



**PALS**  
INTERNATIONAL  
Your Passport to Global Success!

# Press Release

## FOR IMMEDIATE RELEASE

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## **Hispanic Business Alliance (HBA) Awards Brenda Arbeláez the “Hall of Fame” Excellence Award**

TROY, MI – MAY 5, 2008 – The Premier Showcase and Celebration of Hispanic Leadership was highlighted at the 2008 HBA Excellence Awards Gala honored at the Roostertail in Detroit, Michigan on April 18, 2008.

Brenda Arbeláez, Founder and President of PALS INTERNATIONAL, was honored with the Hall of Fame Excellence Award. Since 1983, it has been Brenda’s leadership and passion to focus on building bridges in the ever-expanding global marketplace through language instruction, cultural training and translation.

Brenda’s advice to young professionals starting their career is: “Do something you love to do.” Money is the result of good work. To accomplish it, you need to work at it with your heart. Work should make you feel alive and motivated when you wake up in the morning. It should make you want to do your best and look your best. Don’t compromise your values. Make them a part of every decision. Don’t be afraid to ask for help. Build good relationships with everyone in all aspects of your life, including your competition and those you view as enemies. Listen to people - really listen, have compassion and lots of patience.

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### *Your Passport to Global Success!*

Global business success depends on accurate and effective communication.

If you seek to truly compete globally, your business must not only cross borders but transcend them. PALS INTERNATIONAL’s cultural training, communication programs, and language translation services prepare you and your team to successfully navigate and negotiate in the global marketplace.

Whether you seek to learn new languages, increase awareness of cultural differences, expand your product into global markets using web localization or provide translated publications and collateral – our services, programs, and experience will help grow your business in any country or culture.

Visit the PALS INTERNATIONAL website at [www.palsintl.com](http://www.palsintl.com).

Brenda Arbeláez is the founder and president of PALS INTERNATIONAL, which is celebrating **25 years** of global success. Based in Troy, Michigan, PALS INTERNATIONAL specializes in cross-cultural training programs, translation and interpretation, language instruction, accent reduction, phone interpretation, and voice-overs.