

# Why learn Spanish?





Spanish,  
Spanish  
everywhere.

There will continue to be an enormous increase in *Spanish* language usage in the **United States**.

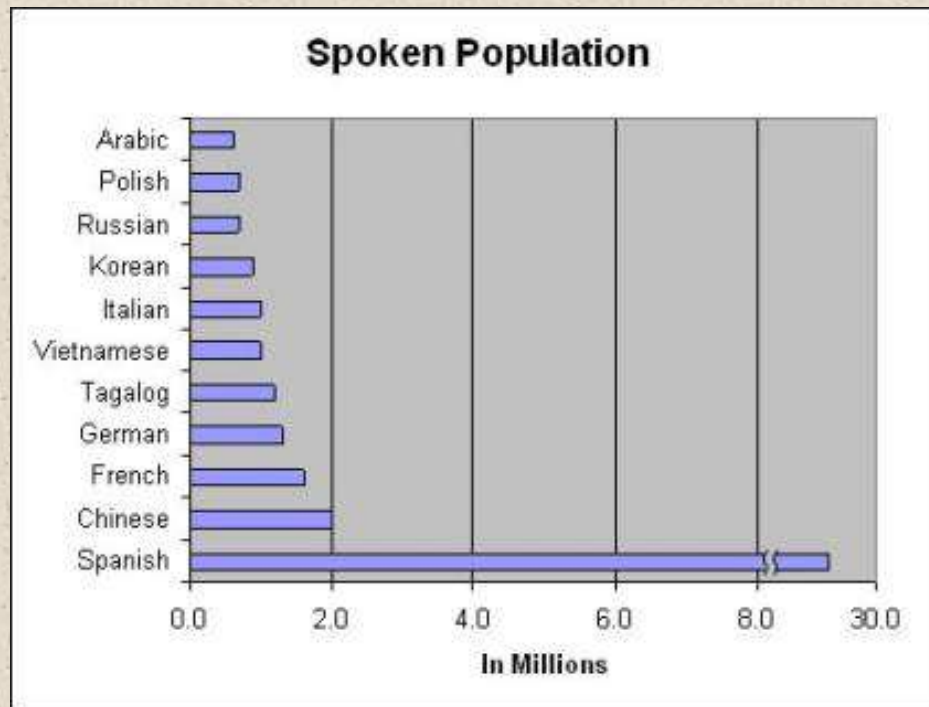
There are over 33 million *Spanish* speakers  
in the **United States**.



Over 40% of the population  
growth will be among the  
*Hispanic* people.

THE *HISPANIC*  
POPULATION IS  
ESTIMATED TO  
APPROACH **50**  
**MILLION** BY THE  
YEAR **2015**.





In Europe, *Spanish* is the second most spoken language, after **English**.

With more than 300 million speakers, *Spanish* is the **fourth** most commonly spoken language in the **world**.



Only **Mandarin**, **English** and **Hindi** have more speakers than *Spanish*.

