

## 'Spanish for the Wine Industry'

### Napan helps businesses communicate with Hispanic workers

By JULIE GORDON  
Register Correspondent

Many businesses in Napa hire workers from Mexico, but it can be difficult to communicate with those workers without knowing Spanish.

Enter Josefina\*Adriance.

A native of Madrid, Adriance helps local wineries, restaurants and hotels effectively communicate with their Hispanic workers through her business, Spanish for Business.

Adriance translates employee handbooks and evaluations, equipment use instructions, recipes, food handling guidelines, housecleaning procedures and schedules into Spanish. She also acts as an interpreter between English-speaking business owners and managers and their Spanish-speaking employees.

Rutherford-based Caymus Vineyards, which does business in Mexico, has reports, contracts and safety instructions translated by Adriance, said Jon Bolta, a winemaker at Caymus.

Bolta estimates about 60 percent of Caymus' workforce speaks Spanish. Many of those workers speak limited English, and the temporary workers don't know English at all, so it's important to be able to speak Spanish, Bolta said.

Adriance privately tutored Bolta and others at Caymus Spanish with an emphasis on the wine industry, Bolta said.

"It was tailored to our vineyard work, very tailored to our work environment, which is what we were after," he said. "She has a good idea of what we were looking for and how much we wanted to get into. ... We really like her. She understands Spanish slang. She's kind of a hip woman."

Now when Bolta walks by Mexican workers and hears them talking in Spanish, he can under-



Josefina Adriance, owner of Spanish for Business, provides Spanish translations, classes and manuals for the wine and food industry each semester at Napa Valley College.

SARAH ORR/REGISTER

provides Spanish translations, classes and manuals for the Wine Industry" each spring

**Spanish**  
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time. We always get to the point. I love to teach Spanish. It's my native language. I love to teach them how easy Spanish is."

This summer, Adriance also published a manual titled, "Spanish for the Wine Industry," which is designed for English-speaking people in the wine industry who want to learn Spanish. For example, you'll find the Spanish words for soil, soil sample, chemical, herbicide, moisture, mold and rubber gloves.

"The goal of my book is that you're able to communicate," Adriance said.

Spanish for Business

stand them better and join in the conversation, he said.

Adriance also has translated Snows Lake Vineyards' documents, letters, safety program and injury-illness prevention program, said office manager Bonnie Sears.

Lake County-based Snows Lake Vineyards has between 50 and 100 Spanish-speaking employees at any given time, according to Sears.

"It is challenging to translate to more than 50 people at a time, and even more challenging to find a good translator," she said.

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"Josefina brings something to the table that other translators don't bring in that she's had a lot

of experience with the wine industry. You're not having to educate her about the topic that's

being discussed. She comes with great integrity."

Adriance loves wine, so teaching Spanish at wineries and vineyards is a good match, she said.

Each spring, Adriance teaches Spanish to English-speaking businesspeople at Napa Valley College in St. Helena. The courses cover not only basic Spanish, but Hispanic culture, she said.

"We go very fast," Adriance said. "They have to study a lot by themselves. We don't waste