

American Sign Language Communications, LLC
9/4/2014 Interview

American Sign Language Communications, **a local woman owned business**, was started in Las Vegas and has prospered in the local community for approximately eight years providing interpreting services.

UNLV Purchasing and Contracts recently met with American Sign Language Communications owners Crystina Scott and Walter Scott to discuss the company's history and their desire to provide UNLV schools and departments with interpreting services. The following is a summary of that interview:

(Q1) Share American Sign Language Communications' story. How did you get started? Years in business? Local/Small/WBE/MBE? What products and/or services do you provide?

Crystina Scott had been working as a nationally certified interpreter for approximately twenty years when the company she was with decided to sell the business. The owner of the company that Crystina was working for approached her on a Wednesday and asked her if she would like to buy the business. Crystina said "I originally did not want to buy the business, however, I reconsidered and by Friday of that week I was signing the papers to buy the business. That was approximately eight years ago." American Sign Language Communication is a local woman owned business offering interpreting services for the hearing impaired. They also offer Communication Access Real-Time Translation (CART) services that translate spoken word into writing. In addition, they offer typewell services which are similar to CART; however, this technology provides a summary versus verbatim word for word.

At first the business was run from Crystina's home and she provided interpreting services and had approximately five independent contractor interpreters working for her. The business has expanded and currently has an office in Henderson, Nevada and provides services in Nevada and Utah. American Sign Language Communication now has ten employees that handle administrative tasks and approximately twenty five independent contractors that provide the interpreting services.

For more information on American Sign Language Communication visit their website at: www.alscomm.com

(Q2) How did you become familiar with business opportunities with UNLV?

Crystina stated that "I was notified by the UNLV Purchasing Department that bid number 5142-MH was available and I decided to submit a response to the bid and was awarded a contract as a result of my bid."

Award, pricing and contact information can be located on UNLV's campus contracts website: <http://www.unlv.edu/purchasing/agreements6449>

(Q3) To better help the UNLV campus departments understand what American Sign Language Communications offers, can you offer a few reasons why they should consider doing business with American Sign Language Communications? What sets American Sign Language Communications apart?

Crystina said "What sets us apart is the value we create for our customers. We offer superior service and offer the largest pool of interpreters in the state of Nevada.

Another reason for our success is our set of core values, which include integrity, trustworthiness, and innovation. Walter went on to say “We have developed state of the art scheduling software that has helped us to be very efficient.”

(Q4) How does American Sign Language Communications interact with UNLV campus department to assess interpreting needs?

According to Crystina, most departments set up open ended purchase orders and then call when they have an assignment and ask them to bill against the purchase order.

(Q5) What is American Sign Language Communications’ commitment to providing a quality service, best pricing, and meeting the needs of the campus?

American Sign Language Communication works hard to be competitive and to hire only qualified and certified interpreters that pass a background check. They have a large group of interpreters and they match their expertise with the specific assignment so that there is a good outcome. Walter said that “It is all about building relationships and understanding the customer’s needs.”

(Q6) In your opinion, what are the major obstacles for small and disadvantaged businesses in Las Vegas and how can UNLV be a part of the solution?

Both Crystina and Walter agreed that there are many vendors who do not know how to do business with UNLV and that we need to educate them and give presentations to small disadvantaged businesses.

(Q7) The Nevada System of Education has published a Supplier Inclusion statement. What does it mean to you and how would you like to see it impact the business community serving UNLV?

The Nevada System of Higher Education supports equal opportunity for minority-owned, women-owned, and other small disadvantaged business enterprises (MWDBE) to compete for contracts awarded by NSHE institutions. The NSHE also supports efforts to encourage local businesses to compete for NSHE contracts. In addition, the NSHE supports finding opportunities for such MWDBE and local business concerns to participate as subcontractors or Tier 2 suppliers in large contracts. A “Tier 2 supplier” or subcontractor is a supplier who is contracted for goods or services with the prime contractor, and may include, but is not limited to MWDBE and local business enterprises.

Crystina suggests that we try to get a small business and local preference program passed through the legislature.

(Q8) What one word or phrase best describes American Sign Language Communication?

“Our Service = Your Success”