



Two friends hanging out on the Galapagos Islands, Ecuador

Educate The Press About Language Travel

Anybody who has ever studied a language abroad, knows that it is the best way to learn a language. Then why doesn't the press write about this type of travel more often? We don't know either but we plan to do something about it. AmeriSpan has designated the next year to be the year that language travelers EDUCATE THE PRESS. We are offering a \$100 coupon toward any AmeriSpan program or \$50 cash (whichever you prefer) for anyone who gets an article, letter or press release published about studying languages abroad. There is no limit to how much you can earn! Get an article published in 10 papers and you'll earn a \$1,000 coupon toward an AmeriSpan trip or \$500 to spend as you wish.

This contest is open to anyone whether you have used AmeriSpan in the past or not. We don't care what language you studied or where you studied but the article needs to mention AmeriSpan as a source for additional information about Spanish immersion programs. Self-serving? Well, you can list all of our competitors and any other sources that you know

and you will still receive either a \$100 language travel coupon or \$50. In fact, AmeriSpan has been inviting language schools, our competitors and other organizations involved in language travel to offer similar "Educate The Press" promotions.

To qualify, the publication must have a circulation greater than 5,000 and the article needs to mention that AmeriSpan offers Spanish immersion programs and our toll free telephone number. After the article appears send

Prepping for a Spanish Immersion Program

Whether you know ZERO Spanish or you are an advanced speaker, a little preparation can help you get the most out of your language program. One book that we recommend is [How to Be a More Successful Language Learner](#), by Joan Rubin and Irene Thompson, which is a full of good advice. Below are some pointers from AmeriSpan:

1. Set Realistic Goals:

Learning another language isn't easy (for most of us); it takes time, practice and many mistakes. Go into a program with the goal of increasing your communication skills! Never assume that you are going to perfect the language in so many weeks or months, it's too much pressure!

2. Bolster Your Vocabulary:

If you are an absolute beginner, get a phrase book (preferably with a tape to

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us a copy of the published article and your preference: \$50 cash or \$100 language travel coupon. Your prize will be mailed within 2 weeks.

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Letter From The Editor:



Hello Friends,

Letter from the Editor

Welcome to issue VII of *The Translator*. *The Translator* is a newsletter published periodically for the customers and friends of AmeriSpan. Each issue is full of news, tips and hard-to-find information. Whether you are a seasoned language traveler, or new to the language travel concept, *The Translator* is required reading.

We are working hard on three new initiatives. The most exciting is our new AmeriSpan Volunteer & Internship programs which we will be introducing in December. Until now, pre-arranging a 3-6 month "quality" volunteer or intern position in Latin America was very difficult. AmeriSpan will soon change that. Secondly, we have begun offering Educational Travel programs such as the "La Ruta Maya" tour described in this issue. As we do with our language programs, AmeriSpan will offer unbiased evaluations of our Educational Travel Programs which will allow you to choose the program that best meets your needs. Thirdly, we continue to receive requests for programs in Columbia, Bolivia, Nicaragua, the Dominican Republic and Spain. Although we have no plans to add Colombia at this time, we are considering programs to the other destinations, so "stay tuned".

Inside this issue, we profile our program in Quito, feature Chile in our regular *Country Close-Up* section, tell you how to prep for studying a language abroad and much more.

We hope you enjoy this issue and *Hasta Pronto*.

Sincerely,
John Slocum
President



John Slocum relaxing in a hide-away in Montezuma, Costa Rica

Six Months Off

AmeriSpan recommends Six Months Off by Hope Dlugozima, James Scott and David Sharp. The book is stuffed with great information and advice on planning for an extended leave. Tips from negotiating time off to re-integrating to the "real world" are included along with lots of resources.

ETS - Highly Recommended

After about 18 months of giving out the phone numbers of various discount travel agencies, AmeriSpan has decided to recommend ETS (1-800-655-4053), located in Oakland, California. The prices are extremely competitive and their travel specialists really know Latin America. ETS also offers student airfare.

Attention Group Leaders

AmeriSpan has introduced all inclusive packages for groups of 10 or more people. Each package includes language instruction, homestay, cultural activities, airfare and all the AmeriSpan extra services. Group leader incentives are available. For more information contact: Mariana Patchen or visit our web site (<http://www.amerispan.com>).

