



has a new name:

languageiseverything

Fourth Annual Report
January 2007



LA PAZ, BOLIVIA

What's new ...

On 2nd January 2007, we changed our name from EITI Ltd to Language is Everything Ltd.

Our web site address has changed from www.eiti.com to www.languageiseverything.com.

Our e-mail address has changed from eiti@eiti.com to hello@languageiseverything.com.

If you'd like to know why we changed our name, please see pages 4 and 5 of this report.

... and what's not

Our telephone/face to face interpreting and written translation services have not changed.

Our telephone numbers have not changed.

Our postal address has not changed.

The ownership of our company - together with all of our key personnel - has not changed.

Our list of accredited interpreters and translators has not changed.

Our bank details have not changed (apart from the new company name).

Our ISO and IiP accreditations have not changed.

Our membership of the Association of Translation Companies has not changed.

Our Terms & Conditions of Business have not changed.

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Key personnel



Dawn Bowes
Operations Manager



Carolyn Burgess
Chief Executive



Martin Burgess
ICT Manager



Carol Curtis
Managing Director



Sue Daddy
Operations Team



Graham Jones
Company Secretary



Christine Mitchell
Operations Team



Neil Moor
Operations Team



Storm Mukherji-Barrett
Operations Team



Anna Renkiewicz
Operations Team



Carolann Roberts
Operations Team



Helen Round
Operations Team



Audra Verpetinskaite
Accounts Team



Bev Williams
Accounts Manager

To get in touch with either one of us, please send an e-mail to firstname@languageiseverything.com.

Message from the chief executive

Language is everything.

Take the concept of time. In all of the world's languages - from English to Chinese to Bantu - the future lies ahead and the past lies behind. For example, we say that we have an exciting year ahead of us, or that a difficult period is behind us.

The exception is the Aymara language, which is spoken in the Andean highlands of Bolivia, Peru and Chile. According to a remarkable study published last year*, Aymara speakers have a reverse concept of time: they have their backs to the future, and they face the past.

In Aymara, the basic word for 'front' (*nayra*) also means 'past', while the basic word for 'back' (*qhipa*) also means 'future'. The gestures used with the language are exactly the opposite of our own: when Aymara speakers talk about the future, they thumb or wave over their shoulders; when they talk about the past, they sweep forward with their hands.

The more you think about this, the less puzzling it becomes. Doesn't it make sense to put the known past in front of us where we can see it? And doesn't it make even more sense to put the unknown - and unknowable - future behind our backs?

Our company has a new name, a new logo and a new web site address. An organisation normally explains its decision to rebrand by talking - with great certainty - about what it all means for the future. We'd like to take a leaf out of the Aymara's book, however, and tell you instead about how we got to where we are today.

We've been providing language services for 14 years, initially as Essential Interpreters and Translators International and then, from 1997, as EITI Limited. Throughout this time, we've stuck to five basic principles.

1. We love to help people communicate. For example: Cancerbackup, a cancer information charity, were concerned that non-English-speaking cancer patients - and their families - were unable to receive the practical advice and support they needed. So we helped the charity to launch the UK's first multilingual freephone helpline, where callers are conferenced straight away with a Cancerbackup nurse and one of our telephone interpreters.
2. We're focussed, laser-like, on customer service. Of course, every company says something like that. We try to back up our claim, therefore, by publishing the results of *all* our customer feedback in our annual reports. (Since January 2003, we have not received a single negative rating for customer

- service from 2,833 feedback forms.)
3. We enjoy working in partnership. For the past seven years, for example, we've been supplying telephone interpreting services to public authorities in East London on behalf of Newham Language Shop, which is part of Newham Council. Our partnership with the Language Shop is continually developing, and in 2006 we were jointly awarded a tender to provide language services to Vertex, an outsourcing company.
 4. Our business plan favours stability over growth: we've recorded a turnover of between £1.0 million and £1.4 million in each of the last eight years. And we're absolutely committed to remaining an independently-owned, UK-based operation.
 5. We try to be more than just a business: we believe we have a role to play within the community. We run language workshops and educational activities for schools and colleges, and we're a proud sponsor of Goole AFC, our local football team.

None of the above is going to change. So why have we changed our name?

The first reason is - very simply - that nobody ever really liked the name EITI. People were never sure how to say it or write it. And we were always being asked what the letters stood for. (I've never completely understood people's fascination with that question. I mean, how many people ever stop to ask what B&Q, MFI or DHL stand for?)

The second reason is that we wanted to emphasise that language *is* everything. It's everything to us, because it's our business and our passion. It's everything to Cancerbackup, because their words can help to reduce the fear and uncertainty of cancer. It's everything to the rest of our customers, because all organisations need to communicate.

And, at a fundamental level, language is everything to every one of us. Just try asking an Aymara speaker to look ahead to the past, or back to the future.