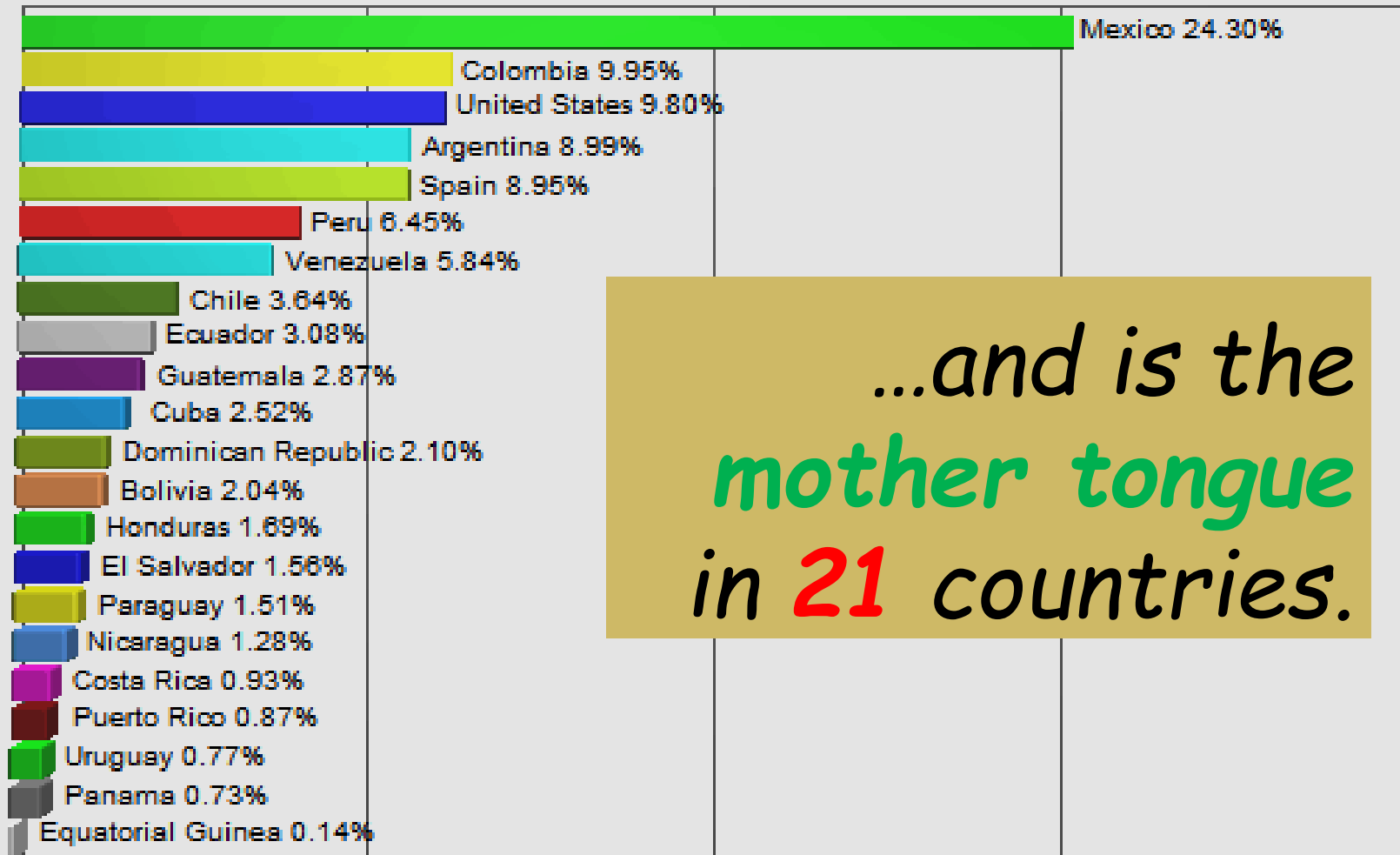
If you count only *native* speakers, *Spanish* outranks **English**.

*Spanish* is an official language on  
*four continents...*



# Worldwide Spanish Speaking Population

(by country and porcentaje of total Spanish Population)



