretations/CART reporting, bilingual professional staffing, transcriptions, language instruction and cultural training services.

TPC translation and interpretation services cover 200+ languages (tribal and indigenous included) and over 2,000 language professionals in our database.

TPC has an impressive database of linguists who are not just certified translators and interpreters, but also have gone through the vigorous demands of Rosetta Stone and Voice of America's high standards.
• Overview of TPC’s Translation Capacity
  • We have the languages you need to reach your audience
  • 200+ languages
  • Tribal & indigenous languages
  • Written and spoken
  • ASL
  • Culturally appropriate graphic design
  • Webinar platform & management
  • Voice-over
  • On-camera
  • Transcription & Caption
  • Video production
  • 508 Compliance
Foreign Languages

**Group I: Most Requested Asian Languages**
Korean, Chinese (simplified), Chinese (traditional), Japanese

**Group II: Other Asian Languages**
Amdo, Armenian, Assamese, Azerbaijani/Azeri, Bahasa, Bengali, Bihari, Cebuano/Visayan, Chamorro, Chavacano, Chittagonian, Dhundhari, Fuzhou Chinese, Gujarati, Hindi, Hmong, Ilocano, Indonesian, Jarai, Javanese, Kannada, Khmer, Konkani, Lao, Madurese, Malay/Malaysian, Malayalam, Marathi, Mongolian, Nepali, Oriya, Sanskrit, Saraiki, Tagalog, Taiwanese, Tamang, Telegu, Thai, Tibetan, Toishanese, Vietnamese
Group III: European Languages

Albanian, Aramaic, Basque, Belarusian, Bosnian, Bulgarian, Catalan, Chaldean, Circassian, Creole, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, Frisian, Gaelic, German, Grebo, Greek, Hungarian, Icelandic, Italian, Latin, Latvian, Lebanese, Lithuanian, Macedonian, Moldovan, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Serbo-Croatian, Sicilian, Slovak, Slovenian, Spanish, Swedish, Syriac, Tatar, Ukrainian, Welsh, Yiddish
Group IV: Middle Eastern Languages

Arabic, Balochi, Chechen, Dari, Dyula, Farsi, Hebrew, Hindko, Kashmiri, Kurdish, Pashto, Persian, Punjabi, Turkish, Urdu, Uzbek

Group V: African & Other Languages

Amharic, Cakchiquel, Georgian, Haitian Creole, Hausa, Kurdish, Malagasy, Mayan, Navajo, Samoan, Sango, Somali, Swahili, Tagrina/Tigrinya, Tajik, Tamil, Turkmen, Twi/Akan, Wolof
Tribal Languages

Group VI: Tribal and Indigenous Languages

Apache, Cherokee, Choctaw, Creek, Chickasaw, Chippewa, Dena'ina Athabascan, Dakota, Inupiaq, Keres/Keresan, Koyukon Athabascan, Lumbee, Mississippi Chickasaw, Muscogee, Navajo, Ojibwa, O'odham, Puebloans, Seminole, Sioux, Tlingit, Yupik, Zuni, etc.
Translation Samples

Featuring DOE’s Secretary Jennifer Granholm, Co-founder of Re-Earth Initiative and Climate Justice Activist Xiye Bastida and many more.

Contaremos con la participación de la secretaria del DOE, Jennifer Granholm, la cofundadora de la Iniciativa Re-Earth y activista por la justicia climática, Xiye Bastida, y muchos más. ¡Mañana, únase a la Semana de la Justicia inaugural del DOE!

Join Us Virtually on Friday, September 16, 2022, for DOE’s Justice Week – Justice40 and Community-Led Solutions!

¡Únase a nosotros virtualmente el 16 de Septiembre del 2022 para la Semana de la Justicia del DOE– Justicia40 y soluciones lideradas por la comunidad!
Translation Samples

COVID-19 Recovery Information in Other Languages

SBA provided materials in languages other than English to help business owners recover.

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Content

Overview (English)
Spanish - español
Arabic - العربية
Chinese (Mandarin/Cantonese) - Simplified - 中文简体
Chinese (Mandarin/Cantonese) - Traditional - 中文繁體
French - Français
German - Deutsch
Haitian Creole - Kreyòl Ayisyen
Hindi - हिंदी मौल
Italian - Italiano
Japanese - 日本語
Korean - 한국어
Polish - polski
Portuguese - Português
Russian - русский язык
Tongan - Lea Fakatonga
Turkish - Türkçe
Korean - 한국어
Somali - Soomaali
Swahili - Kiswahili
Cham - Fon / Chuuk
Maori - Ko Māori
Samoan - Fās Samoa
Tamil - தமிழ்
Tagalog - filipino
Indonesian - Bahasa Indonesia
Lao - ເລາວ
Maly - Bahasa Malayu
Tetum - Tetum
Hmong - Luis Hmooob
Arabic - العربية
Turkish - Türkçe
Amharic - አማርኛ
Tigrinya - እማርኛ
Oromo - Afars Oromoo

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ART COLLECTION OF THE UNITED STATES EMBASSY
BEIJING

ARTISTS
ACKNOWLEDGMENTS

Washington, D.C.