Program Catalog-Always Current

AmeriSpan has decided to keep the same catalog cover but we update the content about every 4 months to keep it current.

Insure a Space, Register Soon

As expected, many programs were full this past summer and we had to turn students away. We expect this to happen at many programs in late December and January so try to register early to insure a space. Remember, some programs will be closed for 1-2 weeks during Christmas and the New Year.

Educational Travel

Already a leader in offering high quality but reasonably priced language travel programs, AmeriSpan will be introducing a series of professionally guided educational tours and conferences.

5th Annual Conference for FL Teachers in Costa Rica

A chance to share your ideas with your peers from around the world! Instituto de Cultura y Lengua (our partner in Alajuela) will be hosting the fifth Annual International Conference on Teaching Second Languages. The program consists of lectures and workshops while the final three days of the week are filled with excursions to many exciting places in Costa Rica. Lodging is with local Costa Rican families and most meals are included. The 1997 program is from July 3-10.

La Ruta Maya

Our first tour, La Ruta Maya will focus on Mayan Heritage/Living History while exploring key Mayan sites in México, Guatemala and Belize, as well as, a variety of lesser known sites. Dr. Robert Chenhall, retired archeologist, and Mariana Patchen, AmeriSpan's Academic Coordinator, will be accompanying the tour. Our Mexican and Guatemalan bi-lingual guides are trained in the fields of anthropology, archeology and ethnobotany. Scheduled for November 7th to November 23, the 16-day tour is priced at \$2,375/person and includes round-trip airfare from Houston offering a 20-40% price advantage, more visits, content and activities than other Maya Route tours. Another La Ruta Maya tour is scheduled for February 1997.

Country Close-up: Chile

Public Safety:

safe. No change; street crime in Santiago, Valparaiso/Viña del Mar, and Concepción; especially in poorer neighborhoods and late at night. In Santiago caution is advised in the downtown core and in Parque Metropolitan, including Cerro San Cristóbal. In Valparaiso, avoid the hills to the south of town and the port area at night. There is some drug related crime in the far north, around Arica and Iquique. Other cities and the countryside are generally very safe.

Health Risk:

low. Air pollution was again a serious problem in Santiago during the winter, as it often is at this time of year. Air quality in the capital city usually improves during spring and summer.

Weather & Natural Phenomena:

It has been an unusually dry winter, causing some concern in the agricultural sector. Spring presents the highest levels of UV radiation in the extreme south of Chile, which can be affected by the Antarctic hole in the ozone layer. Visitors to this area are advised to observe local warnings and use adequate sun protection.

Travel Costs:

Daily travel budget: luxury \$203, 1st class \$133, economy \$42, basic \$17. **Hotels:** luxury \$60, 1st class \$47, economy \$21, basic \$6. **Restaurants:** luxury \$22, 1st class \$14, economy \$7, basic \$3. **Airfare** \$0.12/km, \$0.19/mi. **Bus** \$0.027/km, \$0.043/mi. **Train** \$0.029/km, \$0.047/mi. **Taxi** \$0.68/km, \$1.1.1/mi. **City bus fare** \$0.35. **Gasoline** \$0.53/liter, \$2.00/gal.

The Economy:

US\$1 = 411 Peso Chileno (official cash), 411 (official Travelers Checks). Inflation 0.4%/mo =

5.4%/yr. Unemployment 7%. Minimum wage \$151/mo. Cost of living index \$829/mo. The economy has been stable with 7% growth expected for this year, but unemployment is a continuing concern and gov't policies designed to combat joblessness have yet to yield results. The agreement signed in August with Argentina, Brazil, Uruguay and Paraguay for the admission of Chile to the *MercoSur* trading block is due to be implemented in coming months. This will mean important changes to various areas of the country's economy, notably agriculture. Chile's investments in other countries grew by 129% in the first quarter of this year according to gov't statistics, reaching a total of US\$465 million of which US\$402 million were invested in other South American nations. On Aug 28, 40,000 state health workers staged a one day strike to back their wage demands. The work stoppage is part of a series of labor conflicts which have arisen in the public and para-public sectors. **Political Situation:** very stable. Constitutional Democracy. President Eduardo Frei (term 3/94 to 3/2000). the political scene has been generally quiet in recent months. In what is regarded as a blow to the gov't's prestige, the senate rejected President Frei's nominee for the post of president of the Central Bank. Frei claims that several opposition senators went back on their word to support his nomination. Municipal elections are due to take place in October throughout the country.

