

SMALL BUSINESS OF THE MONTH



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The Institute of Spanish Communication was established in 1999 by Teresa Martinez, who moved as a teenager from Cuba to the United States. The Institute began providing Spanish instruction for local corporations, as well as translation and interpretation services. The Institute is dedicated to helping clients by eliminating language and cultural barriers between the English and Spanish speaking communities.

Over the years, the Institute has expanded into broadcasting and publishing. "Comunidad Viva" is the only Spanish language television

programming based in Polk County. The program airs on Polk Government Television (PGTV), radio stations La Raza 1570 AM, LAX 1460 AM and can be accessed on the internet at www.polkhispano.com. The program is designed to keep the Hispanic Community informed on current events and cultural awareness.

The Institute has also published Success in Exile – Five Decades of Cuban Stories. The text is bilingual and beautifully illustrated by Cuban painter Carlos Luna. The book depicts the stories of 25 families and their journeys from Cuba.

The Institute's language instruction is custom designed to target the language needs of corporate clients with an emphasis on vocabulary related to individual businesses and role play situations.

The translation and interpretation services feature Institute associates that are professional and recognize the great diversity within the 20 Spanish speaking countries.

Teresa is a great proponent of civic involvement and volunteerism. She is a graduate of Leadership Lakeland and a former director

of Lakeland Area Chamber of Commerce and Central Florida Speech and Hearing Center. Currently she serves on the Polk State College Board of Trustees, Imperial Symphony Orchestra Board, and the board of the Hispanic Club, where she is responsible for the promotion of the Lakeland Hispanic Festival.

The Institute's efforts to bridge the communication gap during the 2006 hurricane season were recognized by Governor Jeb Bush with the presentation of the Point of Light Award for exemplary business

conduct and service to our community.

Additionally, Teresa has been recognized as a Woman of Distinction by the National Association of Woman Business Owners (NAWBO), International Individual of the Year by the Central Florida Development Council, One Who Makes Things Happen in Lakeland Magazine and other awards and recognition.

The Lakeland Area Chamber of Commerce would like to congratulate Institute for Spanish Communication, Inc. as the January Small Business of the Month winner.



SMALL BUSINESS OF THE MONTH AWARD COMMITTEE MEMBER, DON PICKARD (PICKARD & PICKARD, INC. REALTORS) PRESENTS THE JANUARY SMALL BUSINESS OF THE MONTH AWARD TO TERESA MARTINEZ AND KAREN GALLARDO-HEVERLING, INSTITUTE OF SPANISH COMMUNICATION, INC.