*...and is the  
mother tongue  
in 21 countries.*



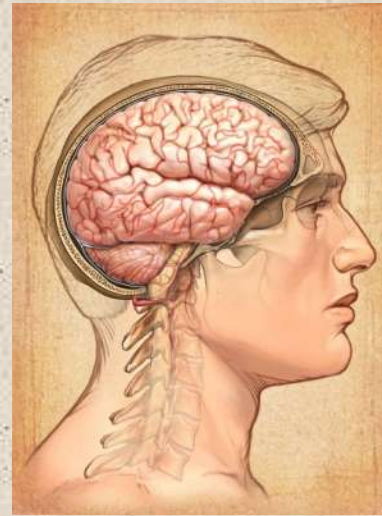
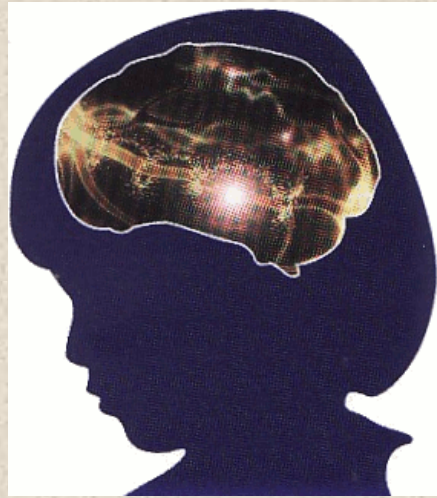
The sheer number of *Spanish* speakers and their **rate of growth** makes learning *Spanish* a smart choice.





Learning *Spanish* is actually  
**preventive medicine!**

Speaking two languages  
reduces your chances of developing  
dementia, including Alzheimer's Disease.



*Bilingualism* enhances mental abilities in both *children* and older *adults*.

Studying languages can improve your memory and slow age-related decline in mental acuity.



Studying another language makes  
you *smarter!*

Your *critical thinking* skills improve  
as you learn to view things through  
a different lens.

Learning a second language stimulates  
*creativity!*

**For many, learning Spanish is rapidly becoming a business necessity.**

**Learning Spanish will enable you to better communicate with Spanish speaking employees or co-workers.**

**Think of the impact in business when you can speak the native language of 300 million native speakers of Spanish.**



## VAN JONES

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### EXECUTIVE SUMMARY

Extensive experience in operations and manufacturing management spanning plastics, metals, automotive, medical, and aerospace industries. Passionate about quality and customer satisfaction. Record of improving efficiency, productivity, and profitability through automation and process improvement. Outstanding interpersonal, motivational, and presentation skills. Analytical, articulate, and diligent.

### CORE COMPETENCIES

Strategic Planning	Process Improvement	Project Leadership
Quality Control	Budget Planning & Cost Control	Client Relations
Manufacturing Automation	Proposal Development	Market Analysis

### PROFESSIONAL EXPERIENCE

**Independent Consultant** 2000 – Present

- Plan and execute research and development on free energy products.
- Direct prototyping of various products.
- Develop cryogenic proposals for drying and treatment of components and products for various industries in British Columbia.

**WINSTON TOOLS INC., Toronto, Ontario** 1996 – 2000  
*President*

- Directed strategies for prototyping, research, and development of new products for automotive, medical, plastics, and aerospace industries in government and private sectors.
- Facilitated development and manufacturing operations.

**VILLAMON LTD., Toronto, Ontario** 1992 – 1996  
*Manufacturing Consultant*

- Recruited to analyze and optimize operations of 100,000 square foot manufacturing facility.
- Identified areas of opportunity and money losing products; devised strategy to turnaround operations.

**WESTERN MANUFACTURING COMPANY INC., Detroit, Michigan** 1990 – 1991  
*Vice President Operations*

- Directed and managed all operations including 1,000 employees and 375,000 square foot facility.
- Reported to CEO and held full profit and loss accountability.
- Oversee plants in 4 locations with differing product categories: automotive, sheet stock, die cut and injection molding.
- Established stringent operations budget and manufacturing labor standards.
- Reduced overtime by 73% and workforce by 15% while increasing productivity by 10%.

**WINTON INTERNATIONAL INC., Sunnyvale, California** 1988 – 1989  
*Assistant to the President*

**REXTON INDUSTRIES, Van Nys, California** 1986 – 1987  
*Senior Product Engineer*

**POVALE TECHNOLOGIES INC., Northridge, California** 1984 – 1986  
*Product Field Engineer*

Sample provided by [www.resumewriters.com](http://www.resumewriters.com)

In North America, *Hispanic* consumers are the fastest-growing market segment.

Having *Spanish* fluency on your resume will give you an advantage over your competitor.

