



PALS
INTERNATIONAL
Your Passport to Global Success!

News Article

Publication: CRAIN'S DETROIT BUSINESS

Print Date: March 29 – April 4, 1999, Vol. 15 No. 13

Title: AMERICAN DREAMERS

Writer: Susan Bleznick

Crain's Detroit Business Invites You to Meet Metro Detroit's American Dreamers

*Brenda Arbeláez-Nock, Founder & President of PALS INTERNATIONAL, located in Troy, Michigan
Country of Origin: Colombia*

Brenda Arbeláez-Nock was perfectly happy teaching to 10 years in bilingual schools in Colombia. Then, at the suggestion of a family friend, she and her husband decided to move to Detroit in 1967 for two year. In 1970, they went back to Colombia. But that was only temporary. They had two children and were doing fine, but they liked Detroit and all of their good friends there. So in 1975 they moved back.

At first it was a challenge to return with two kids and no other family there, Arbeláez-Nock said. Fortunately, soon after the move, her mother moved to Detroit. Later, her brother and sister came to America, too. Arbeláez-Nock started to teach at a private language school in Detroit. That's when her life took an entrepreneurial twist.

"My students were the ones who gave me the confidence to start my own company," she said. In 1983, she launched PALS INTERNATIONAL in her home. She has built the company into a global business with a network of more than 2,000 associates worldwide. The services her company offers include cross-cultural programs, language instruction and global relocation.

PALS teaches many languages, and most of the instructors are native speakers. Ford Motor Co. was her first client. The company approached her to assist with cross-cultural training and international relocation. Since then, her emphasis on "going the extra mile" has attracted clients such as General Motors Corp. and DaimlerChrysler AG.

PALS has formed alliances with other companies, including a global relocation support services company. Locally, she has alliances with two businesses to enhance her services in accent reduction, translation and interpretation.

Arbeláez-Nock's values and beliefs are reflected in the PALS management style. Other cultures fascinate her, and she enjoys helping others. "I believe in honesty, integrity and dignity," she said. "Relationships are the key with me."

###