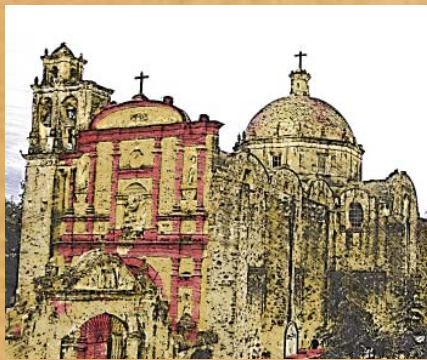


Spanish Immersion: FLORI-Culture & Marketing February 24 - March 1, 2008

You are invited to join me on a week-long Spanish language immersion study program in beautiful Cuernavaca, Mexico. Regardless of your elementary, intermediate or advanced language skills, this program will provide personalized instruction in a beautiful learning environment. In addition, we'll also be touring a number of regional garden centers, marketing cooperatives and production facilities, all focusing on floriculture and marketing.



*Dr. Don C. Wilkerson, Professor & Extension Specialist
Department of Horticultural Sciences
Texas A&M University*



Cuernavaca is one of Mexico's most historic and beautiful colonial cities. Known as *La Ciudad de Eterna Primavera* (the City of Eternal Spring), Cuernavaca's environment is ideal for a wide range of ornamental plants, landscapes and gardens. The state of Morelos is a center for the production of floricultural crops.

The city is located approximately 50 miles south of Mexico City on the M-95 freeway. It is very easy to arrive in Cuernavaca from the Mexico City Airport using first class ground transportation.

Kukulcan has been selected to host this educational activity because of their outstanding staff, facilities and service. The new Vitali Suites and dining area provide a comfortable, atmosphere and retreat. The Kukulcan campus creates a very special and personalized learning environment which will enhance this once in a lifetime experience.



Facilities include indoor and outdoor classrooms, swimming pools, manicured gardens, reading room, cafeteria, wireless internet access, all less than 15 minutes walking distance from the historic downtown area.

Cost per participant: \$800 for double room occupancy or \$950 for single room occupancy. What's included in the cost: Registration fee, VITALI Suites accommodations, offering 2 meals per day (breakfast & lunch), tours and excursions (see the Activity Schedule), books, wireless internet access. Roundtrip airfare and ground transportation to Cuernavaca are *not* included (NOTE: Roundtrip ground transportation to Cuernavaca is approximately \$30 US per person).

For more information please contact:

Dr. Don C. Wilkerson, Professor & Extension Specialist
Texas A&M University
College Station, TX 77843
Tel: (979) 458-4433 Email: d-wilkerson@tamu.edu

Spanish Immersion: FLORI-Culture & Marketing February 24 - March 1, 2008



Labor and marketing have been identified as 2 of the most critical issues facing the GREEN industry. Both of these areas are largely impacted by the growing Hispanic population within the US. The ability to effectively communicate *in Spanish* and an appreciation of Latin-American culture are rapidly becoming essential skills for successful GREEN industry professionals.

Labor: Workforce shortages and immigration regulations have significantly limited the availability of Hispanic laborers. Finding and retaining these laborers is largely dependent on creating a workplace which is sensitive to cultural needs and differences. An improved understanding of these cultural differences is extremely important in creating and maintaining a productive workforce.

Marketing: Identifying new markets for GREEN products is an important strategy for sustaining economic growth and profitability. The ever-growing population of Hispanics in the US represents a virtually untapped market for GREEN industry products and services. Learning and understanding how these products are marketed and sold in Latin America will be a key in developing this market in the US.

A working knowledge and ability to communicate in Spanish is the first and most important means of addressing both of these critical issues. This week long Spanish Immersion program will provide a unique learning experience, designed around your personal needs and interests.

Participants will have the opportunity to learn or practice functional and conversational Spanish in small classes with accredited teachers. Regardless of your elementary, intermediate or advanced Spanish language skills, this program will provide personalized instruction in a beautiful learning environment.

In addition to language instruction, participants will also take part in a variety of educational tours focusing on floriculture and marketing. This will include regional garden centers, marketing cooperatives and production facilities. Local professionals will accompany each tour to provide information and address questions.

Kukulcan has been selected to host this educational activity because of their outstanding staff, facilities and service. We feel that combining the beauty and comfort of this educational facility with personalized instruction and local tours will offer a unique and memorable learning experience of a lifetime.