Knowing Spanish is helpful if you work in **healthcare** or **education**.



The **building trades** are employing more and more Spanish speaking workers.

If you are *bilingual*, you will have **more career choices** than your *monolingual* counterpart.





**Globalization,**  
with it's  
free trade  
agreements,  
is shrinking  
the business  
world.



Those who know more than one  
language will have an **advantage.**

Learning *Spanish* will (truly)  
expand your universe.

“...the limits of my language are the limits  
of my universe...”

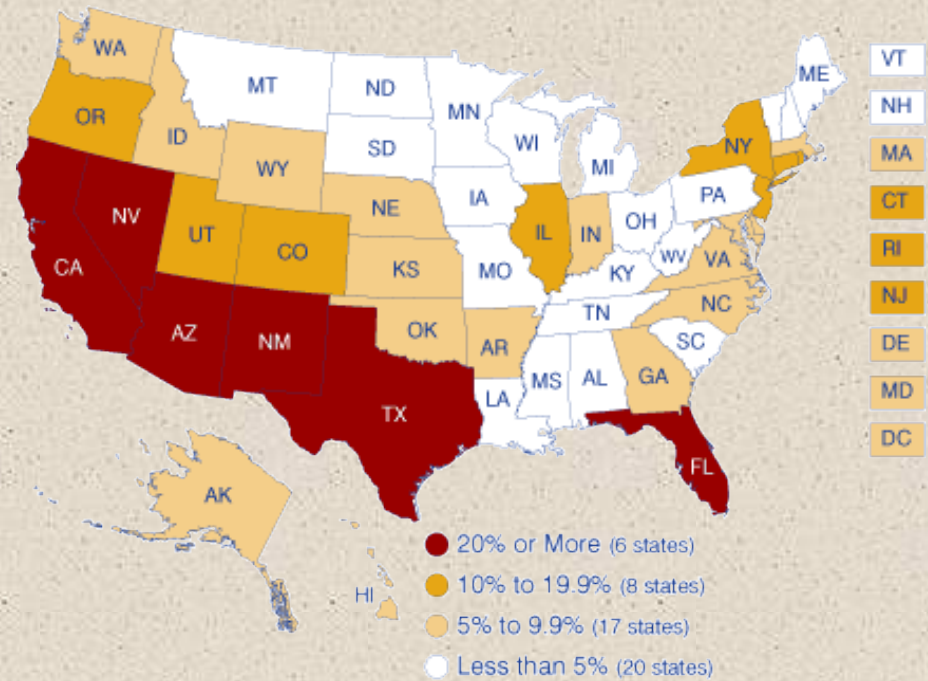
Austrian philosopher Ludwig Wittgenstein



As the Hispanic population continues to grow at a disproportionate rate, it becomes more likely that you *marry* into a Spanish speaking family, have Spanish speaking *neighbors* or encounter Spanish speaking people in your *daily* rounds.

**Spanish speakers are no longer on just the border states and big cities.**

**Today, nearly all areas have an Hispanic population.**



Source: IBRC, using U.S. Census Bureau data



**Wouldn't it be nice to say hello and chat with your fellow paisanos (countrymen)?**

Knowing Spanish will completely transform your travel experience.



An ***incredible adventure*** awaits the traveler who speaks Spanish.



If you only speak English, you will visit only tourist attractions where everyone speaks some English.



When you travel to a Spanish-speaking country, knowing the language will allow you change from *observer* to **participant**.



AP Photo by Dennis Doyle, July 1995



Knowing how to speak **Spanish** will enable you to help others.

You can help **Spanish** speakers who don't speak **English**...



...and **English** speakers who don't speak **Spanish**.

There are people in Spanish-speaking nations in serious need.



