

JORDAN EVANS - LANGUAGE NETWORK

Jordan Evans' mom, Alisa Evans, started Language Network by accident. She was a Spanish interpreter who started to get requests from her clients for more languages. Alisa realized that she had a way to meet the needs of her requesters and slowly began to grow the company. Language Network continued to grow by being adaptable to client referrals, being reliable, and doing what's right. The company now supports California in healthcare, social services, education, and government settings. Language Network now specializes in on-site interpreting, over-the-phone interpreting, and document translation. It remains a family operated business, now run by the second generation. Language Network first joined the Association of Language Companies out of curiosity. Having operated as a small family business, rarely involved with competitors or colleagues, they were eager to learn from other companies in the industry. They had lots of questions involving quality standards, professional practices, tools and operations, and sales and marketing strategies. Joining the ALC has provided both a sense of relief and comradery for Jordan

*“Operating a language business can be overwhelming and challenging so it is wonderful to know you are not alone!”
(Jordan Evans).*

The ALC Industry Survey has helped Language Network to benchmark its performance and set new goals each year.

Since joining, the company has grown over 50%, due to the lessons on sales and marketing that they have been able to apply, and the partnerships built with other companies, allowing them to expand their services. The ALC has also been able to help Language Network navigate legislation from Federal and State governments on standards and labor, that have been challenging and confusing in the past, through elected officials in Washington DC and webinars on these topics. The ALC has helped Language Network by providing representation for the industry on Capitol Hill, improving their contracts, and improving their vendor management practices.

Jordan recommends that new members to the ALC attend the conferences. Attending the Annual Conference and the UNConference have been great learning experiences for Language Network in the past. He also recommends joining the WhatsApp and asking your peers questions. “This association is one of the best for collaboration and camaraderie,” (Jordan Evans). The most value is seen when you not only join the ALC, but when you also take advantage of the connections, engage, and build relationships in the group.



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