Personalized Classes



On campus housing at the Vitali Suites



Cuernavaca - The City of Eternal Spring

Spanish Immersion: FLORI-Culture & Marketing February 24 - March 1, 2008



IMMERSE yourself in Mexican culture in a beautiful, traditional colonial town.
STUDY Spanish at an accredited language school.
MEET the people.
ENJOY tours and excursions focusing on floriculture and marketing

Objective: This travel study program is designed for life-long learners who are interested in spending an unforgettable week in Cuernavaca, México, "The City of Eternal Spring." The topic of this study program is floriculture and marketing with an emphasis on Mexican culture and improved language skills.

Unique Benefits:

Language study in small group classes with native speakers, elementary, intermediate or advanced conversational and functional Spanish. No tests, a stress-free opportunity to learn or practice the language at personal speed and needs.

Kukulcan facilities including indoor and outdoor classrooms, swimming pools, manicured gardens, reading room, cafeteria, wireless internet access, 15-minutes from historic downtown area.

VITALI Suites accommodations, offering 2 meals per day (breakfast & lunch).

Tours to local facilities and sites which complement the class objectives.

Eligibility: No Spanish pre-requisites.

Cost per participant: \$800 for double room occupancy or \$950 for single room occupancy. What's included in the cost: Registration fee, VITALI Suites accommodations, offering 2 meals per day (breakfast & lunch), tours and excursions (see the Activity Schedule), books, wireless internet access. Roundtrip airfare and ground transportation to Cuernavaca are *not* included (NOTE: Roundtrip ground transportation to Cuernavaca is approximately \$30 US per person).

Registration & Payment: Register on line at www.kukulcan.com.mx. A \$150US/person, non-refundable, advanced deposit is required to hold your reservation (deposit will be applied to registration fee). Make payment via Paypal at pay@kukulcan.com.mx Remaining balance due upon arrival at Cuernavaca.

More Information...

For information on Kukulcan and registration contact:

Ms. Leticia Becerril, Director
Email: leticia@kukulcan.com.mx
Tel: 011 (52) (777) 312.5279
Fax: 011 (52) (777) 318.9124
Toll free: 1.866.357.0803
www.kukulcan.com.mx

For program and tour information contact:

Dr. Don C. Wilkerson, Professor
Texas A&M University
College Station, TX 77843
Tel: (979) 458-4433
Email: d-wilkerson@tamu.edu

ACTIVITY SCHEDULE

Sunday - February 24th

Arrive Mexico City Airport - *no later than 4:00 pm*
Travel to Cuernavaca via Pullman de Morelos
5:00 - 8:00 pm Check-in and Welcome Gathering at Kukulcan

Monday - February 25th

8:00 – 9:00 Breakfast at Kukulcan
9:00 – 10:00 Welcome, Introductions, Orientation & Proficiency Exams
10:30 – 12:00 Functional Spanish
12:00 – 1:00 Lunch at Kukulcan
2:00 – 5:00 Local Garden Center Tour of Cuernavaca
Dinner on your own (Suggested Location - Casa Hidalgo)

Tuesday - February 26th

8:00 – 9:00 Breakfast at Kukulcan
9:00 – 10:00 Functional Spanish
10:30 – 12:00 Conversational Spanish
12:00 – 1:00 Lunch at Kukulcan
2:00 – 5:00 CONAPLOR in Cuautla. Tour of a unique marketing cooperative.
Dinner on your own (Suggested Location - Marco Polo)

Wednesday - February 27th

8:00 – 9:00 Breakfast at Kukulcan
9:00 – 10:00 Functional Spanish
10:30 – 12:00 Conversational Spanish
12:00 – 1:00 Lunch at Kukulcan
2:00 – 5:00 Visit a commercial plug growing operation in Cuernavaca.
Dinner on your own (Suggested Location - Cafe Los Arcos)

Thursday - February 28th

8:00 – 9:00 Breakfast at Kukulcan
9:00 – 10:00 Functional Spanish
10:30 – 12:00 Conversational Spanish
12:00 – 1:00 Lunch at Kukulcan
2:00 – 5:00 Tour to Tepoztlan
Dinner on your own (Suggested Location - Cafe Vivaldi)

Friday - February 29th

8:00 – 9:00 Breakfast at Kukulcan
9:00 – 10:00 Functional Spanish
10:30 – 12:00 Conversational Spanish
12:00 – 1:00 Lunch at Kukulcan
Free Afternoon
Dinner on your own (Suggested Location - El Madrigal)

Saturday - March 1st

Return to US
Do not schedule a return flight earlier than 8:00 am
Allow ample travel time to the Mexico City airport.