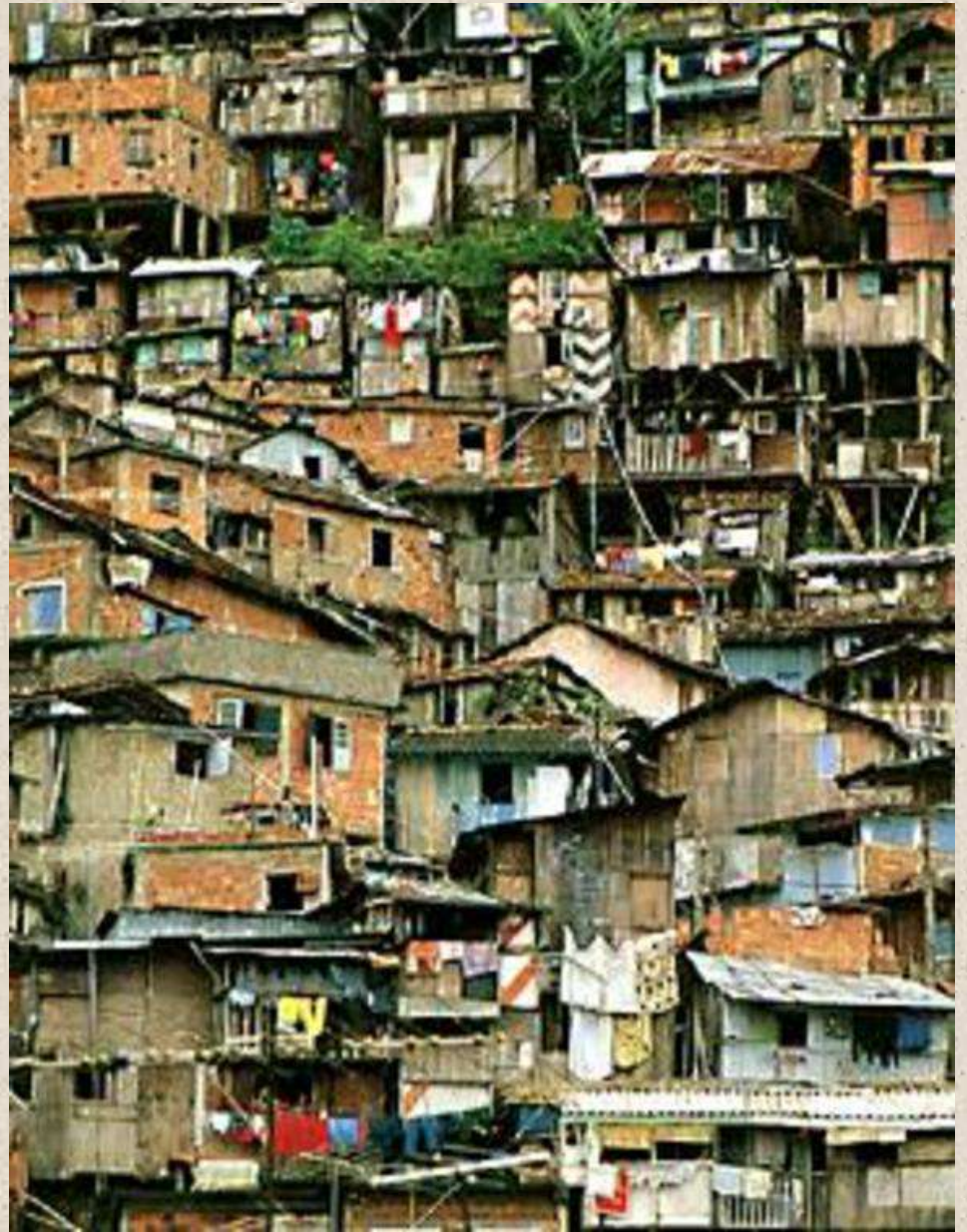


There are people in Spanish-speaking nations in serious need.





Learning Spanish  
will prepare you  
for taking  
the next  
step,





--- actually going there and...




...making a difference!



