



## In This Issue

- [Letter From Our President](#)
- [New Group Classes](#)
- [Italian Cuisine](#)

April, 2010

### Dear Guest,

We are pleased to deliver our April electronic newsletter! This quarter we are focusing on Italian business practices and the impact Italian's are having here in the Detroit Metro area.

## A Letter From Our President

I am pleased to deliver this second edition of our newsletter. This quarter our focus is on Italy. With Fiat's active entrance into the greater Detroit area we are busy teaching Italian classes to automotive managers and have even hosted Fiat executives for intensive English programs. It is an exciting change and we are impressed with how many individual managers have taken the initiative to learn another language that will help them advance their careers. Today's uncertain job market means that each of us needs to build skills and experiences that keep us relevant in the marketplace. Learning new languages and understanding other cultures is an important way to stay on top of your game.



Doing business in Italy, or with Italians, requires a greater degree of flexibility and relationship building than in many other cultures. Your Italian colleagues or customers may not engage in the same type of detailed, long term strategic planning seen so often in the U.S., From an Italian point of view, this type of planning is pointless in a rapidly changing, volatile business and personal environment. Flexibility and hands on management styles help Italian firms successfully manage in uncertain times. Don't be surprised by style differences when dealing with high level Italian managers. Traditional management styles tend to be more authoritarian in terms of how an executive manages a team. Strong relationships also play a vital role in business success in Italy and must be established and built over time. Get to know Italian colleagues, exchange "small talk" prior to getting down to business in meetings and be sure to follow up on the details to keep your team working smoothly.

So, as they say in Italian: "*Batti il ferro finché è caldo*" - strike while the iron is hot! Contact us today for more information about learning Italian, or any other language.

## PALS Offers...

- **Translation Services**
- **Foreign Language Instruction**
- **Cross-Cultural Training**
- **English Language Instruction**
- **Interpretation Services**

## Featured Article



### Exciting New Courses!

We have new language classes to ensure you have the added skills you need in a Global Economy. These courses are only \$300.00 and will provide you with the basics in each of these languages.

## Spanish for the Professional

Mondays, 6-9pm

## Chinese for the Professional

Tuesdays, 6-9pm

## Italian for the Professional

Wednesdays, 6-9pm

All classes are held in our headquarters in Troy from 6pm to 9pm, giving you three hours once a week.

We can help you learn ANY language, with a trained, native speaker.

Call us!

248-362-2060

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## Did You Know?

In Italy, food is important and meal times are more for human interaction and relationship building than for discussing detailed business matters. So, look to build your relationships during meals with your Italian colleagues or customers.



Italian cuisine is loved around the world. It is known for simple ingredients and bold flavor combinations. In fact, the Mediterranean diet has been considered one of the healthiest in the world. As [Wesley Oliver](#), on October 4, 2008 wrote: "Research also shows that it lowers incidence of Parkinson's and Alzheimer's, and reduces cardiovascular and cancer death." That's not to say Italians don't like dessert. In fact, our local chef and culinary instructor Gloriana Casadei has graciously shared with us her recipe for Bustrengo. This is a recipe her Nonna Angela (Grandmother) used to sell at the open "Mercato" every Thursday morning over fifty years ago.

It is made with all natural ingredients and served cold with a delicious cup of cappuccino or a wonderful, chilled glass of Albana di Romagna wine.

### Ingredients:

1/2 cup rice (Arborio preferred)	3 tablespoons plain bread crumbs for dusting baking dish
3 cups milk	1/2 cup corn meal
1 stick of unsalted butter, room temp.	1 1/2 cups sugar
1 lemon grate rind only	3 whole large eggs, beaten
1 orange grate rind only	2 cups raisins
1/2 cup plain bread crumbs	1 tablespoon butter to grease pan

### Preparation:

Heat oven at 350 degrees.

Pour raisins in bowl and cover with hot water. Let sit for about 30 minutes or longer. This will plump the raisins. Drain all excess water before using.

In a saucepan, cook the rice in the milk. Stir frequently. Let cool for about 30 minutes. In a large bowl mix all other ingredients with a wooden spoon, adding rice mixture and raisins last. Continue to mix with spoon.

Pour into a large baking dish after having greased it with butter and sprinkled it with bread crumbs to prevent sticking. Bake for about 45 minutes to 1 hour until golden brown. (Use toothpick to test).

Let cool and cut into small squares.

Keeps well in freezer too!

***Buon appetito!***

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Take charge of your career and your future. Contact us today!

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