The Kukulcan campus provides a beautiful learning environment - centrally located in the historic colonial city of Cuernavaca, Mexico.

Payment Options:

Thank you for your interest in Kukulcan's Spanish Language immersion program. We will appreciate your **DEPOSIT** of \$150 US, 15 days in advance of arrival. For your convenience we have 2 ways in which you can submit payment.

PAYPAL:

We have found that Paypal is the easiest and most secure method of transferring funds to Kukulcan. If you have never used Paypal before you will need to set up an account at www.paypal.com Once you have an account please send your deposit to **pay@kukulcan.com.mx** (see page 2 for detailed instructions).

WIRE TRANSFER:

You may also wire transfer funds to Kukulcan using the following information:

Bank Name: Citibank (Banamex USA)
ABA Number: 1222.3364.5
Beneficiary Name: Escuela Kukulcan, S.C.
Account Number: 5966.9087.01
Address: 2029 Century Park East 42nd floor
Los Angeles, CA 90067, USA

PAYING YOUR OUTSTANDING BALANCE:

If you would like to pay your outstanding balance **BEFORE THE FIRST DAY OF CLASS**, you may use the same Paypal or Wire Transfer information as shown above.

IMPORTANT NOTE: If you use Paypal for the outstanding balance a 4.1% fee will be added.

If you wish to pay your outstanding balance **ON THE FIRST DAY OF CLASS**, you may use

Traveller's checks (Please bring a copy of your passport)
Cash
Credit Card: VISA & MASTERCARD accepted

IMPORTANT NOTE: A 5.5% fee will be added to all credit card transactions

If you need further information, please do not hesitate to contact me.
Best regards and see you soon,

Celia Zamora
ADMISSIONS

info@kukulcan.com.mx

52 (777) 312.5279 or 52 (777) 318.9124 direct lines in México

Toll free 1 (866) 357-0803

www.kukulcan.com.mx

"It is good to be bilingual, but it is better to be bicultural!"

If no reply within 48 hours redirect to celiazamora06@gmail.com



Instructions for Using PayPal:

Thanks for your interest in Kukulcan. We have found that Paypal is the easiest and most secure way to transfer funds for deposits and payment. If you have never used PayPal before begin by creating a PayPal account at www.paypal.com.

When you are logged into your account, click the Send Money tab and enter the following email address **pay@kukulcan.com.mx** and the amount you would like to send. With PayPal you can send payments in any of these currencies:

Canadian Dollar
Euro
Pound Sterling
U.S. Dollar

Add Credit Card

You have 0 credit cards active on your account.

First Name:

Last Name: Donahue

Card Type:

Card Number:

Expiration Date: 01/2003

Card Verification Number:

Billing Address

Enter the address where you receive monthly billing statements for this card:

Use a credit card to fund your Paypal account for the amount you want to transfer to Kukulcan.

Check Payment Details

Secure Transaction

Payment Details

Pay To: chad@hotmail.com

User Status: This recipient is not yet registered. PayPal will send an email to the recipient explaining how to open an account and receive your transaction.

Type: Goods (other)

Amount: \$25.00

Total Amount: \$25.00

Email Subject: Money for Ski Trip

Note: Hi, Here is the \$25 I owe you.

Source of Funds

Credit Card: \$25.00 from Visa XXXX-XXXX-XXXX-5527

Shipping Information

Ship to: 232 east street palo alto, CA 94306, USA (Confirmed)

No shipping address required

Send Money Edit Cancel

After reviewing the details of your payment, click the Send Money button. Your payment will be sent directly to Kukulcan.

Your recipient receives an email message from you.

Delete Block Put in Folder...

From	Subject
Ryan Donahue	Ryan Donahue has sent you \$25 with PayPal

Also - Kukulcan will immediately receive an email explaining that we have received a payment from you through PayPal.