# Learn a language for language's sake.

While

**JOHANN WOLFGANG VON GOETHE**  
may have been exaggerating when he said,

  
"he who knows no foreign language,  
knows nothing of his own,"

it cannot be denied that by studying *Spanish*  
you will without doubt gain a better  
understanding of *English*.

Spanish is a "Romance" language. It is derived from Latin, the language of the ancient Roman Empire.

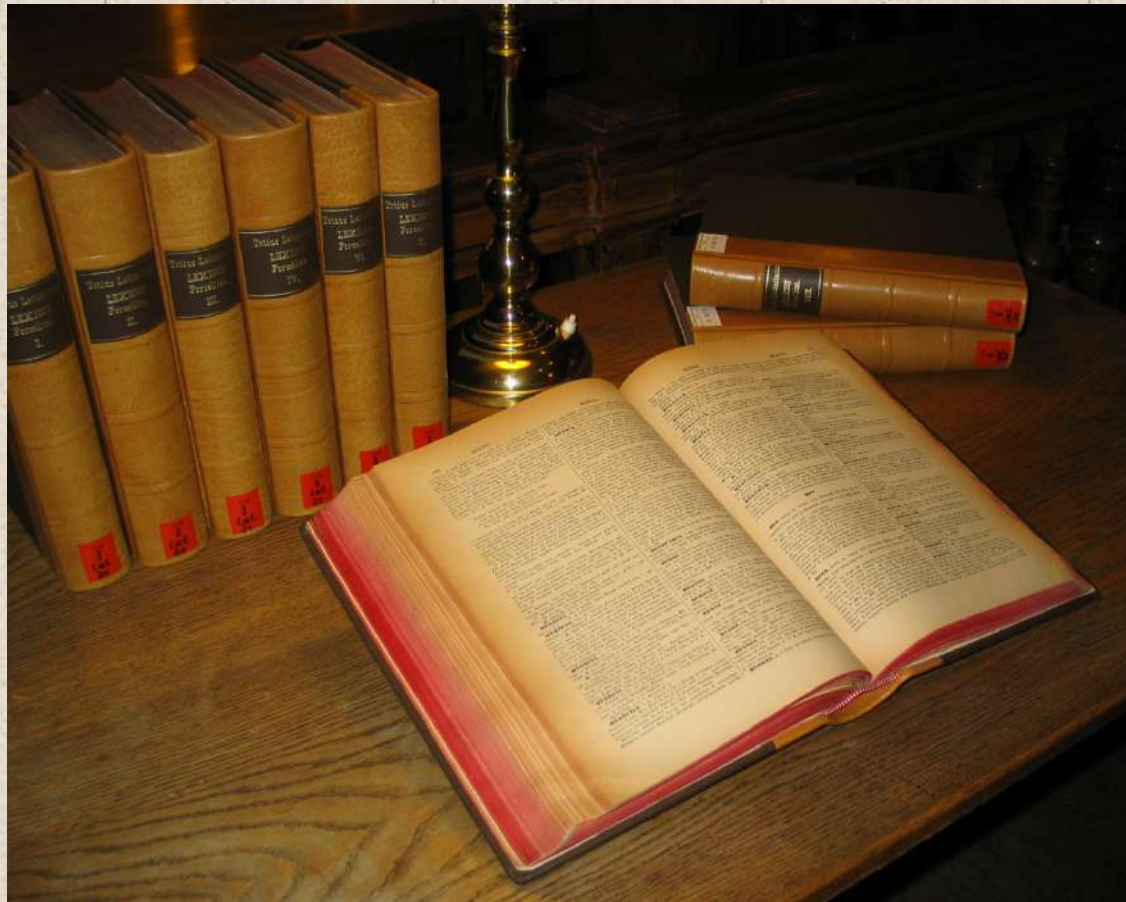


Since many English words are also of Latin origin, when you learn vocabulary in Spanish you will simultaneously be **expanding** your English vocabulary.



