



WIR LAUFEN AUF VOLLEN TOUREN!! / WE'RE RUNNING ON ALL EIGHT CYLINDERS!!

PSU Startup "SpeakEasy®" Announces beta Version of First Product

SpeakEasy© is a startup company which produces and distributes language-related products. During spring quarter, participants in German 320, German for Business and Professional Use, have been working to expand the company from its planning stages in 2001. You are invited to the company's second annual report, which will be presented on Monday, 10 June, 2002, from 1:30 to 2:00pm in NH 446 (Electronic Conference Room). Light refreshments will be served at the start, with a special and very rich "theme-related" treat at the end (we're talking chocolate!).

"SpeakEasy" is the outgrowth of a PSU Faculty Development Grant. The project's purposes are to make language learning more practical, to relate it to career interests, and to teach more effectively by combining language learning with development of other skills, such as business and technology. The course is conducted as a business emulation. Questions of design, production, marketing, distribution, finance and personnel are discussed in German. Writing assignments include employment application letters, product critiques, and plans for the future of the company. Technology training is carried out in German as well.

Our flagship product is "SpeakTote'm-Cards©," a set of 100 specialized vocabulary lists intended to help travelers prepare for and then deal on the spot with the challenges and opportunities that the traveler often encounters. The lists are produced both as small plastic laminated cards for on-site use and as full-page printouts for advance learning.

In 2001 we produced our first themes, for example, "Car," "Food," "Tools." We also planned how to market our product locally in conventional form and over the internet with electronic payment.

In 2002 we designed the mass-production procedure that will enable us, in 2003, to

produce the first mass edition of boxed sets of 100 subject-area cards. We added more lists, began the list database, drafted production directions, began market research, planned retail display, and brainstormed how to stay ahead of the competition by adding sound to WWW- and handheld versions

This year's report will summarize the progress attained during the current year and detail the plan for next year, of which a special feature is the first large-scale production of the full set of SpeakTote'm cards for local retail. We will present the current versions of the several stages of the mass production, from processing of outsourced content development through database management, finished word-processing, packaging and retail display, and market research and marketing strategy.

If time and last-minute technical preparation permit, we will also show an exciting future stage in product development, in order to indicate how SpeakEasy© is carefully planning to keep up with the competition in a world of constantly-developing technology.

Attendees will receive background literature and a sample set of "SpeakTote'em©" cards. The event will be conducted in German with simultaneous English interpretation every few sentences. Afterward there will be opportunity for general questions and individual chats with the SpeakEasy© personnel. Refreshments will be offered, including a very rich Austrian pastry for those who are willing to fill out customer-interest survey or the evaluation of the annual report.

If you cannot attend, basic information about "SpeakEasy®" is available at the company's website

<www.cosmolingua.pdx.edu/speakeasy>.

einen großen
Schritt weiter...



a big step
forward...

**“SpeakEasy®” Language Products
berichtet über das vergangene Jahr**

**Montag, den 10.06.02 • 13.30-14.00 Uhr
Zimmer 446 Neuberger Hall**

Die eigentliche Vorstellung beginnt um etwa 13.35. Die Firma lädt ihre Gäste ein, sich vorher am Erfrischungstische (links vom Eingang) aus der Auswahl an Obst und Getränken zu bedienen. Auf dem Auslegetisch sind Auskünfte über die Firma, sowie Namensschilder, zu finden.

Begrüßung

Entstehung und Ziel der Firma; unsere Webseite
(www.cosmolingua.pdx.edu/speakeasy)

Vorträge über den Ausbau der Firma im Jahr 2002

- Organisation der Inhaltentwicklung
- Aufgabe und Struktur der Hauptdatenbankdatei
- Massenverarbeitung der SpeakTote'm-Karten©als Textdateien
- Verpackung und Ladenauslage der Kartensätze
- Marktforschung und Vermarktung

Probesätze der SpeakTote'm-Karten© werden präsentiert

Aussicht auf das Jahr 2003: erste Massenaufgabe

Abschluß und Nachtisch

Nach der Vorstellung bitten wir unsere Gäste, Fragen an das Personal zu richten oder Gespräche mit den Firmenmitgliedern einzeln aufzunehmen.

Wir bitten Sie auch, gegen Ende der Vorstellung oder in den darauffolgenden Minuten die Bewertungsumfrage bzw. den Marktforschungsfragebogen auszufüllen.

**“SpeakEasy®” Language Products reports
about the year just past**

**Monday, 10 June 2002 • 1:30-2:00 pm
Room 446 Neuberger Hall**

The main presentation begins around 1:35. “SpeakEasy” invites guests who arrive before that time to help themselves to fruit and juice from the refreshment table at the (left). On the table can be found name tags and informational materials about “SpeakEasy.”

Greeting and preliminary introductions

Development and goal of “SpeakEasy;” the company website
(www.cosmolingua.pdx.edu/speakeasy)

Presentations about the growth of the company in 2002

- organization of content development
- function and structure of the master database
- Large-scale processing of the SpeakTote'm Cards© as text files
- packaging and store-display of the card sets
- market research and marketing

Presentation of trial sets of the SpeakTote'm Cards©

Prospect for 2003: the first mass edition

Conclusion & dessert

Guests are invited, after the presentation, to address questions to the “SpeakEasy” employees or to engage them in individual conversations.

Toward the end of the presentation, or shortly thereafter, please take a few minutes to fill out the evaluation form / the market-research questionnaire