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Arc Communications Inc.

newsletter vol.04 *fun* NOTE



## Greetings

Thanks to your support, Arc Communications has closed its second year again in the black. I must admit that I am putting pressure on myself by opening our newsletter on a topic like this. It means that I'll have to touch upon the same topic in next year's newsletter for this season!(smile)

Closing our books is the same as getting a report card. While it would not be healthy to be overly fixated on numbers, we will use them to make an objective

assessment of our performance in this fiscal year and utilize it for promoting next year's growth.

We will work hard once more during our third year so that we may become a company in which growth is linked to the growth of individuals. We look forward to your continued support and patronage of Arc Communications.

Mariko Ohsato

Representative Director (CEO), Arc Communications Inc.

## Our Services

### Arc Communications translates 70% of the DIAMOND Harvard Business Review.

Arc Communications' translation services are now in its 11th year (with the period prior to business transfer included). We have handled various kinds of translations over the years, and our current pillars are Japanese to English translations, localizations, translations to/from Chinese and business translations (which led to our publishing business). Let's take a look in this issue as to why Arc Communications has its strengths in business translations.

Diamond Harvard Business Review (DHBR) is the Japanese edition of the Harvard Business Review, the journal of the Harvard Business School with a readership of 500,000 people around the world. Did you know that 70% of the translation into Japanese for DHBR is carried out by Arc Communications' translators and that they are credited by name for the translations?

We are not exaggerating when we say that Arc Communications has its strengths in business translations thanks to DHBR. When we encounter talented translators, we refer them to DHBR. Having one's name appear with a translation is one of the

goals of a translator. The content of the translations are also very challenging and worthwhile, and talented translators can develop their skills even further by working on these translations.

If you look at the last page of DHBR, you will see not only the name "Arc Communications" in the translation credits but also the names of several Arc Communications translators, such as Yuko Aruga, Motoko Schofield, Naoko Matsumoto and Yasuo Suzuki, in every issue.



### The Appeal of Translating for DHBR

Translator: Yuko Aruga

(Yuko Aruga is active as a publication translator and has translated more than 30 books to date)

Because my translation is part of a magazine, I need to consider the overall style, tone and readership of the magazine when translating. It needs to match, and I can't think of it as standing alone. To be able to do so, I need to stay constantly aware of the characteristics and content of the magazine; I need to keep my radar sharp.

In the case of DHBR, the magazine projects the desire of the editors and others involved to make it a good magazine and to have as many people as possible read it. That is why I make sure to face the translations I do for each issue as if it were my first time.

Nearly nine years have passed since I first became involved in this work, through fate or fortune. However, each issue still feels very fresh to me, and I hope that I can continue to help out, even if in some small way.

### Takuya Iwasaki, DHBR Editor-in-chief, Diamond, Inc.

Almost 20 years have passed since I first became involved with editing the Japanese edition of the Harvard Business Review (HBR).

HBR has grown to become a global magazine with a circulation over 500,000 copies, published in 11 languages in about 50 countries. A lot of energy is devoted to translation in the Japanese edition due to language issues. However, we are fortunate to have the help of Arc Communications and translators like Yuko Aruga, and we have been complimented by Dr. Yotaro Yoshino, the only Japanese full professor at Harvard Business School, regarding the quality of the translations. He said that the translation shows deep consideration taken to the realities of management and is written in smooth and easy-to-read Japanese.

DHBR celebrated its 30th anniversary last year. The magazine will continue to implement ongoing improvements with the help of Arc Communications.

Takuya Iwasaki, Editor-in-chief  
DIAMOND Harvard Business Review

## News

### Global Site Solution, a New Service Supporting the Production and Support of Foreign-language Websites, Is Launched

Have you ever experienced problems when developing a website into multiple languages? We at Arc Communications leverage our strengths in web production and translation services and handle the production of many multi-lingual sites.

In the past we have produced a website where Japanese, English, French and Spanish versions were released all at the same time. Another was website production that was available in 18 languages which included not only English but also languages that people are less familiar with, such as Arabic and Uzbek.

We have launched Global Site Solution as a new service that will provide our know-how in the production of foreign language websites. If you're interested, please call Tomoyuki Unno at +81-3-5730-6133 or send us an email at arc-c@arc-c.jp.

### We're Active in Many Fields: Temporary Staff

The temporary staff members dispatched by Arc Communications are active at a wide spectrum of companies. Articles introducing their activities were published in two print publications this year: Travaille Kanto edition Issue No.23 (on sale May 30, 2007) and Sangyo Honyaku no Shigoto o Kakutoku Suru Hon 2008 - 2009 (Book for Procuring Industrial Translation Work 2008 - 2009; IKAROS Publications Ltd.).

"Look at all these wonderful temporary staff working so hard!" Praises like this of Arc temporary staff could be heard within our company. The Temporary Staff Team, however, wished that there had been enough space to have every single one of our temporary staff introduced.

The Temporary Staff Team was also interviewed by Travaille magazine, and our work as a temporary staff dispatch company appeared as an article in Travaille (Kanto edition Issue No.40; on sale September 19, 2007).



Employees and temporary staff are all shining bright in the articles. We hope you get a chance to see them!

### Publicity Photo Renewed

Those of you who follow Mariko Ohsato's blog (<http://blogs.itmedia.co.jp/arc/>) may already have noticed, but her photo has been updated.

The picture was taken by a professional photographer in a studio, with makeup also done by a pro. They kept the "Ohsato-ness" of Mariko Ohsato as is while also getting her glammed up, too. Some of the comments included, "She looks different from her usual self" and "She looks like a television announcer." Someone even asked, "Is that a campaign poster?" What is your verdict on the new photograph?