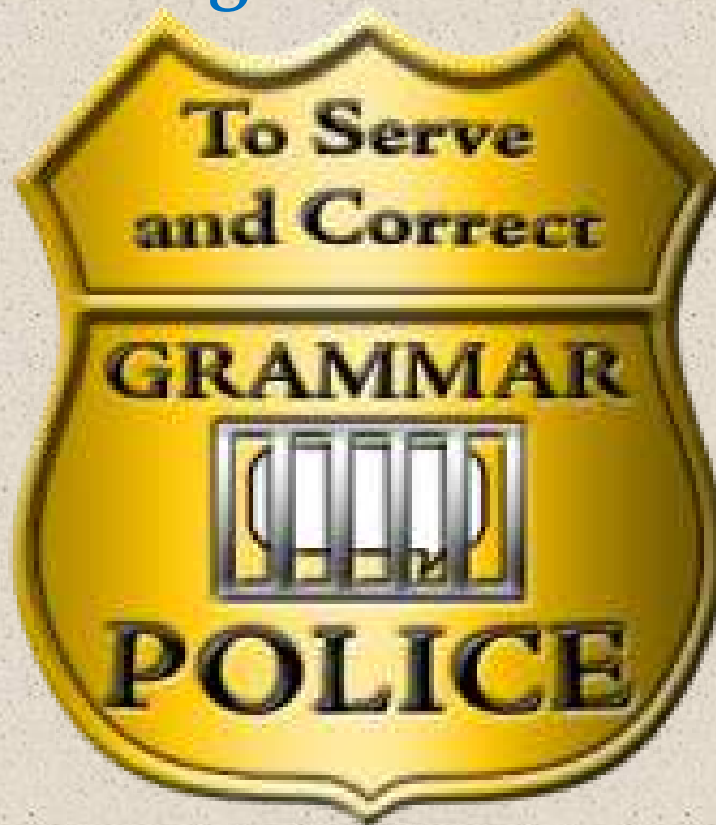


**You will also find that your understanding of the deep meaning of these Latin based English words is greatly enhanced.**





Spanish grammar is similar to English, as well as different. This will raise your awareness of English grammar.



Spanish is one of the easiest languages to learn.

Because Spanish is nearly *phonetically perfect*, you can look at almost any word and know how to pronounce it.

If you learn a third language, such as **French**, **Italian**, **Portuguese** or **Romanian**, already knowing Spanish will be a huge advantage because these languages, too, are Romance Languages.





Learning Spanish will allow you to better appreciate *Hispanic cultural contributions*.



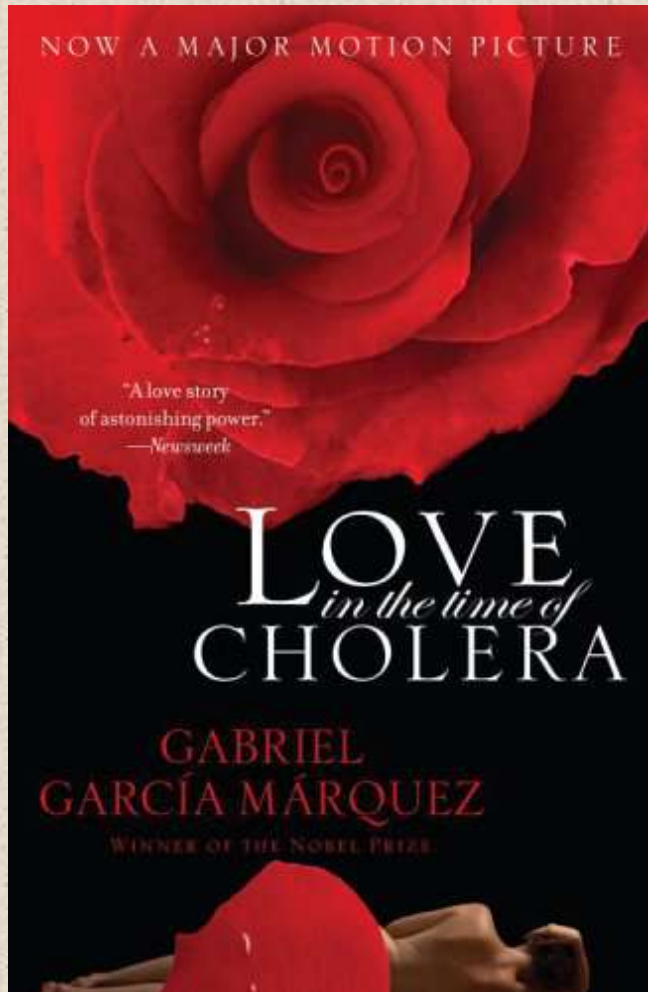
Developing a deeper understanding of Hispanic culture is becoming more and more important.



