

Successful Business Survival Spanish

Business Survival Spanish, a pilot program offered at the Iroquois Library in June, was a great success, leading to more series offerings. Fifteen members of the local business community participated in the three-part program. The concept was to provide business leaders with an opportunity to learn very simple Spanish terms, phrases, and basic pronunciation, in hopes of helping them better communicate with their Spanish-speaking clientele.

Marina Zaldivar, a native of Cuba and the branch's instructor of Spanish language computer classes, presented the program, focusing on key terms and phrases that business leaders would frequently encounter in transactions with Spanish speakers. Basic greetings, numbers, seasons of the year, and directions were among the topics touched upon.

Heidi Thiel, a member of the public affairs staff of AAA, participated in the program and said she found it valuable. Thiel said, "In our business we deal with people on the road, in our office, and refugees that want to take driving lessons. I feel like the better we can communicate with them the better we can serve them."

Thiel added, "(After the program) I feel more confident in being able to attempt a conversation. It was very helpful to hear the Spanish pronunciation from a native Spanish speaker." Thiel pointed to the value of the supplemental materials that were provided, such as class handouts. She said, "There were a lot of extras, such as handouts, that I can continue to use to expand my knowledge."

This success of the program led to it being planned for both the Okolona and the Crescent Hill Libraries later this year. The Okolona program will be offered Saturdays, September 9 - 23, at 2:00 p.m., while the Crescent Hill series will be offered Thursdays, November 2 - 16, from 6:00 - 8:00 p.m. A second session is being planned for Iroquois in early 2007, and a session is being planned for the Middletown branch next year as well.

For further details about the Business Survival Spanish program or library services, contact Iroquois Library Branch Manager Michael Steinmacher at 574-1720.

NEWSLETTER AD RATES:

<p>2 x 3.5 SIZE AD MEMBERS: 2 issues \$55.00 4 issues \$95.00</p> <p>NON MEMBERS: 2 issues \$80.00 4 issues \$120.00</p>	<p>2 x 1 3/4 SIZE AD MEMBERS: 2 issues \$45.00 4 issues \$75.00</p> <p>NON MEMBERS: 2 issues \$60.00 4 issues \$100.00</p>
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To Place an ad contact: Josh Blandford at DeSales High School, (502) 366-6131

Helping you GROW your Business

**SOUTH LOUISVILLE
BUSINESS NETWORKING**

**Meeting on Tuesday mornings
to exchange business referrals**

7:30 AM Networking • 7:45 AM Business Meeting
Pleasure Ridge Park Fire Dept. Station #5
6902 Manslick Road

**IROQUOIS AREA
BUSINESS ASSOCIATION**

Summer Outing at the Iroquois Amphitheater

BRIGADOON

September 14 - Thursday evening,
6:30 - Supper 7:30 - Show.

Join members of the Iroquois Area Business Association for an evening at the Iroquois Amphitheater for Music Theatre of Louisville's production of Brigadoon. Supper will be at the Republic Bank, 5125 New Cut Road before the show. Box suppers have to be ordered at the time of ticket order. Deadline for reservations is Thursday August 31. No refunds or exchanges on tickets. Show Tickets will be distributed that evening. IABA Members receive a complimentary ticket to the show & a box supper. Guests of members & non-members may order tickets & supper @\$20. Please use the form at right to order

IABA Member Order Form

Bus Name: _____
 Contact: _____
 Address: _____
 Email: _____
 Phone: _____

IABA Member		Guest / Non-Member	
Show Ticket	Supper	Show Ticket	Supper
Quantity	Quantity	Quantity	Quantity
N/C	N/C	X \$15.00	X \$5.00
N/C	N/C	\$ _____	\$ _____

Total Amount Enclosed \$ _____

Make Check payable to & RETURN FORM TO:
 Iroquois Area Business Association
 P.O. Box 9755 • Louisville, KY 40209

GOVERNMENT AT WORK FOR YOU & YOUR BUSINESS

LOCAL GOVERNMENT

We're trying to get as much community feedback/input as possible for the Brand Greater Louisville project.

There are only 7 questions to answer!

Such as...

What makes Louisville great?

Have you ever wondered what the best way is to describe Louisville?

What really makes our region unique and special?

A new project is underway to give everyone the opportunity to answer these questions. We want your opinion! Simply log onto

http://www.brandgreaterlouisville.com/get_involved.asp

If you enter your e-mail address, you'll be eligible to win great Louisville related prizes including local restaurant gift certificates, passes to Greater Louisville attractions and The Galt House Hotel & Suites "Live It Up In Louisville" weekend getaway packages.

Please help us gather more opinions and ideas by passing this message along to your family, friends and colleagues. This survey sponsored by the Greater Louisville Community Branding project, a group of community leaders charged with identifying and establishing a single brand for the Louisville area. More information about the project is available on the website.

Thank you and we look forward to hearing from you. 2006 © Greater Louisville Inc. - The Metro Chamber of Commerce

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STATE GOVERNMENT

2006 General Assembly

Kentucky Chamber of Commerce

Report Card for Business

HB380 Passed

Support providing an exemption from the alternative minimum calculation to smallest of businesses.

HB 571 Did Not Pass

Oppose freezing the top corporate income tax at 7%.

HB 374 Passed

Support regulatory reform-better notification & cost benefit analysis of regulations.

HB 97; 420; 675; 676; SB 247

Oppose legislation that increases worker's compensation costs.

▪ ▪

HB 378 Did Not Pass

Oppose increases in minimum wage above national standards.

HB98; 493

Oppose efforts to mandate employers provide health insurance at certain costs.

Transportation

Southside Drive to be widened to 5 lanes from New Cut Rd to National Turnpike.

For complete information & index, please contact www.kychamber.com

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The Current Session Report will be included in the next issue of our newsletter. In the meantime, if you would like additional information, go to the www.lrc.ky.gov website.

Contact the website below for information regarding business associations throughout Metro Louisville.

CoAlliance of Business Associations

Louisville, Kentucky

Phone: 502-634-1095

Email: info@CoAlliance.net

Web Site: <http://www.CoAlliance.net>



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