

Business Focus

Business Editor

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Wednesday's closing

The Dow	13,194.10	+16.42	▲
NASDAQ	3040.73	+0.85	▲
S&P 500	1394.28	-1.67	▼
Russell	823.40	-7.83	▼
Amex	2410.39	-27.46	▼

Removing language barriers among the vines

Spanish for Business marks 20 years

For the Register

When Josefina Adriance moved to the Napa Valley from Madrid, Spain, she decided to put her native Spanish skills to work helping local business people, particularly in the wine industry.



Adriance

This month, she marks the 20th anniversary of her company, Spanish for Business.

During this time, Adriance has provided Spanish translations and lessons,

and also published three books, including two textbooks:

- "Spanish-English Dictionary for the Wine Industry"
- "Spanish for the Wine Industry" and "English for the Wine Industry."

"The wine industry has always been my focus," Adriance said in a news release. "There is a specific vocabulary that you need to communicate between Spanish and English. There are words that you aren't going to usually find in Spanish books for travelers or schools."

After being asked to

Benchmarks

20 years

Spanish for Business

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• "The Spanish-English Dictionary for the Wine Industry" "English for the Wine Industry" and "Spanish for the Wine Industry" are available through Spanish for Business website and at the Napa Valley College Bookstore.

teach Spanish classes for winemakers and other winery staff who wanted

to communicate with Spanish-speaking employees, Adriance went on to write and illustrate the textbook, "Spanish for the Wine Industry," a series of easy-to-follow lessons on topics that range from directions for vineyard work to health and safety and employment issues that might arise.

After she was asked by a winery to arrange for English classes for Spanish-speaking employees, her next project was English for the Wine Industry, which followed the same successful format. Both textbooks come with CDs, and have won high praise

from both teachers and students, the release said.

"In the wine industry there are a multitude of technical terms," said Peter Luthi, a retired Napa Valley winemaker who studied with Adriance and reviewed her textbooks and dictionary. "Finding the proper translation is not easy, even with today's access to the Internet. Adriance's Spanish classes, books and dictionary specifically developed for the wine industry, provide an invaluable resource for anybody involved in viticulture or enology where Spanish is used," he said.