Virginia Shore – Curator
Braden Malnic – Curatorial Assistant
Lori Knee – Interior Design
Jonathan (Jamie) Arbolino – Registrar
Tabitha Brackens – Managing Editor
Tori See – Editor

A special thank you to Zac Willis and Lori Krause for installation; Magda Nakassis for writing and editing; Dottie Li and TransPacific Communications for translation; and ps studios for publication design.

Printed by Global publishing Solutions (GPS), Manila, Philippines.
Translation Samples
ACKNOWLEDGMENTS

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Translator: TransPacific Communications
Design: Sphinx Design Group
Photography: Hugard & Vanoverschelde

Special thanks to the OBO/US NATO team particularly Project Director Michael Ross, Shawn Tribe, Patricia Mooneyham, Karl Schuler, as well as the USMILDEP NHIQ Project Manager and Transition Officer Jeffrey L. Long, COL, USA and SFC Justin M. McDaniel, Joint Senior Logistician, U.S. Military Delegation. A very special thanks to Nancy R. Minsky.

Printing: Global Publishing Solutions (GPS) / Manila, Philippines
Published by: Art in Embassies, U.S. Department of State

Conservateur: Wimmond Laanstra
Conservateur: Sally Mansfield
Conservateur adjoint: Tiffany Williams
Registraire: Rebecca Clark
Responsable de la publication: Tabitha Brackens
Éditeur: Victoria See
Éditeur: Megan Pannone
Responsable de l'image: Amanda Brooks

Rédactrice: Susanna Wu
Conception: Sphinx Design Group
Traducteur: TransPacific Communications
Photographie: Hugard & Vanoverschelde
Photography


Impression: Global Publishing Solutions (GPS) / Manila, Philippines
Maison d'édition: Art in Embassies, U.S. Department of State
Translation Samples
Google says that with certain languages, its new system — dubbed Google Neural Machine Translation — reduces errors by 60 percent. For now, it only translates from Mandarin Chinese into English. But the company plans to roll it out for the more than 10,000 language pairs now handled by Google Translate.
MCEVERS: We wanted to see how this method compares to a professional translator.

DOTTIE LI: My name is Dottie Li. I’m managing director of TransPacific Communications. I happen to be the voice and voice coach of Rosetta Stone’s Mandarin products.

MCEVERS: Dottie Li was kind enough to go head to head with the new Google Translate for us. We gave her this commentary about the U.S. presidential election from People’s Daily.

UNIDENTIFIED WOMAN: (Speaking foreign language).

MCEVERS: This is how Google translates it.

COMPUTER-GENERATED VOICE: Everyone is most concerned about Hillary and Trump, who is even worse for China, when this problem is not clear to see them both who may destroy the United States.

MCEVERS: And this is how Dottie Li translates it.

LI: What people are most concerned with between Hillary Clinton and Donald Trump is which one of them would be tougher on China. When they are unclear on the answer, they would have to see which one would possibly make America worse.

MCEVERS: So we asked Dottie Li what she thought of all this.

LI: I think this is definitely a battle between human intelligence and mechanical robotic computer devices. I firmly believe that human beings will triumph. In this case, you could see that machines came through with some kind of mechanical, very technical aspects that don’t make much sense.

MCEVERS: What about you, Aarti Shahani? What do you think about all this?

SHAHANI: (Laughter) Well, I’m thinking two things. One is I’m probably a bit more optimistic than she is about the capacity of machines to translate more beautifully.
Translation Timeline

You send us the documents & materials for translation or interpretation

Our translators finish the translation, our editors check the translation, and then our proofreaders proof the document.

Deliver the finished translation to you

Kickoff Meeting & Project Plan Review

We put your documents in our system and our project manager assigns the work to qualified linguists

We then put the document through Desk-Top Publishing (DTP) and/or 508 Compliance
• Overview of TPC’s Cross-Cultural Communications Expertise

- We have a collective 87 years of experience in training non-native English speakers
- We specialize in addressing and improving non-native English speakers’ communication skills
- Presentation skills (impromptu and ad-libbing, etc.)
- Body language (some may surprise you)
- Eye contact
- Cultural competency (and cultural nuances)
- Business etiquette
- Social settings – how to work the room
- Power networking across cultures
- Effective personal branding
- Dress for success (for the occasion)
- Written communication
- Electronic communication
- Virtual communication
Testifying before the House Small Business Committee about the SBA 8(a) Program

http://ow.ly/rL4f50LC3Uv (my testimony where I discussed at length our cross-cultural training and how that has changed my life and transformed many lives and careers)
http://ow.ly/16XT50LC3Va (Rep. Chu's remarks on our training program in the federal space)
Keynote at USDA discussing my journey of helping Non-Native English professionals transform their lives and careers
Cross-Cultural Communication Training

Example at USDA

Hello:

I am very happy to provide a reference for Dottie Li and her excellent course, Effective Communications through Accent Reduction & Modification. I participated in the course once a week for about a three-month period. I was lucky enough to be able to have one-on-one sessions with Dottie.

