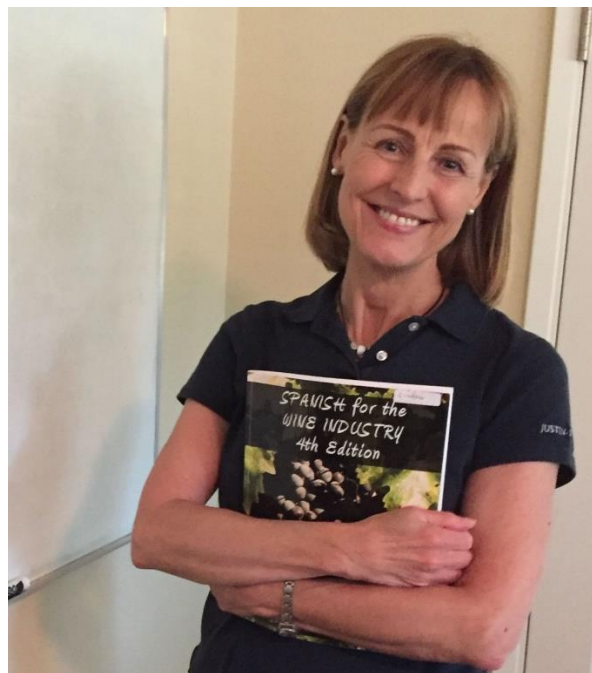


Spanish for Business celebrates 25 years

- FOR THE REGISTER
 - http://napavalleyregister.com/business/spanish-for-business-celebrates-years/article_1481bb6e-1f9c-5b52-8bfd-e1e33ca0ca85.html

Jun 24, 2017



Josefina Adriance is marking the 25th anniversary of Spanish for Business, her Napa-based company, which has grown from a translation service into a multi-faceted organization providing manuals, classes, and online support with a focus on the wine industry.

A native of Madrid with a bachelors and masters degree in Spanish, Adriance taught Spanish at colleges and school in the U.S. after she moved to Napa in 1985. Perceiving the business community's need for Spanish communication skills, in 1992 she founded Spanish for Business, offering classes and translations.

Her early clients included AAA and Napa Valley Country Club, but she soon realized that more than 90 percent of her clients were from the wine industry.

She was asked to teach on-site classes at wineries such as Caymus Vineyards, Trinchero Estates and the Robert Mondavi Winery as well as for the Napa Valley Grapegrowers.

“My goal was to create effective ways to communicate with Spanish-speaking workers in vineyards and wineries, and to enhance the Spanish skills of human resources personnel and those involved in wine tourism,” she said.

Her search for materials with the vocabulary specific to winery and vineyard work led her to develop her own program, “Spanish for the Wine Industry.”

“Most Spanish textbooks are for college students or for tourists,” she said. “Few had words such as ‘pump over’ or ‘canopy management,’ nor were they easily found in dictionaries or on the Internet.”

Adriance decided to write her own manual of lessons that incorporated the wine industry

Her sales of this first book, published in 2004, went into the thousands.

She also compiled her years of vocabulary research into “The English-Spanish Dictionary for the Wine Industry” which she published in 2010.

When a winery executive asked if she could create a program to teach English for the Spanish-speaking workers, she created “English for the Wine Industry,” published in 2011.

Adriance has since taught employees from nearly 100 Napa Valley wineries through her classes, at wineries, the Napa Valley Grapegrowers, and her office.

She has gone on to create learning tools for online classes, including an online version of Spanish for the Wine Industry for VESTA (Viticulture and Enology Science and Technology Alliance) through Missouri State University.

Her materials are used at colleges in Oregon, Washington, and New York, as well as throughout California.

“It has been satisfying for me to identify a need and then to help fulfill it,” Adriance said. Looking forward to her next 25 years, she said, “I am still getting more ideas.”

www.Spanishforwine.com