Country Close-Up is as of September 1996 and provided by:

Latin American Travel Consultants
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Quito, Ecuador
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WWW: <http://www.amerispan.com/latc>

AmeriSpan Volunteer & Internship Programs

Over the last several years, AmeriSpan has increasingly received requests from people looking for volunteer work or internships in Latin America. It is nearly impossible to find “quality” volunteer work or a good internship in



Volunteer project in Panajachel, Guatemala

Latin America. Unreliable telecommunications and the “mañana” way of doing things makes the search process frustrating, long and often expensive. Our new volunteer & internship programs will change that by simplifying the process and doing everything we can to insure that your experience meets your needs.

We recognize that each person who seeks a volunteer or intern position has a different motivation. Some common desires include: gaining cultural experiences and polishing Spanish skills, improving professional skills with “real world” experience, helping people and making a difference, or working to protect the environment.

Our volunteer program will focus on finding the right position that meets your needs and require a minimum 3 month commitment. About 40% of the volunteer positions will provide some type of stipend (i.e. room & board) while the rest will be unpaid. Most volunteer positions will require an intermediate Spanish level. Our professional internship program will require a one month commitment and require you to take Spanish classes.

These internships will be unpaid allowing you to be placed in high quality professional positions not normally available to paid interns.

If you wish to find out more, give us a call and request information on our volunteer and internship programs. We will mail you a free info package in December.

A Local Presence

We have recognized that sometimes people prefer planning their trips through a local entity. With this in mind, AmeriSpan established AmeriSpan Southeast in 1994. AmeriSpan Southeast is a franchisee located in Atlanta that focuses on the needs of our clients living in the Southeast part of the USA. Our 800 number is automatically routed to AmeriSpan Southeast if call originates within that area. The staff in Atlanta has access to the same resources as our corporate office in Philadelphia and handles marketing in this region including attending local teacher conferences and college study abroad fairs.

In 1995, we began recruiting local sales representatives to further expand our local presence. Our focus has been on finding representatives enthusiastic about travel to Latin America, study abroad programs and intercultural experiences. All our representatives have studied and/or lived extensively in Latin America. This effort has been a great success and our local sales representatives have provided a personalized service, unmatched within this industry. Our current local sales representatives are: Pura Vida (Portland, ME), Corky Connor Inc. (Oley, PA), Larona School of Languages (Mt. Penn, PA), ASW Travel (Ann Arbor, MI), Robert Chenhall (Santa Fe, NM), Berton Bailey (Salem, OR), Betty Shepard (Pomona, CA), JoEllen Schulman (Houston, TX), Bill Stewart (Seattle, WA) and Spanish Language Services (Milwaukee, WI)

In September, AmeriSpan signed an agreement with “It’s Cool”, a chain of language schools in Brazil. “It’s Cool” will market AmeriSpan Spanish programs to Portuguese speakers in Brazil and worldwide. Soon they will be launching a Portuguese version of our world wide web site.

For more information in becoming a Local Sales Rep (in the USA) or a Foreign Sales Rep (outside the USA) request the appropriate info package.

On-line Program Selection Assistance



Need some help choosing which language program is right for you? Visit our web site (<http://www.amerispan.com>) and try out our Program Selector. All you do is answer the 11 questions and the interactive program will eliminate any programs that don’t meet your needs. The remaining programs are ranked based on your preferences.

Our web site also has special pages for those seeking programs appropriate for seniors/retirees, professionals, families traveling together and more.

Prepping for a Spanish Immersion Program

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accompany it) and learn some basics like : “Please”, “Thank you”, “Where is . . .”, “How much. . .”, etc. Knowing these phrases and some hand gestures will get you by in a crunch. For intermediate or advanced speakers, we recommend learning as much vocabulary as possible before you go, including common idioms. Your language instruction will focus mainly on grammar, conversation and listening. The more vocabulary you have going into the program, the more ways you will get to apply the language. All participants should bring a comprehensive dictionary (not only a pocket dictionary) and may want to consider a guide book that has a section listing local colloquialisms.