If you have any questions or need additional information on how to use Paypal do not hesitate to contact us at info@kukulcan.com.mx

Thank you for your interest in Kukulcan – See you soon!!!



Spanish Immersion: FLORI-Culture & Marketing February 24 - March 1, 2008



Kukulcan
educational spanish community

FAQ - Frequently Asked Questions

1. What is included in Kukulcan's Spanish immersion cost?

A1. Registration; tuition; books; housing in single or double room occupancy (per student's preference); 2 meals per day (breakfast and lunch); functional speaking clinics and 4 excursions/tours.

2. What is not included in the cost?

A2. Airfare to and from México City (cost varies depending on the origin of travel and length of stay), transportation from México City's airport to Cuernavaca (estimated at approximately \$12 US if coming by bus or \$75 US if using Kukulcan's private chauffeur service), dinner each night and health insurance (please bring a copy of your Health Insurance Card, if available).

3. How much should I budget for my personal expenses?

A3. The answer to this question depends entirely on each person, but you can estimate spending approximately \$10 - \$20 US for dinner each night (although lower/higher cost options exist). Don't forget shopping and additional entertainment costs.

4. When do I pay my fees?

A4. Students are required to make two basic payments:

a) The first payment, the deposit fee (\$150 US) is payable via wire transfer to Kukulcan's bank account or through Paypal. It is due when you register and it is non-refundable, but 100% accredited towards your tuition. See the Payment Options bulletin for more details.


b) The second payment, which covers the remaining balance (tuition, books, accommodations and optional private chauffeur service), can be paid in advance using PayPal or wired to our account - OR paid at Kukulcan on the first day of classes. We accept cash, travelers checks or credit cards (VISA and Master Card are accepted with a 5.5% service charge. American express is not accepted. See the Payment Options bulletin for more details.

5. What is the refund policy?

A5. Deposits are non-refundable.

6. After I enroll in Kukulcan using the website, what should I start working on?

A6. First. You should begin to work on the immigration documents required to enter México. Remember, immigration guidelines vary according to age and nationality, so please check with the airline carrier when booking your flight. They will have the latest updated information. A passport is required to travel to México. Minors may also need a notarized letter from a legal guardian(s) approving their unaccompanied trip. Remember, YOU ARE COMING TO KUKULCAN AS A TOURIST - NOT A STUDENT. Classified as a "tourist," you are allowed up to six months for travel, recreational and cultural activities in México. Be sure the immigration officer prints the correct number of days for your stay in México.

Continued on next page 

Second. Purchase your airplane ticket. Don't forget to schedule it to México City and NOT to Cuernavaca. Cuernavaca's airport is small and features only a limited number of connecting flights. Remember to schedule your flight to land sometime in the morning or early afternoon, since traveling to Cuernavaca from México City is easier during daylight hours.

Third. You will need a copy of your Health Insurance Card, demonstrating your coverage during your stay in Mexico.

Fourth. Pay your deposit fee of \$150 US (fully accredited towards your tuition) per above instructions.

7. Will it be easy to exchange money in México?

A7. Yes. Banks and money exchanges are typically open Monday through Friday from 9:00 a.m. to 4:00 p.m. and most Saturdays from 9:00 a.m. to 2:00 p.m. In addition, ATM machines are available at the airport and throughout Cuernavaca, providing service 24 hours a day. Major credit cards are also widely accepted in México at restaurants, shops, hotels, etc. Traveler checks are not recommended since they are sometimes difficult to exchange if you do not have a formal ID form (ie. passport).

8. What should I do when my plane arrives at the México City airport?


A8. Welcome to México City! Upon landing, pick up your carry-on luggage and follow the signs (marked in English) through the airport terminal to the Mexican migration area. Here, you will hand the officer your passport and migration forms given to you by the airline flight attendants. The migration officer will check your documents and stamp your tourist card. REMEMBER you will be a TOURIST while in Mexico NOT a STUDENT. As a "tourist", you are allowed cultural and recreational activities, like your Spanish immersion program at Kukulcan. This migration card will note the number of days you will be staying in México, so be sure the officer prints the correct number of days on it. You are permitted to stay up to six months, so watch the number of days the inspector writes down and compare it to schedule. If it is less than you planned, kindly suggest that the officer modify it (do not worry – this rarely happens but if there is a mis-print it can make your departure a bit of a hassle).