### Wedding Rush at Arc Communications and a Family Party to Celebrate

Three newlyweds were born this year at Arc Communications, and a party was held partly to celebrate the marriages.

The families of employees were invited to attend this party, and many wives and husbands joined in the fun. There was an especially bustling corner where children could be seen watching a video or playing. We tried something new this time, which was to hire a babysitter to look after the children during the party. This made it possible for the mothers, who often find it difficult to participate in nighttime events, to enjoy a relaxed time and conversations with those gathered. While people are greatly concerned about the necessity of measures to counteract declining birthrates, Arc Communications will continue to do its utmost to become a company that is kind to parents with kids and families.

## Editor's Note

We have celebrated our second birthday, and the company is starting to grow even more. We hope that you could tell how much through this newsletter.

Time now for words from Arc Communications employees; the theme this time is My Wild Ambitions & a Self-Portrait. It should be quite interesting to find out what kind of high hopes everyone holds in their hearts. We hope that you will enjoy learning about this ordinarily hidden aspect of our staff and seeing their self-portraits. (M.K.)



Arc Communications Oct, 16, 2007





## Theme: My Wild Ambitions & a Self-Portrait



### Hit the Jackpot

My ambition is to hit the jackpot. It can be in diamonds or gold or even something related to work. It would be wonderful if it was something that would be carved into history, but I am not picky at all, so long as I hit something. I will, too! I will. (Hiroaki Baba)



### Make Wine

I'm a pro now at making home-brewed beer. I've been at it for five years already. Wine-making was something that I saw on TV that clicked with me. Yes, this is what I'm going to do next. Hmm, it looks like I need to start by growing the sapling. Okay. Sure! Hehe, I'm even thinking up wicked schemes. Seriously, though, I may try it. Not such a grand ambition though, is it? (Kazutoshi Honda)



### Open an Employee Development Daycare Center

I want to create a daycare center for the children of employees, or perhaps form an alliance with a child daycare facility that can act as one. Or maybe we can just make it a satellite office kind of thing, and we can work while taking care of our kids. Ultimately, we could invite our kids to work for us as employees! (Takahide Hoshi)



### Carry out a Home Renovation Plan

We've had our countertop dishwasher for 17 years now. It's never broken down, but it is getting a little squeaky. I thought of buying a new one, but I have my eyes on renovating the whole kitchen. No, no, I want to redo the bathroom too! Our house is 22 years old. (Kyoko Inagaki)



### Reign as a Stage Mother

I am going to get my future son, the one who will be born one day, into the Johnnie's talent production company and make him a star. He will later go independent and start up his own management office. I, of course, will produce my son's work. I shall reign as a powerful stage mom, and I don't care if people find me a bother. My goodness, this fantasy of mine scares even me! (Yuka Inoue)



### Go On a Nationwide Tour

I want to train my singing voice and tour as a background singer for my favorite artist. It's an artist that doesn't tour very much (does ARTISAN ring a bell?) so I think I might have plenty of time to train and get ready. (Miho Ishimoto)



### Win a Tennis Tournament

I've been playing tennis as a hobby for about ten years. I enter ward and other tournaments several times a year, but it is hard to stay in the competition to the very end. I practice every weekend with the ambition of becoming a champion one of these days! (Mika Koizumi)



### Follow the Cherry Blossom Front North

I want to go on a tour where I will follow the cherry blossom front. I would start in February in Okinawa and make my way gradually north, following the cherry blossom front and visiting places known for their sakura. The goal would be Hokkaido in May. This is something that I have wanted to do since I was in middle school. It seems so achievable but yet it is not. This is my small ambition. (Atsuko Mori)



### To Be in the Olympics, Of Course!

Wouldn't it be wonderful to qualify for a tournament that decides who is No.1 in the world? Ski orienteering is a candidate event for the 2018 Winter Olympics. Before I worry about training to represent Japan, I have to start lobbying so that the event itself will be included in the Games. (Mariko Ohsato)



### Open Café Arc

It's not a very wild ambition, but because I am in charge of temporary staff, I would like to launch a café where our registered temporary staff could casually drop by. It would be great if there was a beverage that they could drink that would make them feel cheerful if they are depressed about work, or a cake that would make them feel energized even if they are feeling tired from a lot of overtime work. A menu item that they could have for free depending on the number of months they've been working for us would be wonderful, too. So, it is an extremely detailed ambition, I guess, but I have a feeling that I'll be overeating in the name of "menu tastings." (Mami Ohta)



### Buy Me a Piece of the Sky

There is a rush of high-rise building construction going in my neighborhood. I bought my house by the bank of a river specifically because nothing would be built there to block my view. And the view is wonderful... or should I say was?! A building that is going up in the distance is threatening to block my view and even take away a precious bit of sky that I see. I want to buy me a piece of that sky. Or maybe even knock that building down. That is my ambition, I suppose. (Yoshihiro Sato)



### Become a Coffee Shop Proprietor

I want to live a laid-back life on a southern isle as the proprietor of a coffee shop. That's my ambition. (Tomoyuki Unno)



### Enjoy an Early Retirement

I want to achieve early retirement and spend my summer in the cool of Canada's Jasper or Banff and my winters soaking in the hot springs of Japan. I might work part time every once in a while to pass the time. I might get bored of it if it goes on too long, but I would love to spend several years living like this. This is something my wife and I dream about all the time. (Hiroshi Watanabe)



### Find My Better Half

I want to get married this year!! Or is that just a wish? Somebody, please introduce me to a nice girl! Is that a desire? I want a girlfriend, quick! Is that a yearning? And, if I fail again this year, does it become despair? So finding a better half is my wild hope (er... ambition). (Yasuyuki Yamamoto)