Carolyn Burgess
Chief Executive, Language is Everything

* Núñez, R. & Sweetser, E. *With the Future Behind Them: Convergent Evidence From Aymara Language and Gesture in the Crosslinguistic Comparison of Spatial Construals of Time*. *Cognitive Science* 30 (2006) 401-450

What's in a name? Almost anything, except...

How do you say *big universe* in Korean? What is the Italian word for *wasp*? And what is the Latin translation of the German *Horch*?

Although you may not know it, you are already very familiar with all the answers.

Big universe in Korean is Daewoo. The Italian word for *wasp* is Vespa. And the Latin translation of *Horch* is Audi. (The surname of car manufacturer's founder, August Horch, means *listen!* in German.)

International brands have brought a rich mixture of foreign words into our lives.

LEGO is an abbreviation of two Danish words, *leg godt*, which mean play well. Canon comes from the Japanese *Kannon*, the Buddhist God of Compassion. The name Häagen-Dazs means - well, nothing actually. It's a made-up name, conveying "an aura of the old-world traditions and craftsmanship".

When it comes to company names, pretty much anything goes.

There is no *u* in Qantas (because the name comes from the initials for Queensland and Northern Territory Aerial Services). Google is a deliberate misspelling of *googol* (the mathematical term for a 1 followed by 100 zeros). HSBC Bank is a tautology (since the *B* in HSBC originally stood for *Banking*).

The etymology of some names can make you wince: UMBRO was founded in the north of England by Harold and Wallace Humphrey

TOKYO, JAPAN



(the 'Umpfrey Brothers). Others are more intriguing: George Eastman called his company Kodak because, he explained, "The letter *k* had been a favourite with me - it seems a strong, incisive sort of letter. It became a question of trying out a great number of combinations of letters that made words starting and ending with *k*."

Some company names are based on what would otherwise be quite boring concepts: 7-Eleven takes its name from the original opening hours of its stores. Some are based on quite visionary concepts: as far back as 1994, Jeff Bezos foresaw the internet's unique ability to deliver huge amounts of information rapidly and efficiently, and named his company after the world's most voluminous river (the Amazon).

Nearly everything has been tried: fictional characters (Starbucks), digestive enzymes (Pepsi), African gazelles (Reebok), self-deprecation (when he started his first company, Richard Branson was a virgin when it came to business) and even the seemingly suicidal (Woodworm, named after a beetle that damages wood, is a highly successful manufacturer of wooden cricket bats).

The only thing you hardly ever see in a company name is a verb. We never realised this until we decided to rename ourselves Language is Everything.

When we ran the idea past people, the reaction we got was - on the whole - extremely positive. We received some extremely thoughtful feedback, and we are very grateful to everyone who shared their views with us.

One of the points that kept coming up was connected to the verb *is*. To many people, Language is Everything seemed more like a sentence or strapline than a company name.

Which got us thinking: why is that unusual? Why are there almost no companies with verbs in their names?

Is it simply a matter of convention?

After all, names that sound like sentences with one (or more) verbs can be highly effective. Songwriters understand this extremely well: names like *They Can't Take That Away From Me*, *The Times They Are A-Changin'*, *I Just Called To Say I Love You* are unforgettable. (And to prove we're not just cherry-picking song titles from history, one of the songs in the UK top 10 at the time of writing is called *Put Your Hands Up For Detroit*.)

If you would like to let us know what you think about our new name, or you have any comments about company names in general, we would love to hear from you. You are welcome to send an e-mail to names@languageiseverything.com, or follow the debate on our web site.

News highlights 2006

December

Tony Blair invited Carolyn Burgess, our chief executive, to a reception at 10 Downing Street for community champions. Carolyn attended the event with Ian Cawsey, the MP for Brigg & Goole.

November

The Regional Language Network for Yorkshire & the Humber (RLNYH) announced that we had been made a **language champion**, in recognition of our educational work with local schoolchildren. "We have to make sure our children have a chance to learn foreign languages," said Sandra Potestà, the director of RLNYH.

October

Polish moved up to second place in our monthly list of top languages. Since Poland joined the EU, Polish has climbed steadily up our list from 15th place in May 2004. Our rankings are based on the number of requests we receive for telephone and face to face interpreters.

September

Together with Cancerbackup, we gave a joint presentation to the **Association of Translation Companies** annual conference 2006. The theme of the conference was "Building strong markets for translations - making links & seizing opportunities".

August

We submitted our comments for the review of the **National Occupational Standards in Translation**. "We stressed the importance of the 'big picture'," says Dawn Bowes, our operations manager. "How can translators best help the end-users of translation services achieve their strategic aims and objectives?"

July

We announced plans to launch a **telephone interpreting card** for business people and tourists travelling overseas. Pauline Wade, the head of international trade at the Hull & Humber Chamber of Commerce, said she would use the card on trips to China: "I think this is a fantastic idea and, like all good inventions, it is so simple."