After your migration papers have been processed, go and pick up your remaining luggage at the carrousel marked with your flight number. An airport representative will check your baggage claim numbers against the baggage claim receipts stapled on your plane ticket receipt to be sure they match. Don't lose your claim tickets! Once you have gathered all your luggage and possessions proceed to the customs area, where you will hand over your customs declaration (also provided by the flight attendants on the plane). Be prepared, as you may be selected for a simple, random, routine search; like in any airport around the world.

9. What is the best way to get from the México City airport to Kukulcan?

A9. There are 2 recommended ways to get from the airport to Cuernavaca and Kukulcan.

a) Take the luxury, non-stop, commuter bus "Pullman de Morelos" which departs from in front of the international terminal every 55 minutes to Cuernavaca's bus terminal "Casino de la Selva." The ride takes approximately one hour and 40 minutes and costs approximately \$12 US dollars. You may purchase the ticket before boarding the bus. Once you arrive at Cuernavaca's bus station, take a taxi to your accommodations. See the Pullman de Morelos bulletin for details.

Continued on next page 

b) Hire Kukulcan's private chauffeur service to pick you up and deliver you at your accommodations. To arrange this, we need your exact flight information at least one week prior to your arrival. The rate is \$75US, one person. It can be divided by two students and the cost is \$100 US not including a carry-on, if your flight is late or cancelled and you cannot reach our representative personally, it is your responsibility to notify Leticia Becerril at least twelve hours in advance of your originally scheduled pickup time, otherwise, you will be charged for this service. Minor delays do not require notification as chauffeurs will wait at the airport for up to two hours after your originally scheduled pickup time. Chauffer's coordinator person is Haifa Ghawi and her contact phones are (777) 374-0854 cell., (52) (751) 344.0148 home, in case you can't reach her, you can call Leticia Becerril at (52) (777) 119. 3794 cell. Our chauffer will be waiting outside the international arrival gate E2, close to the restaurant named "Freedom" to your right as you exit customs. Please make sure that if you exit from E3 you walk towards the Freedom Restaurant. The chauffer will be holding a sign with your name on it. Please allow a minimum of 20 minutes waiting time near the "Freedom" restaurant before moving on. As life can be unpredictable, so can traffic jams and unexpected time delays, so please be patient.

10. How do I get around while in Cuernavaca?

A10. Because of Cuernavaca's warm weather, it is a perfect city for walking around. All major avenues feature "rutas" or buses running to and from various destinations, and cost around 45 cents US per ride. After 8:00 pm, it is advisable to use a "Radio Taxi." Be sure to always negotiate the taxi fare before you head for your destination. As an additional safety measure, check the front and rear license plates to confirm that they match with the sticker in the rear windshield. All four numbers and three letters must match. If they do not match, do not take it. Try always to sit in the back seat and travel with a group. Like in any mid-size city, use common sense when getting around.

11. What should I pack for my Spanish immersion?

A11. The dress "code" at Kukulcan is informal, so you are welcome to wear jeans, t-shirts and shorts. Around town, Mexicans dress a little more formally than we do in the US. Very few people (men or women) wear shorts in public. Jeans and long pants are fine. Shirts with collars, skirts and light dresses will ensure that you "blend in" with those around you.


As far as class material and resources go, we recommend bringing an English-Spanish dictionary and/or any other grammar book(s) that might be helpful in your studies (i.e. Spanish 501 verbs).

12. What shots should I take prior to my travel to México?

A12. There are some shots (especially in the US) that can help prevent diarrhea and flu; consult your doctor for more information. Furthermore, if you are presently taking a specific medication or prescription, please make sure that you bring enough of the medication to last for your duration in México along with the doctor's prescription justifying the medical use, for migration purposes. Travelers are not allowed to bring in or take out prescription medications without a doctor's written prescription.

13. Is laundry service available?

A13. Laundry service is not included in the registration/tuition fee and we hope you will bring enough clothes for your stay. However, we do have access to a laundry service that will pick up and deliver for approximately \$5.00 US per load.

Continued on next page 

14. Will I have internet access?

A14. Yes, at KUKULCAN we have wireless connection at 512 Kbytes. You are welcome to bring your laptop with a wireless adaptor. Additionally, there are various internet cafés two or three blocks from Kukulcan where we have negotiated a weekly fee of \$6 US for unlimited internet access. Please remember that most of the internet communications in México are via phone lines vs. cable, so it may seem a little slow compared to what you are used to.

