

AMERICA THE MELTING POT & OCCUPATIONAL SPANISH

Over the past century, our nation has assimilated millions of immigrants into what is now known as mainstream America.

America is now in the midst of her second great wave of immigration. Many are seeking a new life in the United States.

And, of these people, it is the Hispanics who are dramatically changing the face of the nation.

According to the Census 2000 data, there are now more than 35 million Hispanics in the United States and the trend indicates that this growth will continue. By the year 2050, it is estimated that one in every four of 400 million Americans will be Hispanic.

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A S S O C I A T E S

Enhancing business results through people™

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OCCUPATIONAL SPANISH

*Communication
without the frustration™*



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TODAY the United States is the 5th largest Spanish-speaking country in the world.

Professionals across America are experiencing firsthand the impact of this demographic shift. Healthcare providers, plant managers, administrators, municipal workers, retailers, educators and public safety officials are among the many who are busy juggling a daily workload while struggling to overcome the language barrier encountered when dealing with Spanish speakers.

It's inevitable that there exists a compelling need for Spanish language training. But, for most Americans, the idea of this kind of training conjures up images of grammar rules, verb conjugations and lengthy translations. When, what is really needed, is workplace-specific Spanish language capability for non-Spanish speakers.

SO WHAT'S THE SOLUTION? OCCUPATIONAL SPANISH.



"¿Hay alguien en el edificio?"

*Is anyone in the building?

Unlike traditional Spanish classes that try to teach the whole

language, Occupational Spanish focuses on specific, workplace language skills. These skills enable

non-Spanish speakers to develop the "language tool kits" needed to perform their particular jobs. This type of language training is tailored to suit the audience and focuses on daily procedures and predictable behaviors. For those whose busy schedules allow for little free time, Occupational Spanish provides "need-to-know" vs. "nice-to-know" Spanish language capability. Enhancing job performance

and increasing confidence in interactions with Spanish speakers is what Occupational Spanish is all about.

Murphy Associates offers an extensive array of Occupational Spanish programs to suit the needs of both public and private organizations:



"Maneje esto con cuidado."

* Handle this with caution.

BUSINESS & INDUSTRY

- Spanish for Automobile Sales
- Spanish for Banking
- Spanish for Business Professionals
- Spanish for Construction
- Spanish for Customer Service
- Spanish for Front Office Staff
- Spanish for HR Professionals

- Spanish for Hotel Staff
- Spanish for Manufacturing
- Spanish for Landscaping & Nurseries
- Spanish for Municipalities
- Spanish for Real Estate
- Spanish for Retailers
- Spanish for Restaurant Staff
- Spanish for Utilities

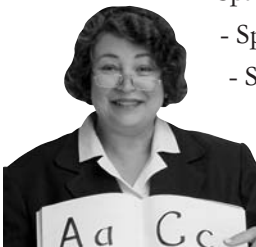


"Necesito reprogramar su cita."

*I need to reschedule your appointment.

CRIMINAL JUSTICE

- Spanish for Law Enforcement Officers
- Spanish for Correctional Staff
- Spanish for Jail Facilities
- Spanish for Probation Officers



"Soy la maestra de su niño."

* I'm your child's teacher.

EDUCATION

- Spanish for Educators
- Spanish for Child Care

HEALTHCARE

- Spanish for Healthcare Professionals

- Spanish for the Physician's Office
- Spanish for Dental Staff

PUBLIC SAFETY

- Emergency Spanish for Firefighters
- Spanish for Paramedics and EMTs



"Necesito tomarle la presión."

* I need to take your blood pressure.

Organizations nationwide are taking advantage of the benefits of Occupational Spanish training.

FOR MORE INFORMATION

Want further information? Then contact Karen Murphy at Murphy Associates. Don't see what you need? Then be sure to ask about new programs currently under development or about ways to customize existing programs to suit the needs of your organization.

Call 978.462.9081 today to learn how Occupational Spanish training can make a difference for your organization, your employees and your community.

Occupational Spanish, communication without the frustration.™

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Did you know that Murphy Associates also offers Cross-Cultural and Customer Service training? Call 978.462.9081 or email murphyassoc@comcast.net for more information.