June

We helped an intrepid local sixth-form student, Lucy Whiting, prepare for a year teaching in **Ghana**. Although English has official status in Ghana, the most widely-spoken language is Twi.



LONDON, ENGLAND

May

As part of the build-up to the 2006 World Cup in Germany, we published a list of ten things you didn't know about **German**. Did you know, for example, that there are German-speaking communities in Namibia and Tajikistan?

April

Responding to news from the other side of the world, we welcomed a decision by New Zealand's parliament to make **sign language** the country's third official language.

March

Lincolnshire County Council launched a new poster to advertise our **language hotline service**. Non-English-speaking members of the public call us on a number that corresponds to their language; we set up a 3-way conference call with a telephone interpreter and a member of staff at the council.

February

What can business learn from the public sector about language and communication? **Business Intelligence** published an article by us, which argued that the private sector was "lagging behind the curve" on telephone interpreting.

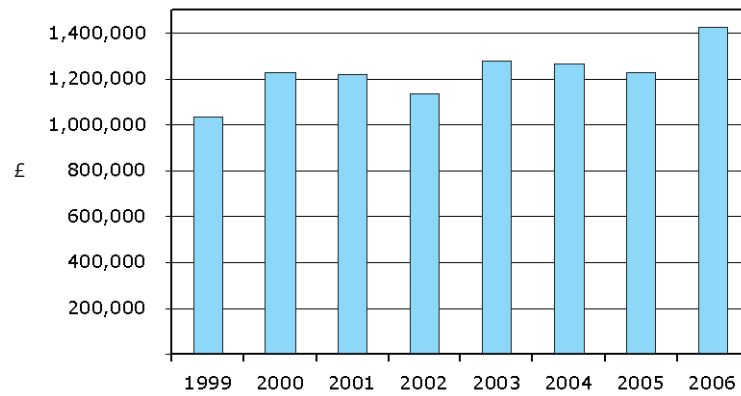
January

Central and North West London Mental Health NHS Trust (CNWL) appointed us as its official supplier of interpreting services. As part of the new contract, we launched an **online booking form**, which can be accessed through CNWL's intranet.

Operational and financial review 2006

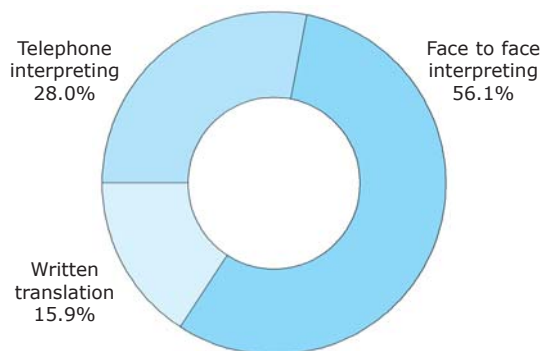
Turnover

Our (unaudited) turnover for the year-ended 31st December 2006 was £1,424,320. The chart below shows our annual turnover for each of the past eight years. We will be publishing our audited accounts for 2006 in February 2007.



Core services

The chart below shows how our turnover for 2006 was split between our three core services.



Numbers of assignments (2005 in brackets)

Telephone interpreting	Face to face interpreting	Written translation
16,072 (15,294)	10,709 (7,500)	1,961 (1,299)

Top 10 languages (based on the number of requests for telephone and face to face interpreters)

	2006	2005	2004	1992
1)	Turkish	Turkish	Turkish	French
2)	Arabic	Arabic	Bengali	Farsi
3)	Polish	Bengali	Arabic	Spanish
4)	Farsi	Portuguese	Somali	Arabic
5)	Bengali	Somali	Portuguese	Polish
6)	Portuguese	Farsi	Farsi	Bengali
7)	Chinese	Chinese	Chinese	Lingala
8)	Somali	Polish	Kurdish	Twi
9)	Spanish	Kurdish	French	Serbo-Croat
10)	French	French	Albanian	Tigrinian

Customer feedback results

	STRONGLY AGREE	AGREE	SLIGHTLY AGREE	SLIGHTLY DISAGREE	DISAGREE	STRONGLY DISAGREE	
	%	%	%	%	%	%	
A)	73	27	0	0	0	0	A) The people I spoke to understood my requirements and were able to fulfil them.
B)	67	33	0	0	0	0	B) All of the information given to me was accurate and reliable.
C)	73	27	0	0	0	0	C) Everyone I spoke to was straightforward, knowledgeable and friendly.
D)	80	20	0	0	0	0	D) Overall, using the service was a simple and hassle-free process.

We measure customer satisfaction using a standard feedback form, which asks customers how strongly they agree or disagree with statements about us. Results for previous years are available on our web site.

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