

Who Should Attend?

Any business travelers interested in learning basic conversation and cultural skills! Travel, dining, business meetings and socializing will be topics discussed, and there is no previous language experience necessary!

The global economy is a reality today. World economies are integrating far faster than anyone projected. To survive, we must be able to compete effectively, we must understand more about other countries, other cultures, and other ways of doing business.

When Western Pennsylvania Executives consider expanding to foreign markets, they often think first of nearby Canada. Some have done quite well with that strategy, but Canada is a limited market with just over 30 million people. Latin America has ten times as many people as Canada, and Pennsylvania businesses should not ignore the possibility of doing business with them.



395 Seneca Street • P.O. Box 1127
Oil City, PA • 16301

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Erie

The Behrend
College

This event was sponsored by:
the Northwest Commission and co-sponsored by Penn State Erie - The Behrend College

Spanish First Aid Kit

for International Business Travelers

Language/Cultural Skills Coaching

*The first module will begin
on June 28, continued on
every Wednesday through
July 26, 2006.*

*Cost: \$150.00 for all sessions!
Wednesday(s), 3:00 pm - 6:00 pm*

Location:
Board Room Port Authority Second Floor
Intermodal Transportation Building
208 East Bayfront Parkway
Erie PA 16507

spanishfirstaidkit

Deadline: June 23, 2006

Please Fax, Call, Mail or Email this information by June 23rd.

Phone: 814.677.4800 x104

Fax: 814.677.7663

Mail: 395 Seneca Street, P.O. Box 1127
Oil City, PA 16301

Email: lorimo@nwcommission.org (Lori Moore)

For additional information, contact Claudia Garcia at 814.454.7191 or claudiag@nwcommission.org

Name(s): _____

Company Name: _____

Phone: _____

Fax: _____

E-mail: _____

Address: _____

Number Attending: _____

Total Cost (at \$150.00 per person): _____

Make checks payable to The Northwest Commission

Notice: Checks that you write for payment to our company may be converted into an electronic debit or Image Replacement Document to your account and if your payment is returned for Non Sufficient Funds (NSF) you acknowledge that your account can be electronically charged for a NSF Fee, not to exceed maximum NSF Fee set by law

“Spanish First Aid Kit for International Business Travelers”

Featuring Soledad Traverso, Spanish Professor,
Humanities and Social Sciences
Penn State Erie - The Behrend College

Session No 1: June 28, 2006

Introduction to the Course and Greetings.

Vocabulary: Greetings (Saludos y expresiones de cortesía). Spelling names and Last names.

Grammar: Alphabet, spelling, how to form a question and Gender/Plural

Cultural and Historical Aspects: Ancient, civilizations in Latin America, Colonial Period and Independence.

Session No 2: July 5th, 2006.

Dealing with Numbers and Money.

Vocabulary: Numbers, telling the time, weather expressions, date, days of the week, months and colors. Money, math expressions and expressions with “tener”

Grammar: Pronouns, verbs (ser, estar, ser de) and “Hace” (for weather expressions. Verbs : tener, ir, dar, gustar and ¿Cuánto es?

Cultural and Historical Aspects: MAP of Latin America, regions, weather, characteristics of population and Spanish: regional differences. Currency, tips and bargaining.

Session No 3: July 12, 2006.

At the Hotel and Transportation

Vocabulary: The hotel, how to register, the bank, post office and telephone. Learning how to talk about the family and work, taking a cab or metro and receiving directions “derecha, izquierda, etc).

Grammar: Place prepositions. Regular verbs :to take, to buy, deposit, to sell. More verbs and expressions. Expressions with “hay” . Where?

Cultural and Historical Aspects: Doing business protocol. In the City, museums and main attractions.

Session No 4: July 19, 2006.

At the Restaurant

Vocabulary: Restaurant, meals, the bill, the tip and how to order.

Grammar: Verbs: Comer, pagar, gastar, servir, pedir, conseguir and decir. Saber/conocer.

Cultural and Historical Aspects: Food : A cultural experience. Typical foods.

Session No 5: July 26, 2006.

At the Doctors – Pharmacy, Oral Practice / Interaction

Vocabulary: at the hospital, at the doctor, at the pharmacy, your medicines, symptoms and parts of the body. Interacting with people in a Spanish speaking country. Exercises and Situations.

Grammar: Verbs: “Doler” and other expressions. Meeting someone/general situations. Review: Dealing with particular situations.

Cultural and Historical Aspects: How to ask for a doctor, Important tips, general information on cultural aspects and main artists and writers of Latin America.

GRADUATION: An accreditation (Certificate) will be provided for each of the participants.

To learn another’s language is the greatest of compliments. The warmth, appreciation and welcome you will receive is incomparable. Nothing bespeaks your interest and concern more than taking the time to learn someone’s language.

There is something more important than just learning the basic phrases when traveling in Spanish-speaking lands though, and that is learning some **fundamentals** about the culture of a country before you visit it. People can be very forgiving about hearing mistakes in their language if their culture is respected. This is especially true in the diverse countries that comprise Latin America.