Reading Latin American or Spanish newspapers and magazines will open a window into the Hispanic mind.



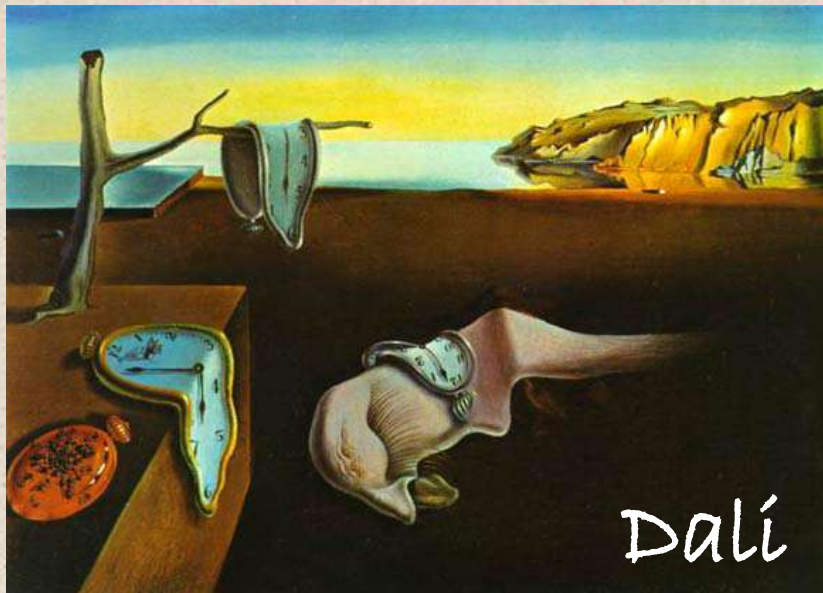
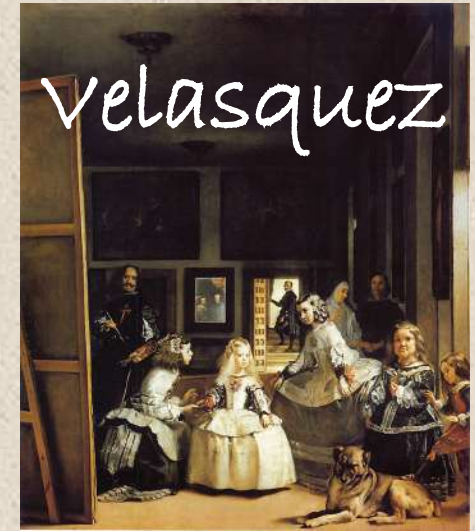
From **Miguel de Cervantes** ...



...to **Gabriel Garcia Marquez**,  
Hispanic literary contributions  
are monumental.



Spanish influence on the *fine arts* has been substantial.





# AND...GASTRONOMY!



One feels a great amount  
of *pride* and  
*accomplishment* when  
you've work hard to learn  
a foreign language.

Learning Spanish can be  
one of the most *rewarding*  
things you will ever do.



Whether your  
motivations are  
*practical, intellectual* or  
*sentimental*, learning  
Spanish is something  
that will benefit you for  
the rest of your life!

# Yo hablo español.