Since I am Vietnamese, have lived in the United States since 1974, and perceived that my accent was a problem, I was excited to receive Dottie’s help. While I was committed to making some improvements, I found Dottie even more committed to my success. Consequently, we both worked very hard for the period I was under Dottie’s guidance and instruction.

Dottie’s instructional techniques are highly effective in my judgment. She not only helped me to reduce and modify certain aspects of my accent, but she enabled me to be more confident in my communications with everyone. The techniques she taught me are enduring and have permitted me to continue to improve my speech. Her personal example of professionalism and effective communication was inspiring and instilled a certain level of confidence in me.

I have encouraged others who want to quickly and effectively control and reduce the effects of an accent on their communications to participate in Dottie’s course. Dottie is successful and that success is contagious which leads to effective transfer of Dottie’s accent reduction and modification techniques to her students.

Sincerely,

Sang Lineback

Resource Management Officer

USDA AMS Poultry Programs
Cross-Cultural Communication Training
Example at FDA

Effective Communication for Non-Native English Professionals

This multi-day individual webinar training will improve FDA non-native professionals' ability to communicate effectively across cultural and linguistic barriers. It will help them to communicate with enhanced clarity and purpose while helping them to neutralize accents and develop effective methods of delivering messages.
Cross-Cultural Communication Training
Example at USPTO

Office of Equal Employment Opportunity and Diversity

Leadership Communication for Non-Native English Speakers

When
August 2nd, 2017
12:00 – 1:30 p.m.

Sign-up for the training by emailing oeeod@uspto.gov
***Spots are limited

Where
Madison East Building
(GIPA, located on the 2nd floor)

Who
Dottie Li, Managing Director of Transpacific Communications, is also the Voice of Rosetta Stone’s Mandarin products. In 2015, Dottie was recognized as one of Maryland’s Top 100 Women.

What
Through this training session, you will learn methods of replicating standard American speech sounds to increase effectiveness and clarity of communication. The expected outcomes from this workshop will improve participants' understanding to deliver a speech or presentation with proper pronunciation, alleviating a heavy foreign accent and eliminating common grammatical errors.
USSpeakers’ Guest Speaker
Thursday, December 5, 12:00-1:00pm
USSpeakers Meeting (A411)
"Speak with Clarity and Power"

Dottie Li is a successful cross-cultural communication strategist, keynote speaker and coach, designing & providing media training and cross-cultural communication coaching. She has conducted numerous seminars, workshops & presentations on the importance of effective communication.

Dottie’s work has been featured on NPR, China Daily and many other media outlets.

She was awarded a Mandarin Leader in America in 2018 and one of Maryland’s Top 100 Women in 2015 by the Daily Record. She received the “Best Cross-Cultural Communicator of the Year” title in 2013 by the MVMCA.

Dottie was a reporter before moving to the U.S. from China in the 80s. Her background includes 5 years as a producer at C-SPAN, a corporate spokesperson, public relations executive, communications chief for large non-profit organizations, and staff for the Clinton White House.

Specialties: Voice Coach and Voice of Rosetta Stone’s Mandarin Chinese products; Accent Modification Coach; Cross-cultural communication trainer; Award-winning video producer.
We sometimes refer to D&I as DEIA to include equity and accessibility when discussing our processes and recommendations, and we encourage you to include equity and accessibility as core principles.

**Equality**

The assumption is that **everyone benefits from the same supports.** This is equal treatment.

**Equity**

**Everyone gets the supports they need** (this is the concept of “affirmative action”), thus producing equity.

**Justice**

All 4 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed.** The systemic barrier has been removed.

**Agency**

Through equity, and social justice, each has the access they need to health and education to build wealth in order to **buy their own seat inside the stadium.**

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**Equity goes beyond equality**

Equity seeks to ensure fair treatment, equality of opportunity, fairness, and accessibility in access to information and resources, and advancement for all people; while at the same time striving to identify and eliminate barriers that have prevented full participation. Equality is the goal of equity with outcomes of justice and agency.
Effective Communication Across Cultures
Cross-Cultural Communication, DEIA & Translation

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