3. Be Able to Conjugate Important Verbs:

Learn to conjugate, COLD, those really important verbs like to wish/want “querer”, to be able/can “poder”, the two forms of to be “ser” and “estar” and to go “ir” (this verb, plus the infinitive of any

verb, gives you an instant future tense). These kinds of verbs conjugated in the present or past combined with infinitives instantly increase your ability to communicate. If you are an absolute beginner focus on the “I” and “you” forms of the really important verbs.

4. Think The Language:

Don’t try and translate everything word for word. It just doesn’t work! You will drive your self crazy looking for a Spanish word that just doesn’t exist.

5. When In Doubt, “Literature-ize”:

This means try to use “larger” words. For example, *need* doesn’t translate but *necessity* turns into “necesidad”, *requisite* becomes “requisito” and *exigency* blossoms into “exigencia”. Since these words sound very similar, you will be understood.

6. Romance Languages Are Similar:

If you know another romance language, you have a leg up on learning spanish. You already know the difference between the two to know words - “conocer” and “saber”. You’ve already learned the time distinctions - “vez”,

“hora” and “tiempo”. Many words ending in Y like liberty will end with: “ad” in Spanish, “e” in French, “ade” in Portuguese or “à” in Italian. Similarly, words ending in ion in English often sound alike, and mean the same thing in Spanish.

7. Stay Open Minded:

The best tool for learning a language at any level is a good attitude. Understanding the culture helps language acquisition. Don’t be afraid to make mistakes, they are great to learn from and can be funny too! A sense of humor really helps.

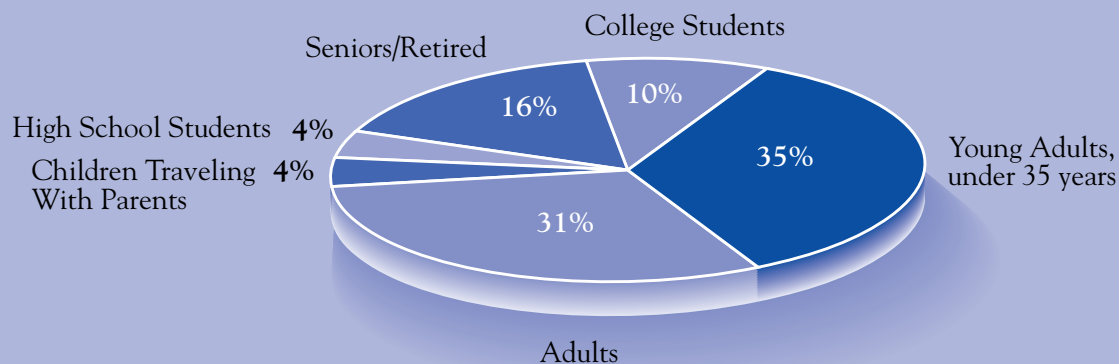
Buena suerte!



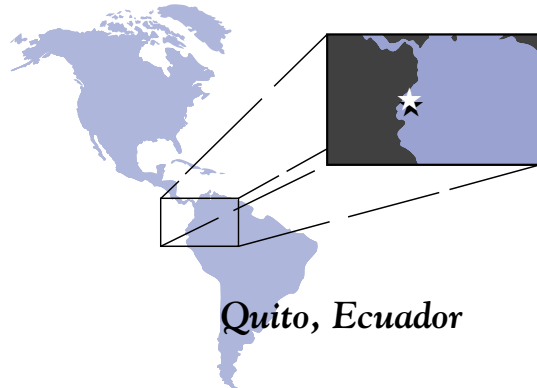
Who Participates?

It may surprise you to find out 47% or nearly 1/2 of all of our participants are 35 years or older. Language travel isn’t just for the kids anymore!

AmeriSpan’s Customer Breakdown:



Program Profile



Schools:

- Academia Latinoamericana de Español (Latinoamericana)
- Academia de Español - Quito (La Quito)

Location:

Ecuador was named after its position on the Equator and is bordered by Columbia , Peru and the Pacific Ocean. We like to describe Ecuador as a cross between Costa Rica and Guatemala. Like Costa Rica, the country is small, has diverse climate regions ranging from great white sand beaches to tropical rainforests to jungles and is well known for its social and political stability. Like Guatemala, there is large indigenous population, a fascinating culture and colorful outdoor markets seemingly unchanged by the centuries of being colonized.