15. Will I have access to a phone and/or fax?

A15. There are numerous phone calling options in Mexico. We suggest that you contact your cell phone carrier to determine if your coverage includes Cuernavaca (be sure to check out the cost)

You can also purchase a prepaid TELMEX card that can be used with any public phone in the city OR, you can bring a prepaid phone card (i.e. AT&T, MCI) along with you from home (this is often more advisable because of the extremely high phone tariffs in México). Public phone booths are located every three blocks throughout the city.

Sorry – but we can not make our business phones at Kukulcan available for your use. We do have a FAX machine which we can make available for a small fee.

16. Will I be able to exercise during my stay at Kukulcan?

A16. Yes, the school features a swimming pool and showers, that can be used for exercising. We also have a list of local gyms and exercise facilities that we can recommend.

17. Will I be able to make any flight changes or travel arrangements during my stay at Kukulcan language school?

A17. Yes, our administrative staff will not only help you with their personal suggestions, but will also provide you with the phone numbers and addresses of major airlines companies as well as travel agents that can specifically fulfill your requirements.

If you need further information, please do not hesitate to contact me.
Best regards and see you soon,

Celia Zamora

ADMISSIONS OFFICE

info@kukulcan.com.mx

52 (777) 312.5279 or 52 (777) 318.9124 direct lines in México

Toll free 1 (866) 357-0803

www.kukulcan.com.mx

"It is good to be bilingual, but it is better to be bicultural!"

If no reply within 48 hours redirect to celiazamora06@gmail.com





Traveling to Kukulcan via the... **Pullman de Morelos**

Ground transportation to Cuernavaca, via the Pullman de Morelos first class bus service, is one of the best ways to get from the Mexico City Airport to Kukulcan.



As you exit the immigration area turn left and follow the signs to GROUND TRANSPORTATION. Go up to the second level where you will find the ticket counter for Grupo Pullman de Morelos. A one way ticket (ticket = Boleto) to Cuernavaca costs around 120 Pesos (approximately \$12.00 US). NOTE: We suggest that you wait to purchase your return ticket in Cuernavaca.

Buses run frequently so you will not have a long wait. Here is a scheduled listing of times from the airport to Cuernavaca. NOTE: This schedule may vary slightly.



6:40	10:40	15:00	19:20
7:15	11:20	15:30	20:00
8:00	12:00	16:00	20:40
8:30	12:40	16:40	21:20
9:00	13:20	17:20	22:10
9:30	14:00	18:00	22:50
10:00	14:30	18:40	23:30

After you get your tickets continue along the hallway and down the stairs/escalator to the outside platform area. Look for the bus that says Grupo Pullman de Morelos – Cuernavaca - Casino. The time of departure and an assigned seat number will be printed on your ticket. Make sure the bus at the platform matches the time on your ticket.

Check in your bags with the baggage handlers (be sure to get claim checks – you will need them to re-claim your luggage when you arrive) and make your way to the security area. You will have to go through a metal detector and get your carry on luggage inspected. On occasion passengers are also video taped as an added security measure.

Next, find your assigned seat, sit down and relax. Shortly after the bus leaves the airport your bus attendant will be around to offer beverages and a snack (no charge). The bus ride takes approximately 1 hour and 40 minutes.

Once you arrive at the bus terminal in Cuernavaca you will need to re-claim your luggage (be sure to have your claim checks ready – no tipping necessary). Proceed along the walkway to the exit turnstile and taxi area.

If you are staying with a host family, please have the driver take you directly to their address (provided in your registration information). The cost should be between \$4.00 - \$6.00 US.

If you are staying in the Vitali Suites at Kukulcan
 please give your taxi driver this address:

Escuela Kukulcan
Manuel Mazari #208
Col. Miraval C.P. 62270
Cuernavaca, Mor., Mexico

NOTE: Kukulcan is only a 10 minute taxi ride from the bus terminal and should cost approximately \$4.00 - \$6.00 US.

The following are local contact numbers in case you need additional information once you arrive in Cuernavaca
 011. 52.777.119.3794 when dialed from US
 01.777.119.3794 when dialed from Mexico City
 119.3794 when dialed from Cuernavaca