

## Spring Conference Luncheon Keynote Address

Friday, February 15, 2008

### *In Search of Linguistic Treasure*



### *John De Mado*

What exactly is this illusive commodity known as ‘language’? It comes to virtually everyone... In fact, no mute tribe has ever been discovered. Place two humans together anywhere in the galaxy, and it seems to bubble up spontaneously. Yet, it largely defies our best attempts in the classroom. Let’s travel the ‘Seven Cs’ to try to discover some *linguistic treasure!* ***Be prepared to laugh heartily and to reflect profoundly.***

*John De Mado has been a vocal advocate for language acquisition in the United States for many years. Beginning his foreign language studies in high school, Mr. De Mado went on to Montclair State College in Upper Montclair, NJ. There, he received his BA and his teaching certification. While attending Montclair State, John was selected to participate in an immersion experience in Grenoble, France sponsored by Princeton University. He began his language teaching career in the state of New Jersey, simultaneously completing his MA degree in French language and literature at Middlebury College, Middlebury, VT. His degree was funded in part by the French government. Mr. De Mado then undertook his second language teaching assignment in Connecticut, where he still resides. After several years of classroom experience, John began his career in educational publishing, serving as Senior National Consultant for Foreign Languages and ESL, Marketing Manager and Editorial Director of Foreign Languages.*