Located in a beautiful valley and surrounded by snow-capped peaks of the Andes, Quito has kept its colonial charm in spite of growing to size of 1.4 million. Situated at 9,000 feet above sea level, the temperature average 60-70° during the day and 40-50° during the night. It is easy to reach most parts of the country in less than a day from Quito.

Atmosphere:

Set in a nice residential area in a large converted ambassadors home,

Latinoamericana boasts a garden, small indoor pool, sauna and jacuzzi. La Quito is housed in a multi-level building with a roof terrace and is located on a main street in the new section of downtown Quito. Both schools attract a large percentage of Europeans insuring a diverse mix of students.

Language Program:

The language program of both of our partner school's focuses on one-on-one instruction which allows students to move at their own pace and address their own special needs. Our programs in Ecuador are more structured and the teachers tend to have a higher level of education and training than similar programs offered in the Honduras, Guatemala and Peru. However, they have yet to match the top-notch one-on-one programs offered in Morelia (Mexico) or Montevideo (Uruguay), but the Quito programs continue to improve each year.

Homestays:

Most homestays are located in residential neighborhoods in northern Quito. Some homestays are within walking distance to school and others require a 15-20 minute bus ride. Usually, only one student is placed in each home leading to a great deal of family interaction and a strong immersion experience. Homestays are above the

average AmeriSpan homestay when measured by creature comforts.

Activities/Excursions:

Both of our partner schools generally offer 2-3 activities per week such as movies or a visits to local site of interest. Students usually pay any out-of-pocket expenses (bus fare, entrance fees, etc.) for activities away from school. It is common for students to take their classes and their teachers outside of the classroom, perhaps visiting a museum or a nearby town. These outings permit students to learn a great deal, unaware that they are studying. Finally both schools will help arrange weekend excursions to the Galapagos, the jungle, the beach and other parts of Ecuador.

Academic Credit:

The University of Southern Mississippi offers transferrable academic credit for study at La Quito.

Volunteer & Internship Programs:

Both of our partner schools will be active in the AmeriSpan Volunteer & Internship program. Latinoamericana has designed an excellent professional internship program and La Quito will be accepting volunteers at the school including student coordinators and dance instructors.

Other Comments:

Quito is one of the highest cities in the world and the air is thin which is compounded by air pollution from buses in some parts of the city. It takes a few days to get used to the altitude. Those with heart or lung problems may want to check with a doctor before selecting the Quito program.



AmeriSpan: Off The Wire

Guatemala Given the Green Light

On August 19, the US State Department lifted a 2 1/2 year-old travel warning to Guatemala that recommended against non-essential travel to Guatemala.



AmeriSpan Discount Card

Over the next several months, we will be introducing our AmeriSpan Discount Card in Costa Rica, Honduras and Ecuador. The card is already available in Guatemala and offers discounts at more than 60 different establishments in Antigua, Panajachel and Quetzaltenango.



New Program in Puerto Rico

If you like beaches and a cosmopolitan city, take a look at our new program in San Juan. The program offers strong language instruction, at least 2 school-organized activities per week, a homestay with private room and no other non-Spanish speakers in the family. In addition, the University of Southern Mississippi grants transferrable academic credit for study here.



Our References Are On-line

Read what past participants had to say about their AmeriSpan experience at our web site (<http://www.amerispan.com>). If we have an e-mail address, it is

listed so you can ask specific questions.



AmeriSpan Guatemala Expands

Monarca's Travel has joined AmeriSpan Guatemala. Located in our Antigua office, Monarca's Travel offers specialized tours to a variety of locations in Guatemala. Past participants have given rave reviews about the personalized tours and service.



1997 Price Increases

Many schools will be raising prices for programs in 1997. However, the majority of our programs will honor 1996 prices if you register before December 1st. It pays to register early!



AmeriSpan Unlimited

THE BRIDGE BETWEEN CULTURES

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For complete program descriptions, applications, prices and more, visit our web site at:

<http://www.amerispan.com>