

Brazilian Arts Foundation



Promoting Education, Good Health & Vibrant Culture

2013 Portuguese Program Proposal



Brazilian Arts Foundation
Houston, Texas

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I. THE BRAZILIAN ARTS FOUNDATION

Since 2001, the Brazilian Arts Foundation has been dedicated to providing cultural education and building community through the preservation and sharing of Brazilian Culture. In 2006, the organization established a cultural center in order to further develop and expand its program and performance offerings. Located in the historic Houston Heights, the center provides a home from which the Foundation offers the majority of its classes and workshops, as well as hosts events, and educational programs. Today, the Brazilian Arts Foundation provides classes in Portuguese, several styles of dance, music, and Capoeira at the cultural center, as well as in schools across Houston. In addition, the Foundation has created and organized numerous events, like the free Brazilian Movie Night, the Samba Nights in the Heights and the Houston Brazilian Festival coming to our 5th edition in September 2013.





II. PORTUGUESE PROGRAM

Brazilian Arts Foundation provides personalized, effective Portuguese lessons in a class setting to be determined based on the client's request. Language instruction is delivered using a communicative-based method in order to stimulate the natural language learning process of the student, and provide the student with a solid base of useful vocabulary and communication skills in the target language.

Initial coursework and vocabulary will be applicable to situations client will encounter during relocation process, including, but not limited to: communication with service people (drivers, waiters, maids, etc.), interaction with bank tellers, grocers, doctors, retailers, and children's teachers. Clients will be provided with opportunity to practice and become comfortable with the vocabulary needed for everyday situations.

The classes can be held individually or in group.

The strategies for Beginners:

- The student learns articles with nouns – images are used to help the memory.
- Learn stressed syllable
- Greetings
- Using keywords
- The students learn to make questions, and every class they practice the questions with new verbs and nouns that they learn.
- Writing is also very important.
- Every class the teacher has some illustrations for visual and conversation.
- The class is relaxed and fun for easy learning.

Materials:

Book with CD : "Portuguese Dinâmico Século 21"



III. TEACHER'S BIOGRAPHY

Teresa Leiserowitz, graduated in modern language Portuguese-German from Federal University of Rio de Janeiro – Brazil, in 1983. She worked for seven years, as a teacher in first grade in her family school in Rio de Janeiro, where she got a good pedagogical experience. Since 1988, she has lived in Houston, where she teaches Portuguese for foreign people for many language schools and for many companies like Dow Chemical, Chevron, Shell, Texaco, Votorantim Inc. and Vinson & Elkins to name a few. In 1988 she decided to write the book *Português Dinâmico Século 21*. It took five years to complete the book, because the chapters have a sequence, and the dialogues are about what we talk about day by day.

Secondly the author of the book *Português Dinâmico Século 21*, brings to mind the difficulty that she sees in her students in adjusting to the habits and the language in a foreign country, besides giving more information about Brazilian reality and cultural life. It shows some differences between Portuguese from Brazil and from Portugal.

Adriana Marcicano Cooper, 20 years of professional experience in literacy, gained through jobs in private and public schools in Brazil, and working for 5 years as an Educational Coordinator. Motivated educator, with strong communication and interpersonal skills. Ms. Cooper is currently teaching our corporate program at HRT America Inc.



VI. SCHEDULE AND FEES

Our standard price packages are as followed:

- 1 Student - \$60.00 per hour
- 2 Students - \$80.00 per hour
- 3 to 6 Students - \$120.00 per hour
- 7 to 10 Students - \$140.00 per hour
- 11 to 15 Students - \$165.00 per hour

1 Block of 30 hours (Your Company can customize the amount of hours for each block.)

- 1 Student - \$1800.00
- 2 Students - \$2400.00
- 3-6 Students - \$3600.00
- 7-10 Students - \$4200.00
- 11-15 Students - \$4,950.00

Plus \$50 fee for each Book applies to any package (onetime fee, book will be used from beginner to advanced levels and contains a CD to further the student's learning experience outside of the classroom.

Class Cancellations Policy

Any class cancellation must be done 24 hours prior to the scheduled class to avoid the charges.

The Brazilian Arts Foundation can work together with your company to customize a class agenda that best fits your needs. For best results, two classes per week are recommended.



VIII. REFERENCES, CONTACT INFORMATION, AND TESTEMONIAL

"The Portuguese language classes taught at the Brazilian Arts Foundation are such a great resource! Since the entire class is in Portuguese from day one, you'll be speaking the language starting with your first class. The classes are very fun and focus heavily on conversation in order to maximize retention. Working in the oil & gas industry I meet many people from different countries like Brazil and Angola. Building working relationships is so much easier when you have something in common such as a language. These classes have been a tremendous help and I recommend them all the time."

Andrew Valdez
Marathon Oil Company
Advanced Geological Technician

"I have been always interested in Languages, and when I needed to learn Portuguese, I approached the Brazilian Arts Foundation, where I have the opportunity to learn the Language and get immersed in the Brazilian culture at the same time. The courses are well prepared and the one on one interaction is great that many of my friends and peers are now attending the classes at the Brazilian Arts Foundation."

Carlos A. Rodríguez
Sr. Technologist Leader
The Dow Chemical Company

"Teresa Leiserowitz teaches language with an intensive approach. The instruction is focused on teaching Portuguese in an environment that will simulate what a student will encounter in a Portuguese-speaking country. She also has written a language instruction book with an audio CD. For that reasons, she has built her own rigorous language-learning curriculum, and is a wonderful resource for a person desiring to master the Portuguese language."

I have been her student, and I also have been a foreign language instructor myself. So I know a bit about language instruction. I have taught English in Germany to Germans and German to students at the University of Texas at Austin. I can vouchsafe for Ms. Leiserowitz for her thorough method instruction and her understanding of teaching a foreign language to Americans, particularly those in Houston who want to learn Portuguese."

Gary Reese
Senior Support Analyst
Lockheed Martin Information Technology
NASA Johnson Space Center

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"Learning Portuguese has greatly aided me in serving my customers. Being able to speak with my customers in their native language ensures that I am meeting their requirements as well as strengthening the business relationship. I thank the Brazilian Arts Foundation for their help and am grateful of the knowledge I have attained."

Mariel Alanis
FlightSafety International

"I love Portuguese, and the language classes at the Brazilian Arts Foundation are great. The teacher who is Brazilian is also the author of our language book! And not only do I get to learn the language but I get to do so surrounded by Brazilian culture. Sometimes a Capoeira class may be going on or Brazilian drums are playing in the background. If you want a little taste of Brazil without leaving Houston, this place is it!"

Kimberly Garcia
Editor
Region 4 Education Service Center

"The Portuguese classes at the Brazilian Art Foundation are excellent. I have been able to improve my conversational skills, and Theresa makes grammar very comprehensible. It is a fun and enjoyable experience"

Marisol Monasterio
Occupational Therapist
ROC of Houston

"The Art Brazilian Foundation "Portuguese Program" has helped me a lot to learn Portuguese and to understand the culture through a delicate and passionate teacher "Teresa". Also, all the Brazilian students and professors of different classes such as samba, capoeira try their best to help you to practice the language. In these 3 months, I have really enjoyed the classes and learned this beautiful language. I definitely recommend anybody who is interested in learning Portuguese to try this course."

Claudia Moradel
Logistics and Planning Analyst
National Bronze & Metals, Inc.

"The Portuguese classes I am taking at the Brazilian Arts Foundation have provided me with a great foundation and understanding of the language. Teresa is a very passionate professor."

Melina Rios Rodriguez
FlightSafety International

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