

# The League of Women Voters of San Francisco



## Vendor Spotlight: International Contact Donates Translation

One of the highest priorities of the League of Women Voters is to promote the informed and active participation of *all* citizens in government. An elector whose primary language is not English is at a disadvantage when it comes to finding impartial election materials. This is why we allocate a significant portion of our voter service budget to the production and distribution of Voter's Guides in Spanish and Chinese. Unfortunately, this allocation is not always enough to cover the costs of translation. This is where Carla Itzkowich and International Contact enter the picture.

Twenty-five years ago Carla Itzkowich moved to the United States from her home in Mexico City searching for freedom, justice and the American Dream. Today she is the proud owner of International Contact, Inc. a successful multi-language communications business based in Oakland. This women-run organization worked with our office this year to produce the layout and translation for our Chinese and Spanish Voters Guides. When the company started twenty years ago, it produced corporate materials on video. Using her poli-lingual skills Carla was soon able to fill a niche in the community by producing translations for print, for both corporate and public enterprises. Currently International Contact works mainly on producing public information for local city and county governments, while still producing corporate marketing materials.

Carla worked with us to meet our budget requirements for the production of Voters Guides in Spanish and Chinese by giving us a huge discount, stating that Any organization working towards leveling the playing field is one to be supported. I commend the League for working towards informing voters, increasing voter participation and helping voters bring confidence into the polls. Carla



believes in the greatness and the potential of this nation, working to help women, minorities and voter reform. She says, If we don't have voting, we don't have anything.

We are pleased to be working with Carla and International Contact this election, and we look forward to building a relationship and a reputation together, to bring this important information to all citizens of San Francisco County. For more information about international contact, please see their website at [www.intlcontact.com](http://www.intlcontact.com).

In addition to deliveries to groups on our mailing list, the Spanish Voter Guides will be inserted in *El Mensajero*, which is donating a portion of insertion costs. The Chinese Voter Guides will be inserted into the Sing Tao Daily, which donates all of its insertion costs. This year, for the first time, we also have the Spanish and Chinese Voters Guides available on our website.

-Kearstin Krehbiel, Elections Intern